



The Impact of the Artistic Dimension on the Identity of the Urban Landscape (Las Vegas As A Model)

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The artistic dimension, with its various types and components, appears as a significant factor in shaping the urban scene's identity and the mental image of city dwellers, as many cities in the world have emerged with a different identity from the rest through the different artistic elements spread in them, and thus the great role of the artistic dimension in shaping the cultural and civilizational identity of the society in which he grows up.

We have dealt with many studies that touched on the technical dimension, which is meant here within the limits of the research (A set of artistic elements that can contribute to achieving urban identity, whether at the level of architecture, such as various buildings and constructions in the city, or at the level of urban design, such as street layouts, squares, and public parks, in addition to public arts, like sculptures and paintings, as well as urban heritage such as buildings and historical areas in the city) and its relationship to identity and the urban landscape. Although this relationship has dealt with one type of art affecting the identity of the urban landscape of specific cities as a case study, there are few comprehensive studies. Which dealt with the topic in general and the various influential arts and their relationship with identity and the urban landscape.

Therefore, the problem of research can be diagnosed as (the lack of local knowledge about the role of the artistic dimension in all its components in achieving the identity of the urban scene), and the research assumes (that the artistic dimension has a significant and clear impact on defining and achieving the identity of the urban scene, depending on the types of arts that distinguish the cities where the artistic dimension appears clearly affecting their urban scene), and the research aims to highlight the importance of the artistic dimension in the urban scene at the level of identity achievement and its role in the community's memory and their mental images.

Las Vegas in America was chosen as a case study where the influence of artistic dimension, represented by advertising art and billboards, on shaping the identity and distinctiveness of this city from other cities can be observed. The research concluded that this type of art has the greatest impact on the urban scene there and the extent to which its function overlaps with the specific function and nature of the city, integrating them together in achieving its clear identity.

Keywords: Artistic dimension, identity, urban landscape, Las Vegas, advertising art.

1. Introduction

The urban scene is the material and visual entity of the city, characterized by its intertwined and somewhat complex components that interact with each other and reach the recipient through a set of sensory influences, forming a distinctive image and identity for that urban scene. Art plays a significant role in the built environment, as art is generally considered a means of expressing ideas, events, and sometimes people, reflecting in turn on the urban scene, creating a special identity for it with the influence of that artistic dimension present in it, as most cities in the world today suffer from the loss or dispersion of their distinctive identity.

The artistic dimension, with its various types, had a clear and influential presence that contributed to the formation and creation of the identity of many cities in the world, including the city of Las Vegas, which was characterized by the influence of advertising art in a large and clear manner that contributed to the formation of a special identity for this city.

Previous literature that touched on the basic concepts of research (artistic dimension, identity, urban landscape) as well as studies that dealt with the city of Las Vegas are discussed, analyzed and discussed, and then a problem, research hypothesis, and indicators that can be applied to multiple study cases, including the city chosen in this research, are discussed. The above main concepts related to the research are also discussed, and procedural definitions are come up after discussing their definitions linguistically and terminologically. Definitions of the types of arts that fall within the concept of the artistic dimension are also addressed, which are derived through analysis and discussion of previous literature, and then the city of Las Vegas in America is touched upon. Explaining the impact of advertising art, as its clear art, on shaping its identity. Then come up with a set of conclusions.

2. Previous Literatures

A. By studying a range of previous literatures that addressed the concepts of artistic dimension, identity, urban scene, and their relationship, some of them discussed the relationship between artistic dimension and identity and the extent of their interconnection, such as (Pogrmić-2023) , (Irwandi & others-2023) , (Simoës-2023) , (Kecheng & Hussain-2023) , (Posokhina & Semenova-2023) , (Elsabagh & others-2022) , (Ivanova-2022) , (Ahraou & others-2021) , (Dukić-2020) , (Talaie & others-2020) , (Razan - 2020) , Whereas these studies and others that addressed the relationship between the artistic dimension and identity in general have shown many types of art that have had a clear impact on creating a unique identity for the cities in which street art, graffiti art, murals, sculptures, monuments, ornamentation, color art, advertising art, and visual arts have emerged .

