

The Butterfly Effect

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Abstract

The project aims to create a center for design, production, and Palestinian fashion shows in the Palestinian city of Haifa, in addition to providing public spaces for various activities, thus contributing to economic, social, and urban development.

Reviving and evoking traditional and heritage costumes, which emphasize many aesthetic ideals, with a modern vision, makes fashion a true tool for change and education, a form of development and artistic creativity in general, and a means of conveying Palestinian folklore in its various forms, symbols, and traditions, to preserve and consolidate Palestinian identity and collective memory.

This research consists of four main chapters, beginning with an introduction that discusses the role of fashion, its origins, concept, types, importance, and development.

The second chapter analyzes a case study, including an analysis of the building and its location. The third chapter focuses on analyzing the project's location in the Palestinian city of Haifa, which is a strategic location in a city characterized by its diverse cultures and religions, and its protection, and which is a center of trade and culture in Palestine. The research concludes with the fourth chapter, which reviews the design and planning standards and systems necessary for fashion house design.

Reviving heritage through the Palestinian Fashion House project is not a matter of copying the original material, but rather a matter of deconstructing and reproducing it in a new form, in which the designer painstakingly and painstakingly selects his heritage material, leaving behind imprints, even if simple, like the butterfly's footprint.

Through this, it is possible to convey the story and suffering of the Palestinian people, leave their mark on the world, and reveal the truth, little by little, quietly, just like the butterfly's footprint. While it may be simple in itself, it generates a successive series of results and developments whose scope exceeds the initial stage, in ways that no one might have anticipated, and in places far from being expected.