

AMERICAN UNIVERSITY OF BEIRUT

MASAR
ARAB RAILWAYS

by
MIRA JIHAD DARAZI

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AMERICAN UNIVERSITY OF BEIRUT

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AMERICAN UNIVERSITY OF BEIRUT

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ABSTRACT

Title: MASAR Arab Railways

I grew up in a society that told me how connected we are as Arabs; we spoke the same language and we share the same history and culture. However, I realized, as time passed, that we're very far from being connected.

One of the many PanArab related questions I wondered was the reason we couldn't cross country borders without visas.

Therefore, with Arab Unity and the Pan-Arab ideology being the drive of this project, the 22 Arab countries connect physically by a hypothetical railway system. The brand created has a distinct Arab identity, away from the clichés of arabesques and motifs.

This project is a utopia in its grand aspect, yet it is a political statement in its core.

001 - DESIGN STATEMENT

002 - 003 - ARAB LEAGUE

004 - EUROPEAN UNION

005 - UNITED NATIONS

007 - 008 - PAN-ARABISM

**010 - ARAB MASHREQ
INTERNATIONAL RAILWAYS**

011 - 014 - 22 ARAB COUNTRIES

015 - PROJECT DIRECTION

017 - ORIENTALISM

019 - 020 - PRAGMATIC PROJECTS

Tatiana Bohsali's Project
Nareg Krikorian's Project

024 - ARABIC SCRIPT

026 - 028 - BRANDING NATIONS

The Netherlands
Know Canada.
Cities in Motion

**029 - 038 - TRAIN RAILWAYS AND
STATIONS**

Non-Arab:

New York City Subway
NS – Nederlandse Spoorwegen
London Underground
Vy
Entur
SZDC

Arab:

Egyptian National Railways
ONCF Moroccan Railway
Dubai Metro
Beirut Metro Map

040 - 048 - MODULE OUTPUTS

049 - DESIGN PROPOSAL

050 - NAME

051 - HOUSESTYLE

053 - 061 - BRAND IDENTITY

Logo
Token
Icons
Signage

063 - 100 - MAPS

Font Modification
Establishing cities and connections
Geographic Maps
Graphic Map
Legend
Graphic Map: Close-Ups
Arab Railways Map
Full Map Brochure
Maps per Country
Maps per Line

101 - 111 - BRANDED STATIONS

113 - 127 - CAMPAIGNS

Campaign 1: The Arab World, Connected
Campaign 2: Discover
Campaign 3: Hidden Gems

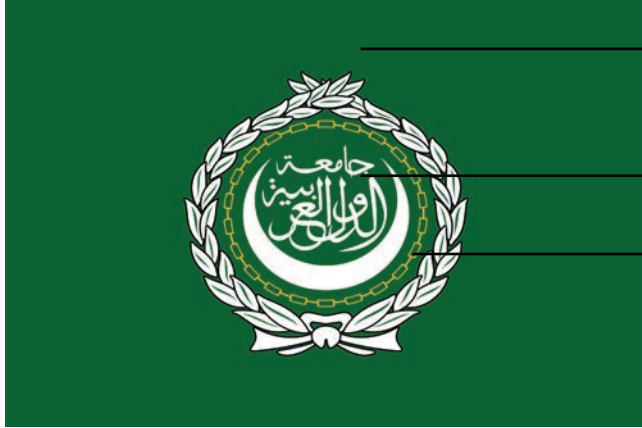
DESIGN STATEMENT

Growing up, I participated in the Model Arab League (a diplomatic simulation and leadership development program, designed to give students insight into the Middle East and Arab world as well as build critical leadership skills from public speaking and writing to negotiation and compromise). Therefore, my interest started off with the Arab League and its function in today's world. My initial Final Year Project was rebranding the Arab League.

However, the more I delved into the project, the more I imagined a utopian Arab world with a union between these countries beyond an institution that has caused nothing but disappointment to its people. I realized that my interest wasn't the Arab League in itself, it was the Arab Unity and the Pan-Arab ideology. After enough research, I decided on connecting these 22 Arab countries physically by a hypothetical railway system with a distinct Arab identity.