B. On the other hand, many studies have addressed the relationship between the artistic dimension and the urban scene, including: (Valentyina-2024) , (Zhong&others-2024) , (Carollina-2023), (Mazalán&Morávková-2023), (Kucukali-2023) , (Štambuk & others-2023) , (Zhou-2022) , (Ren & others-2022) , (Teeba-2022) , (Sanaa - 2022) , (Prvanov-2021) , (Yang-2021) , (Cheng & Worrall-2021) , And other studies have shown the extent of the artistic dimension's impact on the urban scene and the mental image of city dwellers, where arts had a clear influence. Also, many arts and artistic concepts contributed to that, including

public art, street art and graffiti, relational art, mural art, folk art, urban art, visual art, fine arts, folk arts, and environmental arts.

C. On the other hand, some studies have addressed the city of Las Vegas (the selected case study) and its buildings, the events that took place there, its history, including: (Ayça – 2022),(Jonathan - 2019) ,(Brendan – 2018), (Michael – 2016),(Nicky – 2013),(Stefan - 2010(, (Robert , 2006), (A. Fuat -2001), (Robert – 1988) .

Through the above study and analysis of literature, it is possible to come up with a set of issues : (Table No. 1)

First: Many artistic terms related to urban scenes appear, each of which refers to a specific specialization of art forms, including: public art, urban art, visual art, fine arts, graphic art, folk art, near art, street art, mural art, environmental art, and folk arts.

Second: The emergence, diversity, and different types of arts that influence identity include street art, graffiti art (or writing on walls), color, murals, sculptures and monuments, ornaments, billboards, and visual arts. Therefore, there are a variety of arts that contribute to their impact on the urban landscape and identity.

Third: The majority of studies focus on examining a single artistic case or a single type of art in one city only, often foreign cities. Sometimes these studies do not focus on any specific city and instead present photographs in discussing the research topic.

Fourth: We can say that previous literature, despite addressing concepts related to the subject in terms of the relationship between art and the urban scene or the relationship between art and identity, most of them fell short in addressing the intersection of art and identity in the urban scene except in some foreign literatures such as the study of (Pogrmić-2023), (Ivanova-2022), (Dukić -2020), (Shahhosseini -2015) within certain boundaries of one or more forms of art. As for local studies, they are scarce and have not sufficiently covered the cognitive aspect.

Table No. (1) - Analysis of Previous Literature - By Researchers

Art . urban landscape Locally	Art . urban landscape Globally		Types of Art														Art and Identity	Art and Urban landscape	Literature
		Festivals	Artistic movements	Deco- rations	Folk arts	Enviro- nmental arts	Visual arts	Urban Furniture	Bill- boards	Monuments	Murals	Color	Graffiti art	Street art	Public art				
															●	●	Valentyna - 2024		
															●	●	Zhong & others - 2024		
												●				●	Carollina - 2023		
							●									●	Mazalán & Morávková - 2023		
															●	●	Kucukali - 2023		
										●		●		●		●	Štambuk & others - 2022		
										●						●	Zhou - 2022		
															●	●	Ren & others - 2022		
			●													●	Teeba-2022		
								●								●	Sanaa-2022		
										●				●		●	Prvanov - 2021		
									●	●					●	●	Yang - 2021		
									●						●	●	Cheng & Worrall - 2021		
	●													●		●	Pogramić - 2023		
		●									●				●	●	Irwandi & others - 2023		
											●			●		●	Simoes - 2023		
											●				●	●	Kecheng & Hussain - 2023		
										●						●	Posokhina & Semenova - 2023		
										●					●	●	Elsabagh & others - 2022		
	●												●	●		●	Ivanova - 2022		
							●						●			●	Ahraou & others - 2021		
	●												●			●	Dukić - 2020		
				●												●	Talaei & others - 2020		
												●				●	Razan-2020		
	●								●							●	Shahhosseini - 2015		

3. Research Terms

This axis covers key concepts and terms which are related with a topic research and discuss their definitions linguistically and terminologically, and include three concepts represented by (artistic dimension, identity, urban landscape) and come up with their own procedural definitions.

