

# Shaimaa Samir Kamel Ashour

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**Scopus ID:** 57208211567

**Web of Science ResearcherID:** JNT-2641-2023

**Beit 'Haky:** <https://evaunt.me/WI2TEr/ShaimaaAshour1>



## Career statement

I enjoy narrating stories about architecture and places through teaching, writing, photography, city walks or public lectures. I am an associate professor in architecture and interdisciplinary studies at the Arab Academy for Science, Technology, and Maritime Transport in Cairo. I currently teach at the Prince Sultan University in Riyadh. I am an expert on Egyptian local heritage with over twenty years of experience. I have multi-disciplinary interests including Egyptian 19th & 20th century architecture, cultural heritage, architectural advertisement, urban history, and cinema. Beyond academia, I'm the storyteller behind Beit 'Haky, a startup fostering self-expression through spoken and written word, utilizing activities that engage the senses.

## Academic Qualifications

|   |             |
|---|-------------|
| Architectural Engineering. Cairo University. Faculty of Engineering. Egypt.<br>Title: <b>Architectural Advertisement in Light of the Culture of Consumption; Towards a Critical Approach Analyzing the Poster Structure</b>   |             |
| Ph.D. for Architectural Advertising Campaigns.  | June 2014   |
| Architectural Engineering. Cairo University. Faculty of Engineering. Egypt.<br>Title: <b>The Pioneer Egyptian Architects during the Liberal Era (1919-1952)</b> . It was published as a book and nominated for the Cairo University prize for the best Master thesis for the year |             |
| M.Sc.2005.  | August 2005 |
| Architectural Engineering. Cairo University. Faculty of Engineering. Egypt.   | July 2001   |

## Employment History

- Academic experience in the Prince Sultan University, Riyadh, Saudi Arabia Sep. 2023
- Creative founder of Beit 'Haky

- Beit 'Haky is a hole-in-the-wall for using art to express feelings. Participants learn how to express themselves creatively through a variety of activities that engage our senses, such as storytelling, writing, sketching, music, and dance. These creative pursuits involve the mind, heart, and hands by combining thought, feeling, and action. June 2022 till present
- Academic experience in the Credit Hour System at Cairo University (CUFE), then The Arab Academy for Science, Technology and Maritime Transport (AASTMT)
    - I am an associate professor, Department of Architectural Engineering & Environmental Design, College of Engineering & Technology, and head of the cultural committee in the Department of Architectural Engineering & Environmental Design, College of Engineering & Technology. I undertake a variety of responsibilities spanning academic, research, administration, cultural, and quality assurance. I have taught a variety of courses, including Egyptian Regions and Architecture, Architectural criticism, Architectural Design Graduation Project, Architectural Design 5, Architectural Design 4, History of Architecture 2, Introduction to Site Planning & Housing, and Architecture cinematography. September 2009 - present
  - Consultancy - Architectural Event Planning
    - The cultural committee in the department of Architectural Engineering & Environmental Design, College of Engineering & Technology, Cairo branch. November 2014 - June 2019  
I organized more than 47 architectural events between the Design Day, walks, competitions, national and international workshops in cooperation with different institutes and lecture series entitled beyond lecture hall.
    - The Committee for Architecture at the Supreme Council of Culture under the auspices of the Egyptian Ministry of Culture. March 2012 - March 2019  
I organized 15 events.
    - The international workshop series WATERFRONT FOR EVERYONE: Exploring the potentials of waterfront as urban catalysts for sustainable development
      - Part 1: January 2018
      - Part 2: April 2018
 The role of urban waterfront promenades towards promoting socio-economic sustainable active edge  
Partners: Metropolis (Barcelona - Spain), Housing & Building National Research Center (Egypt – Cairo), Alexandria University, (Egypt), Miami University (USA), Effat University (Saudi Arabia – Jeddah)
  - Consultancy - Organizing Architectural walks
    - I organized city walks in Downtown Cairo, Shubra, Al-Dahir, Al Zamalek, Imbaba and Nasr city. I organized 14 walks to various institutions, including Thomas Meyer-Wiese & members of the Reisehochschule Zürich, Double Masters Programme: Urban design revitalization of historic city districts, between Cairo university, Alexandria University & Brandenburg University of Technology Cottbus- Senftenberg, The Integrated urbanism & sustainable Design IUSD, and other open ones. December 2011- present
  - Consultancy - curator
    - Art exhibit: Images and sounds March 2021
    - Art exhibit: Our cafe/coffee, followed by a walk for Downtown cafes February 2019

- Photography exhibit: Egypt is not the pyramids March 2018
- Photography exhibit: Outside Almo'ez Gates; Al-Husseiney March 2017

## Publications

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25 articles and conference papers, four published books and two editorials were all written by me or my co-authors. Two editions were published of my book "The Pioneer Egyptian Architects during the Liberal Era (1919-1952)". In addition, I examined two theses, had six M.Sc. theses successfully defended, and had five more in progress.

Since 2007, I created my blog Keep hunting photos "Manseiat (Forgotten)" and then an electronic newspaper "The io Weekly" in 2012. Both were hubs sharing fresh news about Egypt mainly architecture, and heritage. From 2018, my passion to literature gradually evolved. I recently published two stories in a collection of short stories in partnership with 12 writers. The book is titled "Hikāyāt 'an Bo'd - Tales from a distance". I am currently finalizing my first collection of stories, starring a group of ladies on their journeys towards recovery.

