

I wish to apply to the MBarCh program at IE School of Architecture and Design as this program is a solid step towards my future career as a businessperson who understands and appreciates science and technology with regard to architecture by creating a genuine dialogue between it and the built environment and its physical and cultural context.

I was the top student in my classes and have graduated with honors. In 2020, I earned a Bachelor degree with a specialization in Architecture from The American University of Madaba in Amman, Jordan. Benefiting from the broad nature of Architectural engineering, I have been exposed to an extensive range of subjects from business to technology. Having studied the specialized courses, I have acquired the essential skills of systematic research, analytical thinking and information evaluation. Most prominently, they provided me with insight into business management combining with architecture and design.

Aside from the favorable learning environment of the American University of Madaba, I most enjoyed its academic freedoms and active pluralism. With acquiescence, I attended some Business management courses. These courses broadened my view of techniques of managerial accounting and management strategy. Moreover, I attended many academic activities, such as lectures and debates, which served to further my interest in business and economics.

I am much eager to adopt and know new technologies. I am really enthusiastic to attend a Master in business for architecture and design at IE School of Architecture and Design in order to understand different business-related concepts and its applications to more complex real-life situations. The good reputation of high-quality education standards, an extremely distinguished faculty members, and research facilities are the factors which have motivated me to apply for my master's studies at IE School of Architecture and Design, thus applying for the current competition.

There are several key reasons why I want to study this program. First, because of its primary focus on business with the expectation that students already possess a strong understanding of architecture and design. Second, I wish to grow to be a manager who can combine the science of management with architecture and design, accordingly combining and merging two passions of mine together.

Moreover, I feel I am responsible for making a big move in this field and this scholarship will give me a big chance to be one day someone who is remembered for his innovations. I think it is our duty as people sharing life in this world to make our future better because the future is not only ours. The next generation should be proud of us one day when they look back and find how hard we worked to make the world a better place.

Thank you for your attention and consideration.

Yours sincerely

Project Title: THE GATEWAY Ras Al-Ain Socio-Cultural Platform

Project Site Location (City, Country): Amman/ Jordan

Project coordinates on google maps: 31.947512, 35.915242

Project Function: A platform that celebrates cultural activities while serving the local community

Registration ID: IEAP1342

The project is located in a vibrant area of downtown Amman, Ras Al-Ain, right between the edges of Jabal Al-Akhdar, Al-Muhajireen District and Jabal Amman District. This area is a part of the cultural strip of GAM's downtown development plan. It is packed with cultural and social influences and well as historical significance. This area was very important in the Roman Era as it was the main gateway to the Roman Municipium.

The aim of the project is to bring back the memory of old Amman before the East/West division, while celebrating current activities, thus it is important to understand the land use morphology of this area; it was a part of the green paradise (1918), it then transformed into the cigarette factory (1960), expected to be an opera house "Darat King Abdallah II" (2008), abandoned till 2014 and then the Friday market was imposed on the site (2014) due to shifting it from its original location in Abdali. It became an isolated, exclusive, concrete-gated community that comes to life one day a week, Friday. GAM is abashed of the market held there; vendors worry about losing their jobs. The accessibility to the site became difficult, the current retaining wall with graffiti art became weaker due to improper rain water collection and runoffs, there is high contrast between adjacent edges, social segregation is prominent and the provision of negative night time activities is abundant.

Amman in the early 90s was a place of public space par-excellence, especially after the establishment of the Hijazi railway station where it was an inclusive public space joining both expats and locals. Amman celebrated art and culture, was famous for its art galleries, cinema houses and political salons; where people shared and narrated stories. However; now it became a platform that celebrates neoliberal unauthentic activities. Therefore, the project will bridge this gap in the society, it will provoke change in the existing system that challenges the norm and integrates the society into the project. This project will revive the cognitive memory of the place, unite Ammanis once more while serving the local community and celebrating the cultural activities.

The project houses three main layers; the educational zone that provides the locals with a craft they can use to be more socially productive, the cultural zone that will host all exhibitions, galleries and bazars which will enable story narration through art, and the local market zone that will activate the plazas, it will work round the clock thus eliminating negative activities while creating an active frontage for the project. The current retaining wall will be incorporated into the interior space of the project in order to celebrate both it and the existing graffiti culture.

"THE GATEWAY" is an involvement that redefines public spaces in Amman, it will add social values, host and narrate stories meanwhile providing a cultural artistic local platform where Ammanis can be productive. It will fill the social void, add ownership and identity with regard to the community profile, unite East and West Amman while making the site visually and physically accessible thus taking advantage of the exposure. It promotes walkability in Amman especially now after COVID-19. Finally, it will address environmental issues; as landscape will be weaved with architecture and rain water will be properly managed thus serving its urban needs.