ARAB LEAGUE

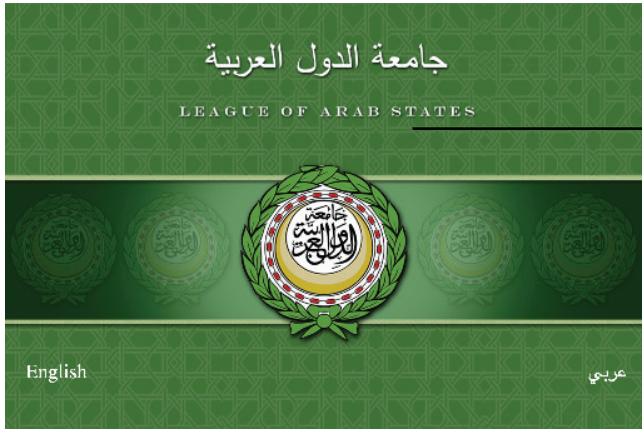
I looked into the league's logo, identity and their website. Also, I read through the history of the institution and the disappointments it has caused with its many failures. I collected a number of images that were taken in the Arab League's meeting in Cairo during the time of Lebanese prime minister Riad El Solh.



encircled to show union

calligraphy script

22 links of chain represents 22 members of the league



Their use of arabesque is a clear reference of the arab region.

I believe that the Arab League's visuals are outdated, hence why I wanted to rebrand this institution.

Module 1: Lettering





Riad Solh

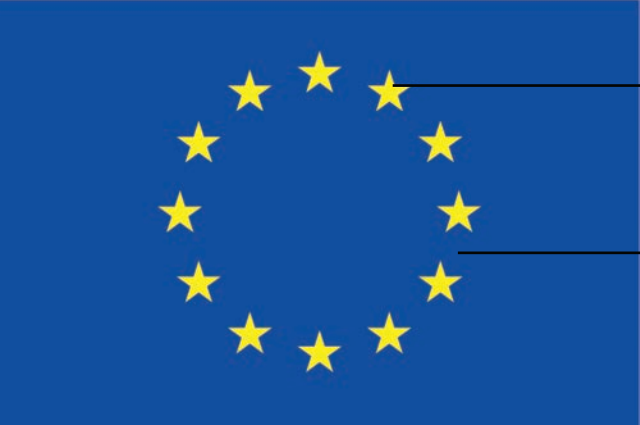


Collected old images of the Arab League's meetings in Cairo

Croppings of ministers showing Arab characteristics

EUROPEAN UNION

I researched institutions similar to how I, and every Arab, hope the Arab League would function. I looked into the European Union's logo, banknotes and their brand architecture.



encircled to show union

12 gold stars
* The number of stars has nothing to do with the number of member countries



euro design

The 3 main bodies of the European Union



UNITED NATIONS

I looked into the United Nations's emblem, and a created identity system.



75 year UN Identity System:



Logo

Reversed Out Logo

Arrow Element

After looking at these institutions, I noticed that my design interest didn't lie with such professional institutions, but rather more conceptually driven projects. I thought of what actually interested me in the topic, and it was the Arab Unity and the Pan-Arab ideology.

PAN-ARABISM

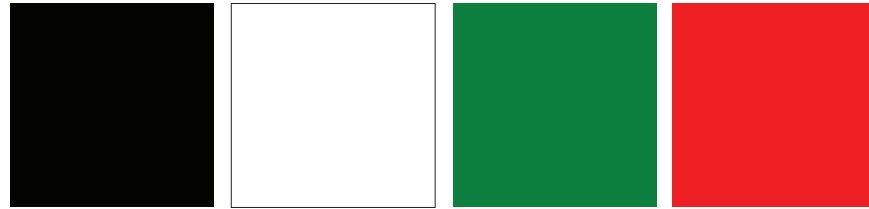
I read through the history of the Arab region, relations between the countries and the projects of the Arab region.

“CAN ARABS HAVE AN AUTHENTIC EXISTENCE, AND IS IT POSSIBLE FOR THEM TO BECOME ‘MODERN’ ON THEIR OWN TERMS?”

in "Arab Existentialism: An Invisible Chapter in the Intellectual History of Decolonization"
by Yoav Di-Capua

PAN-ARABISM

Pan-Arab Colors: The Pan-Arab colors are black, white, green and red. Lots of Arab flags include these 4 colors.