Finally, I presented at more than 34 events and spoke as a guest speaker. I participated in workshops, initiatives and roundtables discussing several key issues centered on heritage, Cairo's present urban and architectural condition, and architectural publications. Some titles: Symposium on Egyptian popular culture: produce consume conserve (2020), German legacies in Cairo (2016), FA Workshop in Cairo/ Al-Azhar's Nasr City Campus (2016), The Egyptian Pavilion at the Venice Biennale in Architecture (2013), The Heritage and the New Technology (2012), Dust (2012), TEDxGUC|Gaps talk on How can artistic performances revive Egypt's dying standalone cinemas? (2019).

References available upon request.

## Affiliations

- The founder of El Dor El Rabe'a; October 2016 till present  
A group of architects who use arts to observe issues related to Egyptian culture. We capture the everyday life of the Egyptian street and compile narratives aiming to change the stereotypical image of Egypt. We curated four artistic projects in cooperation with civil and governmental institutions, during which various events were organized, including art exhibitions, cultural tours, and public lectures.
- Holds a seat on the Committee for Architecture at the Supreme Council of Culture under the auspices of the Egyptian Ministry of Culture Since 2011 till 2020
- Member in the Technical Committee for the national competition to represent Egypt at the 17th International Exhibition for Architecture; Venice Biennale in Architecture (2020) December 2019
- The Representative of the architecture board in the supreme council for culture in the Technical Committee for the national competition to represent Egypt at the 15th International Exhibition for Architecture; Venice Biennale in Architecture (2016) January 2016
- A member of the Technical Committee formed to establish the Terms of Reference and the regulations for the first national juried competition to represent Egypt at the 14th International Exhibition for Architecture; Venice Biennale in Architecture (2014) April 2013

- A former member of the Architectural Heritage Committee at the Egyptian General Syndicate of Engineers. May 2012 - 2016
- Co-founder of Docomomo Egypt November 2010
- A member of the core group of The Cairo Group for Architectural Heritage, It was founded by Prof. Nasser Nasser Rabbat, Aga Khan Professor of Islamic Architecture MIT. Since December 2007
- A member of the Cairo Camera Club September 07- May 11
- A member of the Society of Egyptian Architects Since July 2001

## Professional development

### Photography courses

- Techniques of Viewing: Representation and Interpretation of Video Art workshop at the Townhouse Gallery of contemporary art in Cairo November 2009
- Outskirts, Non-places, Urban Areas at Contemporary Image Collective CIC in collaboration with Goethe Institute Cairo, under the supervision of Berlin-based photographers Eva Bertram & Andreas Rost. March 2006
- Introduction to Photoshop for photographers at CIC March 2005
- Introduction to photography" at the Russian Cultural Center. June 2003

### Human development courses

- Self-management (Time management, Self-learning, Self-planning, Coping with change, Stress management) January-July 2006
- Effective communication courses (Communication skills, Social matrix & handling different people)
- Creative courses (Mind mapping, Memory enhancement, Creative thinking)

### Psychological and art therapy courses

- Eurythmy movement therapy June 2023
- Basic counseling skills with Ahmed sawahil August 2022
- Growing internally through artistic process with Petra Rosenkranz February 2022
- Our senses with Petra Rosenkranz June 2022
- Art therapy with Ghada Khalifa November 2020
- Dance movement therapy – studio Halima February 2020 - October 2020

### Effective teaching courses

- THE FLIP: Collaborative Learning in Action March 2024
- Turnitin: AI and Contract Cheating February 2024
- Zotero as a referencing tool January 2024
- Sustainable Quality Practices in Higher Education workshop November 2023
- How to Apply for a SEED October 2023
- How to Apply for Academic Promotion October 2023
- Application of AI in Architecture Level 2 September 2023

- Application of Artificial Intelligence in Architecture (Level 1) September 2023
- International publishing of scientific research October 2017
- Effective presentation March 2017
- Examination and student assessment systems January 2017
- Organizing scientific conferences October 2016
- Managing research teams March 2016
- Educational Training March 2016
- Researcher connect pilot workshop - British council Egypt May 2013

### **Creative writing workshop**

- Literature and Geography – by Yasser Abd El-Latif September – November 2023
- Writing camp - by Mona El-Sheimy October – November 2021
- Short stories techniques – advanced level by Mona El-Sheimy February – April 2021
- Short stories techniques for beginners by Mona El-Sheimy January – February 2021
- Seshat workshop for short story writing by Sahar Elmougy June 2020
- Short stories Kan Aw Ma Kan by Nesma Gweely March - May 2018
- Long story Kan Aw Ma Kan by Nesma Gweely September - October 2018
- Mastering Arabic writing with Samar August 2021

### **Storytelling workshop**

- Storytelling by HassanEl Geretly at Elwarsha December 2022
- Storytelling with Chirine al ansary March & July 2021

### **Entrepreneurs**

- TIEC Pre-Incubation Round 11 July-September 2023
- Women's Economic Empowerment and Entrepreneurship Support Program - Rabeha- Round 26 January – February 2022
- Rabeha- Camp 12 May 2023

### **Languages**

- Professional in spoken and written English and Arabic “Mother tongue”.
- Fair Knowledge of French.