

# الفنون التشكيلية وخدمة المجتمع المؤتمر الدولي الثالث بالقصر

Plastic Arts and Community  
Service  
The Third International  
Conference  
Luxor



Faculty of Fine Arts in Luxor  
South Valley University, Egypt  
From 23-25 April 2017

Under the Auspices of

Prof. Dr.  
Ashraf El-Sheihy  
Minister of Higher Education

Mr.  
Helmy El-Namnam  
Minister of Culture

Dr.  
Mohamed El-Sayed Badr  
Luxor Governor

Prof. Dr.  
Abbas Mansour  
President of SVU

Prof. Dr.  
Saleh Mohamed Abdelmoaty  
Director of the Conference

Dr. Emad Aly Hosny  
Dean of FFAL

Dr. Hisham El-Maadawy  
Rapporteur of the Conference

Dr. Korashy Saady Ahmed  
Secretary General of the Conference

South Valley University - Egypt

## Conference Concept

The Faculty of Fine Arts in Luxor organizes its third annual conference under the auspices of South Valley University. The conference welcomes international researchers, scholars, experts, practitioners to submit their papers in the fields of visual art and the cultural and monumental heritage jointly with the fields of Philosophy, Law, Arts, Education, Teaching Methods, Media, Mass Communication, Marketing, Business Management, Tourism, Computer Science, Ecological Design, Conservation of Fine Art, Conservation of Cultural Heritage, Social Studies and Community Organization.

This conference addresses the question of identity and its interdependence dialogue with the various forms of traditional and modern visual arts. The issue of identity is hypothetically constantly reshaped by the ongoing shifts in the aspects of history and geography. Accordingly, cultural heritage and visual art are indispensable means to express the identity. Cultural heritage carries its special mapping characteristics in order to make a reference to reinforce the self-awareness in front of varying matters related to economic and political factors, such as capitalism and globalization issues.

Due to the collaboration of such contemporary, intellectual and cultural visions are formed and materialized into innovative techniques and forms of art. The preservation of identity remains, however, central to the individual by both the fixed and altering temporal and geographical characteristics. From this point of view, this conference addresses this subject in an interdisciplinary manner with the abovementioned academic fields to create a province of concurrent thoughts. Accordingly, the outcomes would integrate with the principal objectives of the conference consonant with the related interdisciplinary and cross-disciplinary research fields.

In summary, this conference aims to fill the gap in research resulted by the lack of expansiveness towards the integration of various scientific fields with the fields of visual arts and cultural heritage. That would establish better understanding to the notion of the identity in an intricate world with swift changes. In this sense, the objectives of the conference are addressed through the following themes:

## Conference Themes

Visual Arts in the Context of Cultural, Political and Technological Shifts.  
Globalization and the Notion of Authenticity.  
Fine Arts and Intellectual Property Rights.  
Feminist Waves in Art between Cultural Heritage and the Current Issues.  
Digitalization and its impact on different sorts of visual arts.  
Performing Arts and its Role of Displaying Different Contemporary Issues.

Plastic Arts and Community Service  
3<sup>rd</sup> International Conference  
From 23 - 25 Apr. 2017

Self-Identity in the Context of Heritage, Contemporary Culture, Post-Postmodernism and the Problematics of Identity in Art. Pictograph as Cultural and Creative Manifestation.  
The Mass Media, Means of Communication and Visual Identity. Music and Contemporary Art.

Art, Heritage and the Development of Tourism Sector. Cultural Tourism and Service Design.  
The Media and Visual Arts as Means to Promote Tourism. Documentation and Preservation of Heritage and Antiquities. Innovative Techniques of Museum Display.

Developmental Dimensions in Heritage and Contemporary Architecture. Architectural Heritage Sustainability.  
Green Architecture and Ecological Design. Identity of Fast Growing Cities between Authenticity and Contemporaneity.

Interior Design in the context of Cultural heritage and Innovative Techniques. Cultural Heritage as Asset in Interior Design.  
Modern and Contemporary trends in Interior Designs. New Materials and Construction Technology in Interior Design.

Curriculum Development and Learning Styles in the Fields of Art and Design. Quality in Curricula and Methods of Art Teaching to Fulfill the Requirements of the Modern World.  
New trends in Training on Traditional Heritage Crafts and Meeting Society Needs. The Employment of Heritage Arts in Inclusion Classrooms for Learners with Special Needs.

## Submission Guidelines

Abstracts and Papers submitted to the conference must have not been published before.  
Authors are solely responsible for ensuring they have permission from co-authors (where applicable).  
Abstracts must not exceed 250 words.

Abstracts and papers are accepted in Arabic or English only.

Abstracts must additionally contain the title, author's name and email address, co-authors' names and email addresses (if applicable) and a maximum of five keywords.

{Art & Identity between  
Heritage & Contemporaneity}

Full papers should not exceed 20 pages, including endnotes, references, appendices, tables, diagrams, etc. Extra pages shall be charged for \$15 each.

Both abstracts and papers must be presented in Times New Roman font. The font size is 12 for main content, 10 for captions and 14 for headings. Spacing is 1.5 throughout.

References should follow the Chicago referencing style.

Authors should ensure that their papers have been proofread for typographical and grammatical errors. All submitted papers are subject to blind peer-review.

The final date to receive the abstracts is 15 January 2017, and the final date to receive the full papers is 15 March 2017.

Authors are strongly encouraged for earlier submission as it helps us to manage the review process in a timely manner.

Model papers can be found in the conference website:  
[www.svu.edu.eg/pacsconf/English](http://www.svu.edu.eg/pacsconf/English)

## Fees

Type of Participation	Registration Fees for non-Egyptians (in \$US)
Non-attending main author	250
Non-attending co-author	125
Attending main author (or Solo Exhibition)	400
Attending co-author	300
Delegates	300
Companions	250
Students (with no paper submission)	150

Faculty of Fine Arts - Luxor

Please register your personal information via the following link:  
[www.svu.edu.eg/pacsconf](http://www.svu.edu.eg/pacsconf)

Please send your abstracts and papers to the following email address:  
[pacs3@f-arts.svu.edu.eg](mailto:pacs3@f-arts.svu.edu.eg)

Deadline for abstracts submission  
15th January 2017  
Deadline for papers submission  
15th March 2017

Fees are payable to South Valley University, Centre for Conferences Public Service and Scientific Research Marketing, bank account no. 9/450/79749/8

Or, via postal money order payable to: Mr. Mohamed Khairy Ahmed Sullman, national ID no. 25801082700771

Deadline for receiving fees: 15 March 2017

## Contacts

Dr. Mohamed Abdeldayem Soltan  
(Media & public relations officer)  
002 01022 64 1033

Mrs. Safaa Kotb  
(Administrator)  
002 01014 50 2561

[www.svu.edu.eg/pacsconf](http://www.svu.edu.eg/pacsconf)  
[pacs3@f-arts.svu.edu.eg](mailto:pacs3@f-arts.svu.edu.eg)  
PACS3