Within my initial project proposal, a utopia was imagined where trains connect the whole region. I delved into this point specifically because I was intrigued by the idea of physically connecting the region. Also, I have always questioned the reason of borders and the requirement of a visa to enter neighboring countries, where the same language is spoken and culture and heritage are shared.

ARAB MASHREQ INTERNATIONAL RAILWAYS

I came across the project "Arab Mashreq International Railways". This was a project ratified by the countries of the Arab mashreq, yet never implemented. I found the project's details online. It included the Arabic technical terms used in train railways, and the agreed railway links between the cities of the Arab Mashreq region.

routes for the Arab Railways

train-related technical words in Arabic

TABLE 1. LINKS MISSING FROM THE INTERNATIONAL RAIL NETWORK

From	To	Country	No.	Length in kilometers
Umq-Qatr (Kuwait)	Kuwait	Kuwait	R05	138
Newayzab border point (Kuwait/Saudi Arabia)	Newayzab border point (Kuwait/Saudi Arabia)	Kuwait	R05	105
Newayzab border point (Kuwait/Saudi Arabia)	Khafji border point (Saudi Arabia/Kuwait)	Kuwait	R05	20
Kafji border point (Saudi Arabia/Kuwait)	Alba Hadriyah	Saudi Arabia	R05	145
Alba Hadriyah	Dammam	Saudi Arabia	R05	155
Dammam	Scham	Saudi Arabia	R05	120
Sofara	Batha'a border point (Saudi Arabia/United Arab Emirates)	Saudi Arabia	R05	32
Batha'a border point (Saudi Arabia/United Arab Emirates)	AI Ghawifat border point (United Arab Emirates/Saudi Arabia)	United Arab Emirates	R05	315
AI Ghawifat border point (United Arab Emirates/Saudi Arabia)	Abu Dhabi	United Arab Emirates	R05	93
Abu Dhabi	Dubai	United Arab Emirates	R05	89
Dubai	Sharja	United Arab Emirates	R05	100
Sharja	Fujairah	United Arab Emirates/Oman	R05	10
Fujairah	Kafba border point (United Arab Emirates/Oman)	United Arab Emirates	R05	10
Kafba border point (United Arab Emirates/Oman)	Khammat Malahra border point (Oman/United Arab Emirates)	Oman	R05	65
Khammat Malahra border point (Oman/United Arab Emirates)	Sakar	Oman	R05	236
Sakar	Muscat	Oman	R05	930
Muscat	Thamuzat	Oman	R05	75
Thamuzat	Sabah	Oman	R05	25
Total				3 088

From	To	Country	No.	Length in kilometers
AI Ajlun	Oman border point (Jordan/Saudi Arabia)	Jordan	R15	42
Oman border point (Jordan/Saudi Arabia)	Hadithah border point (Saudi Arabia/Jordan)	Jordan	R15	18
Hadithah border point (Saudi Arabia/Jordan)	Qusayr	Saudi Arabia	R15	109
Qusayr	Dawmat al-Jandal	Saudi Arabia	R15	309
Dawmat al-Jandal	Ha'il	Saudi Arabia	R15	315
Ha'il	Burydah	Saudi Arabia	R15	330
Burydah	Riyadh	Saudi Arabia	R15	411
Total				1 518

From	To	Country	No.	Length in kilometers
AI Madawara border point (Jordan/Saudi Arabia)	Halat Anjar border point (Saudi Arabia/Jordan)	Jordan	R25	17
Halat Anjar border point (Saudi Arabia/Jordan)	Tahakk	Saudi Arabia	R25	100
Tahakk	Madina	Saudi Arabia	R25	710
Jubbah	Jeddah	Saudi Arabia	R25	460
Jeddah	Drb	Saudi Arabia	R25	500
AI Tawal border point (Saudi Arabia/Yemen)	Saudi Arabia/Yemen	Saudi Arabia	R25	220
AI Tawal border point (Saudi Arabia/Yemen)	Hasad border point (Yemen/ Saudi Arabia)	Saudi Arabia	R25	17
Hasad border point (Yemen/ Saudi Arabia)	Hodhidah	Yemen	R25	265
Hodhidah	AI Moha	Yemen	R25	225
Total				2 512