A. ARTISTIC DIMENSION

The term consists of two words, "distance" and "technical", where the word "distance" appears in linguistic dictionaries, which is the opposite of proximity, and it is (far away), i.e. (distant), (far away), (far away) others, (far away) and (after him) away. (Al-Razi, 1983, p. 57), and distance is "the breadth of the range and they say in the prayer against him : "After him, he is doomed, and they say that he is far away " (Al-Wasat Dictionary, 2004, p. 63), and the word dimension is defined as the opposite of proximity, which is an imaginary, imperceptible extension, and the word dimension is used in many fields including nature and physics such as focal distance, and in geometry the word (dimensions) means extensions measured by shapes or solids. (Contemporary Arabic Dictionary, 2008).

While the term dimension is defined as "a space figurative term borrowed from geometry and used in all procedural concepts used in semantics, and it is also in aesthetics to distinguish between the real and the illusory and this dimension is determined by the standards of the era" (Dictionary of Contemporary Literary Terms, 1985, p. 51), and the dimension is mentioned as "the shortest extension between the two objects, the speakers made an extension imposed in the body or in itself, valid to be occupied by the body" (Philosophical Dictionary, 1982, p.213).

A number of previous studies and literature dealt with the concept of "Artistic Dimension" in the titles of a group of published research without addressing its definition or giving it a special meaning in the body of this research, as most of these studies dealt with the term "artistic dimension" in literature, literary criticism, poetry, music, and sports studies , as (Asma and Mubarak, 2023), (Abdul Wahab, 2023) and (Al Zahrani, 2009) studies , also the term "Artistic dimension" appeared in a group of foreign studies in music and addressing technical aspects of some sports games, such as (Wang, 2017) and (Menegaldo & others, 2023) , EXCEPT (Al-Husseini, 2016) study, which addressed the term artistic dimensions in the issue of Arabic calligraphy and decorations, where the study defined "artistic dimensions" procedurally as "knowledge that is characterized by the breadth of its ranges (functional, aesthetic and expressive) in the decorations of the Holy Alawiya Threshold".

It appears from the study of many previous literature that the term artistic dimension is not clearly defined, but comes as a meaning that contains within it a wide range of detailed types of arts. In other words, it is a broader concept than the types of arts addressed in the previous literature.

As a result of the different definitions of the term "artistic dimension" within the specialization of architecture and urban design, we can come up with a procedural definition of the artistic dimension as:

(The artistic dimension is one of the basic dimensions and important tools in the urban landscape, which can play a positive role in enhancing the quality of the city, and it means artistic expression that contributes to the visual and sensory experience of the place, and gives a distinctive personality and identity to the urban landscape, and generally includes architecture, art and other cultural events).

Since the concept of "artistic dimension" is closely related to the concept of Art and its meaning, the definitions of art in language and terminology will be addressed, as Arabic dictionaries and dictionaries dealt with the word art with several definitions, as it was stated in Mukhtar Al-Sahahah that art is one of the arts, or types, while in Ibn Manzoor lisan al-arab dictionary, he defined the word art as: one of the arts, types, and art is defined as the case, which is the beating of something, and its plural arts and arts, and it was also mentioned as a set of means used by the individual to arouse feelings and emotions, including the emotion of beauty, such as photography, music and poetry, and it is also a skill governed by taste and human talents taste and human talents (Al-Waseet Dictionary, 2004, p. 703) .

In English dictionaries , the word art is defined as "the expression or application of human creative skills or imagination for the benefit of humanity, expressions or applications of human creative skills or imagination, usually in visual forms such as painting and sculpture to produce works of aesthetic and sensory value" (Oxford Dictionary).

While the term Art has been defined as "an attempt to create pleasing forms, and our sense of art and beauty is satisfied when we are able to taste the unity or harmony between a set of formal relationships among the objects perceived by our senses (Herbert, 1986, p. 10), and (Croze) defined it as a vision or intuition, the artist presents an image or imagination, and the one who tastes art turns his tip to the point that the artist guides him, and looks through the window he has prepared for him, so he recreates this image in himself (Bahawi, 2017, p. 16).

By analyzing and discussing the previous literature, it was found that there is a set of types of arts that had the biggest and clearest impact on the identity of the urban landscape as well as a set of concepts and terms related to the research topic, including: Public Art, Urban Art, Street Art, Graphic Art, Folk Art, Nearby Art, Mural Art, Environmental Art, Visual Arts, and Fine Arts.

