VALLEY OF THE POTTERS:
INTRODUCING RURAL TOURISM AS A MEANS FOR ENHANCING THE ECONOMY AND PRESERVING THE CULTURE.

PROJECT DESCRIPTION:

The project is an extension to an existing rural village that focuses on the production of pottery as a means for attracting tourists, providing job opportunities for the villagers, enhancing the village economy and preserving the unique local culture. The extension is meant to become an asset to the whole village, to help transition it from a rural area to a tourist area that works in harmony with the landscape.

Most of the needed building materials are to be extracted from the site: the existing clay and water that the pottery can be utilized in making clay blocks that can also be used in the pottery site itself, which allows the villagers to participate in the commercial process and gain a sense of independence and ownership.

THE VILLAGE - ECONOMIC ISSUES AND MARKET OPPORTUNITIES:

All leads to a rural village in the area with a wide range of natural resources, yet its population lives a poor life due to the lack of job opportunities. The success in the gradual migration of the villagers to the city is slow, to search for better chances, leaving their village almost abandoned. On the other hand, the village is home to a unique tradition of pottery production that goes back to ancient Egyptian techniques, but it has not been utilized properly. With the help of Al Nagla, we are trying to help find a way to find a new use for this pottery in order to earn about 50% of the current pottery production is needed to make children pottery workshops, buy souvenirs and maybe even spend a couple of days in the village.

All this is targeted to increase tourism in the area and the main pottery site that are considered the landmarks of the village, the site reflects the local culture and traditions, which consequently help tourist interest in the village.

VILLAGE MORPHOLOGY:

The project tries to serve as a bridge between a unique tradition and the new pottery production, which relies on the natural existing conditions and the main pottery site that are considered the landmarks of the village. The site reflects the local culture and traditions, which consequently help tourist interest in the village.

AIMS:

The main aim of the project is to empower the community and provide them with a sustainable life style that future generations can maintain and develop. This is targeted through focusing on the existing traditional craft and developing new types of pottery that can be sold in the village in order to earn about 50% of the current pottery production is needed to make children pottery workshops, buy souvenirs and maybe even spend a couple of days in the village.

COMMUNITY PARTICIPATION IN CONSTRUCTION:

The main initiative in choosing the building material for the project is using the existing materials on site, the need for affordable construction and the need to preserve the culture and character of the village while fighting against blind urbanization that will ruin the village as a real place.

CONCEPT AND DETAILS:

The building material is to use mud bricks that can be molded on site, the existing clay on site can be used to make clay bricks and the existing wood on site can be used to be the finish for the wooden gable, gain strength and resistance against weather conditions. The material of the building is chosen to be mud bricks that will bring the village to its traditional character and romen new life that they would be able to work with other projects.

In order to modernize the construction process, while maintaining the traditional aspect of the roof structure, the shaped tin roofs are used in most of the buildings, which are made from recycled tin of the old coffee beans, and in some cases, the wood pieces are used. However, the traditional wooden beams are still used for the most parts of the roofs, with the addition of metal parts that can be removed and made into roofs for other buildings. The use of these materials makes the building scale higher and provides more stability in the construction of the buildings.

SOUTH VISTA LEVELS STUDY:

The south vista is an important aspect of the buildings in order to ensure natural ventilation and air circulation, which are conditioned naturally, the glass below shows the mechanism of the vent which opens off the exhibition area of level 1-2.