From	To	Country	No.	Length in kilometers
Dir-Ez-Zor	Tadmur	Syria Arab Republic	R20	126
Total				126

From	To	Country	No.	Length in kilometers
Hakima	Tarshi border point (Iraq/Jordan)	Iraq	R40	325
Tarshi border point (Iraq/Jordan)	Karamah border point (Jordan/Iraq)	Jordan	R40	5
Karamah border point (Jordan/Iraq)	Sofara	Jordan	R40	230
Sofara	Zarga'	Jordan	R40	90
Zarga'	Amman	Jordan	R40	40
Total				690

From	To	Country	No.	Length in kilometers
Gaza	Rafah border point (Palestinian Occupied Territories/Egypt)	Palestine	R50	8
Total				8

From	To	Country	No.	Length in kilometers
Ma'in	Agiba	Jordan	R60	16
Agiba	Nawrha	Jordan	R60	73
Nawrha	Nahli	Egypt	R60	150
Nahli	Verdun Bridge	Egypt	R60	250
Total				489

From	To	Country	No.	Length in kilometers
Meca	Jeddah	Saudi Arabia	R80	918
Total				918

From	To	Country	No.	Length in kilometers
Doha	Sulwah	Qatar	R92	119
Total				119

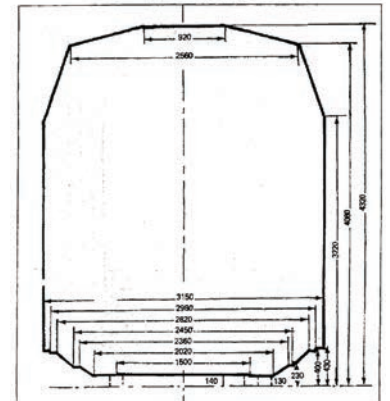
From	To	Country	No.	Length in kilometers
Thamuzat	Maryouh border point (Oman/Yemen)	Oman	R90	160
Maryouh border point (Oman/Yemen)	Shaban border point (Yemen/Oman)	Oman	R90	20
Shaban border point (Yemen/Oman)	Chetrah	Yemen	R90	125
Chetrah	Makalla	Yemen	R90	451
Makalla	Aden	Yemen	R90	617
Aden	Hab al-Mandab	Yemen	R90	365
Total				2 285
Total length of rail approved for Arab Mashreq				19 528
Total length of track missing from the international rail network approved for Arab Mashreq				11 616
Percentage of missing track				59.50

Arabic, French and English technical terms - Listed in the alphabetical order of the Arabic terms

English	French	Arabic
Loading Gauge	Gabarit de chargement	إمداد تحميل
Exit Signal	Signal de sortie	إشارة خروج
Tail Signal	Signal de queue	إشارة ذيل القطار
Distance between Centers of Tracks	Entraxe des voies	فاصل المسكك
Level Crossing	Passage à niveau	التقاطع سطحي
Authorized Mass per Linear Metre	Charge autorisée par mètre linéaire	الحمولة المسموحة لكل متر طولي
Authorized Mass per Axle	Charge autorisée par essieu	الحمولة المسموحة لكل محور عرسي
Mountain Railway	Ligne de montagne	خط جبلي
Level Line	Ligne de plaine	خط سطحي
Quai	Quai	رصيف
Nominal Minimum Speed	Vitesse minimale de définition	السرعة القياسية الأدنى
Approach Track	Voie d'accès	مسكة اقتراب
Passing Siding	Voie de dépasement	مسكة تجاوز
Allocation Track	Voie d'affectation	مسكة تخصيص
Secondary Track	Voie secondaire	مسكة ثانوية
Narrow Gauge Line	Voie étroite	مسكة ضيقة
Curved Track	Voie en courbe	مسكة في منحنى
Standard Gauge Line	Voie normale	مسكة قياسية
Double Track	Voie double	مسكة مزدوجة
Downgrade Track	Voie décline	مسكة منحدرة
Inbound Track	Voie d'arrivée	مسكة وصول
Reversible Track	Voie banalisée	مسكة مستعملة في الاتجاهين
Minimal Platform Length in Principal Stations	Longueur minimale des quais des gares principales	الطول الأدنى للمسقف في المحطات الرئيسية
Track Mileage	Longueur de voie développée	طول المسكك المتكافئ
Minimal Useful Siding Length	Longueur utile minimale des voies d'évitement	الطول الأدنى للمسكة الانزياح
Sleeper	Traverse	مخارطة
Concrete Sleeper	Traverse en béton	مخارطة خرسانية
Wooden Sleeper	Traverse en bois	مخارطة خشبية