- Public Art

Public art is one of the contemporary cultural forms of the city. It refers to the art of shaping space that provides the artistic field for public life and makes it grow culturally (Zhu & Mahboob, 2023), and public art is seen as a function not of art, but of urbanization. It should be thought of in relation to the many other functions, activities and imperatives that define the fabric of city life, rather than isolated from it. (Deutsche, 1996, p.64).

Historically, the concept of "public art" emerged in the 1960s as an alternative to Gallery Art, and four types of public art have been diagnosed: Performing arts, three-dimensional arts, two-dimensional arts, and non-visual arts (El Sabbagh & others, 2022).

- Urban Art

Urban art refers to the historical culture accumulated in the historical development of the city and the sign of the city's development, which contains various contents, in fact, it is directly or indirectly influenced by public art in the process of developing urban art and is the accumulation of the city's history and culture, the impression and fixed memory of the city, and represents the cultural traditions and living habits of the city. (Yang, 2021), (Yuxia, 2014), urban art differs from public art in being relatively restrained, implicit and more classical, and the elements of urban art can make public art more coherent and intimate and can also better show urban art and make the public appreciate the unique charm of urban art, blending city and art, city and history, city and humanities, and showing the unique artistic charm of the city. (Yang, 2021).

- Street Art and Graffiti Art

Street art includes the art of inscriptions and paintings written in the street that reflect the decorative, narrative and monumental function of public space (Miles, 1997), and its source comes from interaction with passersby. Street art is a spontaneous process, and is not created through the planned organization of a space, but through minimal transformations in it (Toborek, 2016) (Pogrmić, 2023). Street art refers to the legal version of graffiti, to the extent that it is done with the consent of property owners or institutions. Moreover, offensive racist graffiti has no artistic purpose other than marking and destroying public property (Morgan, 2009), Graffiti art may be similar to street art in that it is a term used for writing or images that are scratched, scribbled, painted or engraved on the wall (Carollina, 2017), Graffiti represents

the idea of social acceptance related to issues of communication possibilities between an individual or a modern urban group with the city and its residents (Knežević, 2017), and graffiti can also be indicators of social attitudes and behavioral tendencies in the space (Ley & Cybriwsky, 1974).

Because they are so similar, graffiti and street art are often confused and used interchangeably - even in some art circles. But technically, graffiti and street art are subversive art movements in their own right, and graffiti actually predates the modern murals that we generally see in cities today, noting that many street artists and muralists were either inspired by graffiti artists or started working as graffiti artists before making the switch.

- **Pop Art**

Pop art or Folk art is one of the components of the Arab folk heritage and represents the artistic production practiced by the common people, expressing their cultural, artistic and social heritage. This term includes literature, music, dance, plastic arts, and various folk industries, but it often began to include painting, sculpture, engraving, engraving, coloring and decoration, on walls, furniture, or costumes (Dalia, 2018), where folk art encompasses all forms of visual arts made in the context of popular culture. Definitions vary, but generally the work has an actual use rather than being merely decorative. Folk art makers usually train within a folk tradition, rather than within the high art tradition of civilization. There is often an overlap or contested basis with folk art, but in traditional societies where ethnographic art is still practiced, this term is usually used instead of "pop art" (Wertkin, 2004).

- **Nearby Art**

Nearby Art is a term that refers to an art form in which urban individuals or small groups from different backgrounds skillfully target social issues and practice them locally in a complex urban setting. Through public art, both creators and participants can better reflect on their current situation in life and rebuild social relationships through interaction. This type of art is increasingly becoming an important part of people's daily life because it creates more visibility, fluidity, and aesthetics of life. (Zhong & others, 2024)

Anthropologist Xiang Biao proposed the term "nearby" as a perspective to describe the surrounding areas after the rapid urbanization of Chinese cities, where individuals from diverse backgrounds regularly interact in their daily lives (Xiang, 2021). Nearby art highlights the creativity of ordinary people and encourages diverse participation within the art community, as public participation in the art system becomes more important, the public can participate in art projects not only as viewers but also as users, collaborators, or partners (Wang, 2020) The concept of Near Art focuses on the creativity of each individual, giving a wider range of people access to professional artistic creation, and this interactive process helps bridge the gap between artists and viewers (Zhong & others, 2024).

- **Mural Art**

Mural art represents a group of implicit types such as murals, paintings and decoration and represents a circle formed on the surface of a natural or artificial wall by colorful painting, sculpture and other modeling techniques, focusing on the inner surface of the decorative building (Mishra & others, 2020), and is an important type of art and is actively involved in

building contemporary cities, and plays an important role in improving the quality of the city and shaping the image of the city (Chen, 2021), and mural painting can be considered a branch of graffiti. Like graffiti, murals are publicly displayed, and are usually applied to larger surfaces mainly through legal permissions, within the knowledge of building owners, murals require more extensive processes than graffiti or other surface applications, and can also be applied to public buildings to provide social awareness, as well as applied to public buildings (Türközü & Çalışkan, 2021).

- Environmental Art

Some have defined environmental art as "the art of everyday life that is linked to human life and lives with it in time and space. It is the art that is not closed between walls and closed galleries and all that is reserved, but it is that art that is lived inside and outside its buildings in a specific environment, on which art imposed itself and the environment imposed its conditions on it" (Al-Khatat, 1990, p. 20), and was defined as "art that qualifies forms of reality that have been over-consumed and over-utilized. It amplifies them and pushes them to enhance the environment according to different bodies that attract our attention by employing them in the individual's environmental space" (Al-Qazwini, 2014, p. 155), and through a set of definitions, environmental art can be considered "a term that refers to a wide range of works that help improve our relationship with the natural world. It contains many artistic practices such as earth art, ecological art, and ecological art, as it contributes to the development of many practices including social practices, ecology, interaction design, and others. It can play a significant role in the cultural transformation of society" (Fisher, 2007, p.284).

- Fine Arts

The term fine arts appeared in 1767 and its French origin (Beaux arts) became (Fine arts) and was literally translated into the world's languages (www.omegawiki.org), Fine arts is found in English dictionaries as Fina arts, and is defined as "Creative art, especially visual art whose products are to be appreciated primarily or solely for their imaginative, aesthetic, or intellectual content." (Oxford dictionary, 1970).

- Visual Arts

This type of visual arts is one of the oldest artistic activity through which man has produced images and visual objects, so we can call it the visual arts, which is the art that is concerned with producing spatial works of art that occupy a place (Ahraou & others, 2021), where visual art includes a range of artistic orientations that focus primarily on visual expression to create expressive and communicative works, the definition of visual arts includes not only classical paintings, sculptures, sketches or drawings, but also digital art such as graphic design, video and photography, and examples of visual arts: Painting, sculpture, photography, printmaking, collage, digital art, graffiti and street art, calligraphy, and animation. (miguelcamarena.com)

In English dictionaries, visual arts is defined as "creative art whose products are to be appreciated by sight, such as painting, sculpture, and film-making (as contrasted with literature and music)" (oxfordlearnersdictionaries.com)

In conclusion fine arts versus visual arts are two complementary artistic fields that provide multiple options for creative expression, as fine arts are concerned with aesthetics and

intelligence, while visual arts cover a wide range of visual expressions. Visual artists use a variety of media to create their work, including painting, sculpture, photography, and digital art. Visual arts is one of the arts that fall under the umbrella of fine arts, and visual art is only about arts that are visual in nature, such as painting, sculpture, or filmmaking (miguelcamarena.com).

B. IDENTITY

The concept of "identity" is a multifaceted and ambiguous field of study that has different meanings and definitions in different disciplines and schools of thought, starting from the days of ancient philosophies to modern urban design studies, as the concept of identity in language has many definitions in dictionaries and dictionaries, as the term identity is not Arabic in its origin, but some translators had to use it. and dictionaries, as the term identity is not Arabic in its origin, but some translators were forced to it, so this name was derived from the letter Rabat, I mean that which indicates the link between the carrier and the subject in its essence, which is (Who) " (The Philosophical Lexicon, 1982, C2, p. 530) , as the word identity is a "new word that is new to the Arabic language", as the term "identity" is not in itself related to the essence of the Arabic language and is new to it, the old Arabic dictionaries are devoid of the word "identity". We do not find this word in modern dictionaries, however, it has stabilized as a term with its definitions that reflect the concept of those who define it" (Al-Tal, 2007), and identity has received many definitions, as it was defined that "the identity of a thing is its absence, its personalization, its privacy and its unique existence, each one, and our saying that it is a reference to its identity, its privacy and its unique existence that is not shared" (The Philosophical Lexicon, 1995,p. 530).