English	French	Arabic
Intermediate Sleeper	Traverse intermédiaire	مخارطة وسيطة
Wagon	Wagon	عربة بضائع
Silo Wagon	Wagon-Silo	عربة بضائع صوامع
Standard Wagon	Wagon Standard	عربة بضائع قياسية
Gantry Wagon	Wagon portique	عربة بضائع رافعة
Tank Wagon	Wagon réservoir	عربة صهريج
Carriage/Coach	Voiture à voyageurs	عربة مسافرين
Locomotive	Locomotive	قطار
Test Train for Bridge	Train-type pour le calcul des ponts	قطار نموذجي لاختبار الجسور
Testing	Tableau de délimitation de vitesse	لوحة تحديد السرعة
Speed Restriction Board	vitesse	مسطحة
Station	Gare	محطة
Trailer	Remorque	مقطورة
Maximum Gradient	Déclivité maximale	الحد الأقصى

الشكل - إمداد العمل حسب توصيات الاتحاد الدولي للمسكك الحديدية UIC



22 ARAB COUNTRIES

I created an audit showing all the Arab countries. Some images are presented below.

Algeria
Bahrain
Comoros
Djibouti
Egypt
Iraq
Jordan
Kuwait
Lebanon
Libya
Morocco
Mauritania
Oman
Palestine
Qatar
Saudi Arabia
Somalia
Sudan
Syria
Tunisia
United Arab Emirates
Yemen

Collected images from Arab Countries: EGYPT







PROJECT DIRECTION

I faced a dilemma whenever I thought about the context in which my Final Year topic is included in.

I had trouble deciding whether these trains would be a part of today's reality and functions as a political statement to criticize the unfortunate realities we face every day.

If it would be part of a utopia in which I disregard the reality we live in today and create the railways' branding making the project in and of itself a commentary on the region.

If the Arab Railways would be present in today's Arab region, the trains, stations and connections would mimic or portray the Arab region we live in today. These include but aren't limited to: the Israeli occupation of the Palestinian state, the peace treaties between Israel and several arab countries like United Arab Emirates, Bahrain, Egypt and Jordan, the ongoing wars like that of Syria and Yemen, and the hunger crisis of Yemen. If a utopia is taken into consideration, the issues we face today are overlooked and even resolved in this hypothetical world. This direction would show the potential we have in our region, and emphasize the unfortunates of our livelihoods.

Module 4: Manifesto

The utopian Arab region was assumed in the Manifesto of Module 4.

ARAB RAILWAYS

السكك الحديدية العربية

نحن متصلون أخيرًا،
الآن أكثر من أي وقت
مضى، وسنستمر في
القيام بذلك.
**WE ARE FINALLY
CONNECTED, NOW
MORE THAN EVER,
AND WE SHALL
CONTINUE TO BE.**