In the English language, the term identity was used for the first time in 1960 in an article towards humanistic understanding, despite the ambiguity of academic studies about the concept of identity at that time. Identity in the English language means (Identity) and is derived from the Latin (ident or idem), which means (Sameness) or (Likeness) (Oxford English Dictionary, 1970, P.951), and identity is defined as (the distinguishing character or condition of a person or a thing) (Webster's Dictionary, 1983, P.1123).

The term identity has been defined as "the set of lists of behavior, language and culture that allow a person to recognize and identify with a social group, but identity is not only related to birth, or to the choices made by the self, because the assignment of identity is contextual and changing" and the concept of identity has also been mentioned as "the signifier of the quality of a thing, its specificity and its unitary existence" (Manasra, 2004, p. 24), and it was also mentioned that the concept of identity is broad and comprehensive of all characteristics, individual or group, the identity of a thing means its unified and permanent character that distinguishes it from other identities that make up existence in all its meanings (Matar, 2003).

In architecture, identity has been defined as "the identification of a thing, which means distinguishing it from other things, and recognizing it as a separable entity. Not in the sense of equality with something else, but in the sense of individuality or unity" (Lynch, 1984), in addition to being "a certain architectural movement that is reflected, for example, in a certain way during the construction of buildings and structures and the social life associated with them" (Nooraddin, 2012).

The term "identity" has been used in several ways: Personal identity, social identity, cultural identity, spatial identity, and urban identity. (Cheshmehzangi, 2015), and identity is also mentioned in other places with multiple types, including: Individual identity, social identity, collective identity, multiple identities, identity stigma (sociologytwynham.com), and through the study and survey of a number of research and studies related to identity, it was found that there are other types of identity, namely architectural identity, which is represented by formal configurations and structures in addition to site conditions, so identity is determined by location, general spatial formation, separation and general interdependence (Schulz, 1981, p.7).

As a result of the different definitions of the term "identity" and within the specialization of architecture and urban design, we can come up with a procedural definition of identity as:

(Identity is the set of physical, biological, psychological and cultural features that distinguish each individual, group or place from the other, consisting of a set of material and spiritual associations, which differ according to different situations, people, places, cultures and circumstances).

C. URBAN LANDSCAPE

The concept of "urban", it is used in the sense of "civilization of people: The inhabitant of civilization" (Al-Wassit, 2011, p. 181) , "urban, which is against nomadism, that is, cities or villages" (www.almaany.com), and the term "urban" is also used in the English language and is defined as "Urban means belonging to, or relating to, a town or a city" (Collins English dictionary.com).

In the aspect of architecture and urban design, multiple definitions of the two-word concept of urban landscape , which are similar in terms of essence and meaning, have been defined as "a visual art with interconnected, organized and harmonious relationships of the components of the urban environment (buildings, streets, urban spaces...), and these elements are what constitute the dramatic urban landscape. Movement and rhythm are the foundations of the perception of the urban scene, and expresses its personality through the sequential scene, sense of place, urban content, human experience and memories, unity and diversity in form" (Bin Mushairih, 2015, p. 36) , and also defined the urban landscape as "the general image that people perceive of the basic components of the city, represented in its buildings, spaces, experiences, smells and memories, which is imprinted in their minds and affects individuals in different proportions according to their inclinations and tendencies" (Rapoport, 1977), and it is stated that the urban landscape is "a combination of those components that are organized and harmonious among them and linked to each other to draw a distinctive character, that is, the art of the relationship between the elements is what gives a harmonious scene as the emphasis came on the art of grouping buildings together to achieve a single scene with an aesthetic dimension and certain qualities" (Cullen, 1971).

As a result of the different definitions of the term "urban landscape" within the specialization of architecture and urban design, we can come up with a procedural definition of the urban landscape as:

(urban landscape is the image of the city that represents the components of the urban environment and its regular elements and represents the city's identity and history that the

recipient interacts with, as it is a set of sensory effects that the recipient perceives)

4. Artistic Dimension Indicators

Through the study and analysis of the types of arts and the artistic dimension in the axis of the previous literature and the axis of the meanings and definitions of the concepts related to the research, the necessity and importance of the artistic dimension in the city and its impact in drawing and forming the image of the city and achieving the identity of the urban landscape of those cities, and through this can come up with a set of indicators for the artistic dimension as follows, and as in chart No. (1):

- In general, there are public art and visual arts that have a strong relationship with the artistic dimension in the city and clearly affect the identity of the urban landscape in those cities.
- In detail, urban art, nearby art, environmental art, mural art, and billboards are types of public art that directly affect the identity of the urban landscape in the city.
- Architecture, sculpture, sculpture, decorations, painting and color, and visual arts are types of public art that directly affect the identity of the urban landscape in the city.
- Street art, which includes (murals, drawings and colors) represents the legal type of urban art, and graphic art including (graffiti, inscriptions, decorations, colors) represents the non-canonical type of urban art, both of which are among the most prominent types of arts that represent the artistic dimension that achieves the identity of the urban landscape in the city.
- Visual arts are a type of fine arts and include folk art, street and graphic art, murals, colors, and decorations.

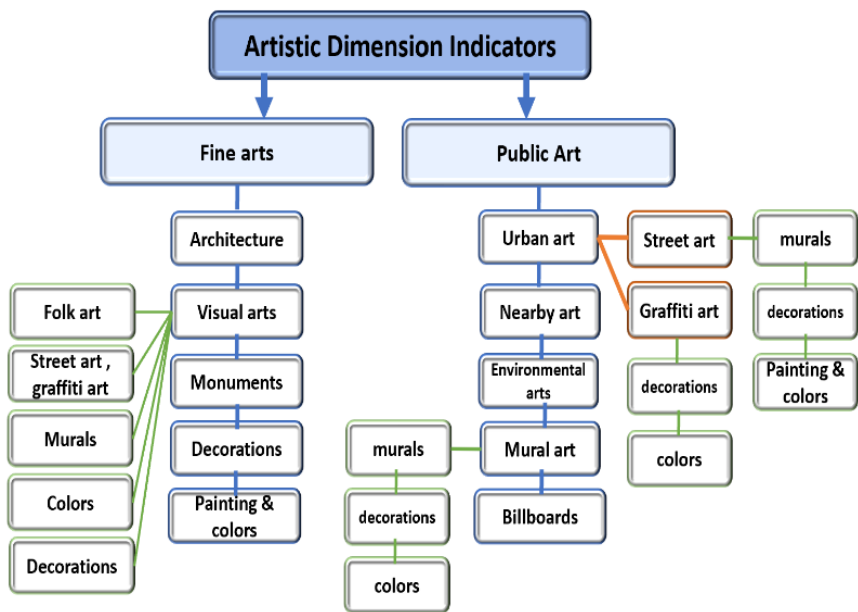


Chart No. (1) – Artistic dimension Indicators – by researchers

5. Las Vegas City

After addressing and investigating the technical dimension and coming up with a set of indicators, the study of the city of Las Vegas as a model to apply and study the indicators of the technical dimension in it.

A. Reasons for choosing Las Vegas

Las Vegas was chosen as a model of a city with a clear impact of one of the types of arts addressed in the previous axes on the identity of the urban scene in it, and in order to follow the impact of the artistic dimension on the identity of the urban scene in this city.

B. Introduction

Las Vegas is a city located in Clark County in the US state of Nevada, which is larger than the state in terms of population, is a world-famous tourist city, known for shopping, restaurants, entertainment, gambling and nightlife, as the Las Vegas Valley is considered the financial, cultural and commercial center of Nevada, and this city is described as the entertainment capital of the world, and Las Vegas ranks high in the most visited tourist destinations in the world. The city is a center for entertainment business and a popular location for the events of stories, novels, movies and TV shows, and Las Vegas also represented a prototype for postmodern cities in the early 1970s, as the architect and theorist Robert Venturi addressed it as a reference for learning symbolism in architecture through his book "Learning from Las Vegas".

C. History of the city:

The Las Vegas Valley started from a railway station in the Mojave Desert at the beginning of the twentieth century, and developed tremendously until it became one of the most luxurious cities in the world, which attracts millions of tourists and visitors from all over the world, after the Las Vegas Strip was buildings consisting of barns and ducks in the middle of the desert in the same desert color, until Las Vegas, which means "meadows" in Spanish, settled for the first time permanently in the mid-nineteenth century, and was founded as a city in 1905 AD (Arslan, 2022), it grew slowly at first except for one area that quickly developed into a gambling district, but the area suffered a modest setback after the Nevada legislature banned gambling, so the casinos disappeared and continued to thrive in secret until gambling was reinstated in 1931 (History.com). Las Vegas, called "Vegas" only to locals, longtime visitors, and the media, is a city that has experienced tremendous growth, gained world renown, and reinvented itself in a relatively short period of time. By the late 1950s, the newly created Nevada Gaming Commission - which was responsible for licensing and overseeing gambling operations - began to severely curtail the freedom of the city's mobsters to operate. The old downtown became The Strip, a section of Las Vegas Boulevard (and adjacent side streets) containing the city's most luxurious hotels, restaurants, and casinos. In the early 1960s, the commission largely succeeded in separating criminal organizations from the casinos, and corporations later took their place (Arslan, 2022), and in the late 1960s roadside signs became increasingly innovative and elaborate, competing to attract visitors who, driving down The Strip, would see the relatively modest casinos and hotels behind the signs (Branett, 2019). In the late 1980s, the overall growth of the city accelerated and the city of Las Vegas witnessed great development and the city began to grow and expand more and more, until the urban area

in the mid-1990s reached one million people and this number doubled over time (Arslan, 2022), so Las Vegas grew from a small rail service center at the beginning of the twentieth century to the fastest growing city in the United States at the end of the century thanks to a combination of entrepreneurship, water availability, extensive transportation networks, and lax state laws. and as in figure No. (1):

D. Art and architecture in Las Vegas

From a historical perspective, when the state faced economic challenges in the past, the arts were one of the first areas, if not the first, to be examined and evaluated, and were the first area to feel financial pressures, and the 2008 recession dealt a severe blow to the cultural arts scene in Nevada, making public funding for the arts irrelevant, however, the cultural arts scene in northern and southern Nevada compared to other states, the state boasts a number of museums and art galleries, while Las Vegas' artistic elites ignore political indifference to culture and move forward in creating a sense of community by bringing people to value-added venues, where personality, identity, neighborhood pride, and image enhancement merge to make Las Vegas a city to live, work, and visit (Tracy, 2006) , Spatially, the Las Vegas Strip is where art is revived in addition to the eclectic spatial architecture that appears especially in large hotels, parks, motels, gas stations, wedding halls and parking lots, the architecture of signage and advertising signs is also prominent in the Las Vegas Strip, and Venturi treats it as a symbolic architecture, where the symbol of space comes to the fore before its form and is seen as a means of communication, as signs and symbols create a symbolic and verbal connection in space by conveying the complexity of meanings through the billboards of hundreds of companies. The large parking lots in front of buildings in the Las Vegas Strip, huge billboards and spatial graphic signs extending towards the highway have become the landscape architecture of these areas, so the sign is more important than the architecture, the sign in front is very large, the building in the back is modest and the architecture is cheap (Venturi , 1988), at the present time the character of the city is characterized by being a place full of illuminated signs and wonderful architecture, and Las Vegas is famous for its buildings that resemble many Western and Eastern countries, so you find a part that mimics Venice in Italy, part that mimics the pyramids of Giza and the Sphinx, and part that mimics.



Figure No. (1) – Las Vegas City – by researchers

6. Conclusion

We can draw a set of conclusions according to the study of the cases of art and the artistic dimension in the city of Las Vegas, and these conclusions are as follows:

1. The city of Las Vegas is a very attractive, even somewhat bold, multi-colored city that used symbolic architecture, whether in buildings, paintings and advertising signs, to reach an integrated mental image for residents and visitors to this city, and through it formed the cultural identity of the city, through which the identity of the urban landscape of Las Vegas is reflected.
2. Billboards (optical and non-optical) are one of the main elements of the urban landscape in the city of Las Vegas, and it is currently impossible to imagine Las Vegas without the presence of these signs.
3. Signs are the soul of Las Vegas and represent an important and expressive part of the nature and identity of the city, as it turns out that they have a greater impact compared to buildings, as these bright signs and flashing lights dominate the spaces instead of buildings.

4 . All these factors combined led to the production of a kind of art that characterized the city and gave it its own identity, so that Las Vegas with its buildings, decorations, signs, billboards and bright lights became a distinctive and unique model and helped to give a special character, appearance and identity to the urban scene in the city of Las Vegas.

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