نحن العرب نؤمن بقوة الوحدة وبهذه
Us, Arabs, have believed in the power of unity
القوة سنزدهر إلى الأمام. لقد اتحدنا،
and with this power we shall prosper onwards.
لقد طبقت المنطقية أيديولوجية القومية
We have united. The region has implemented
العربية وأصبحت تعتمد على نفسها
the Pan-Arab ideology and become self
وتفوقت في العديد من المجالات. لقد
dependent and excelled in numerous areas.
تحدينا ووضعنا حدًا لكيفية تصوير
We defied and put an end to how we've been
العالم لنا. لقد أنشأنا نحن العرب أساسًا
portrayed by the world. Us, Arabs, have created
قويًا لمستقبلنا. لذلك، كانت خطواتنا
a strong foundation for our future. Therefore,
التالية هي اتصالنا المادي؛ شركة السكك
our next step was our physical connection;
الحديدية العربية الدولية. نحن الآن
the Arab International Railways. We are now
قادرون على عبور الحدود بدون تأشيرات
able to cross borders with no visas with the
مع السكك الحديدية العربية المطبقة.
implemented Arab Railways. Connecting beyond
ربط خارجة عن إرادتنا اللغة والثقافة
our language, culture and heritage, we now have
والتراث، لدينا الآن السكك الحديدية
railways extending beyond cities, countries and
تتجاوز المدن والبلدان والقارات، ثم
continents. A clear and direct communication
إنشاء وبناء واستخدام نظام اتصال
system has been created, built and used by the
واضح ويمتد من قبل السكان العرب
Arab population and the world. The aim of the
والعالم. الهدف من السكك الحديدية
railways and stations is connecting not only
ومحطات يتم الاتصال ليس فقط الدول
the Arab countries physically, but also the Arab
العربية جسديًا، ولكن أيضًا للشعب
people. These railways and stations are the
العربي. هذه السكك الحديدية والمحطات
paved path of the Pan-Arab utopia formation.
هي المسار الممهّد لتشكيل اليوتوبيا
We are finally connected, now more than ever,
العربية، لقد أصبحنا متصلين أخيرًا، الآن
and we shall continue to be.
أكثر من أي وقت مضى، وسنظل كذلك.

Within the manifesto, there is significance in stating "change how the world views us". How do they view us.. ?

ORIENTALISM

Orientalism is a biased visual towards Arabs by Europeans. It was the last and most well-known visual to represent the Arab region as an exotic, backward, uncivilized and dangerous region. Orientalism was the last and most well known visual reference the world has seen that is related to this area.



What is Orientalism?

"What Is Orientalism?" What is Orientalism? | Reclaiming Identity: Dismantling Arab Stereotypes, n.d. <http://arabstereotypes.org/why-stereotypes/what-orientalism>.

This article specifically talks about how Europeans staged these absurd eroticized scenes for the pleasure of European men, instead of being actual depictions of scenes that were present in the Arab region. The reason I chose this article is because the mental image people get when thinking of the Arab region needs to be changed, which may be achieved by creating a new impartial identity to the Arab region through the Arab Railways.

Yes, I want to change how we are perceived. However, can I bypass the reality and not reflect critically on this conglomerate of nations?

PRAGMATIC PROJECTS

Projects that possess an acceptance to how things are, and embrace them:

Tatiana Bohsali's Project

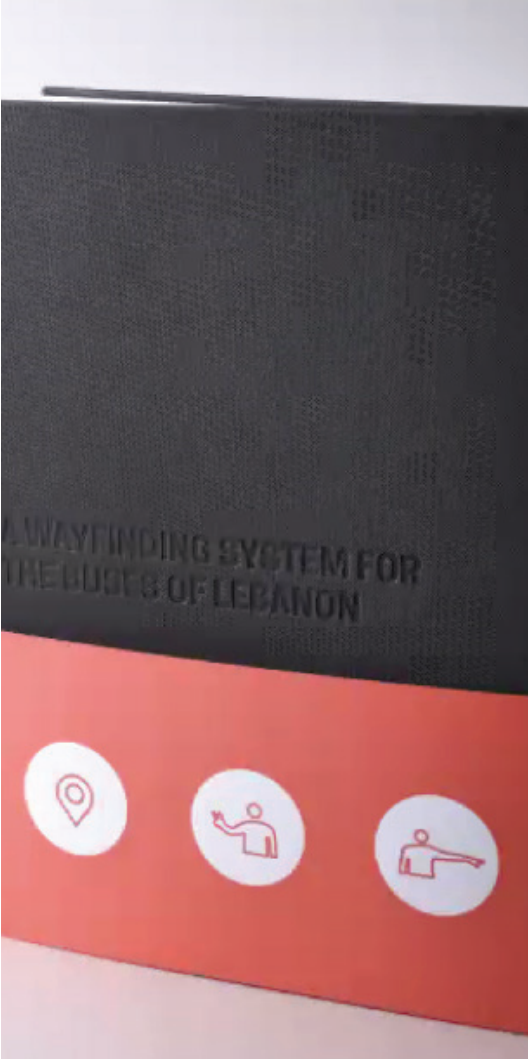
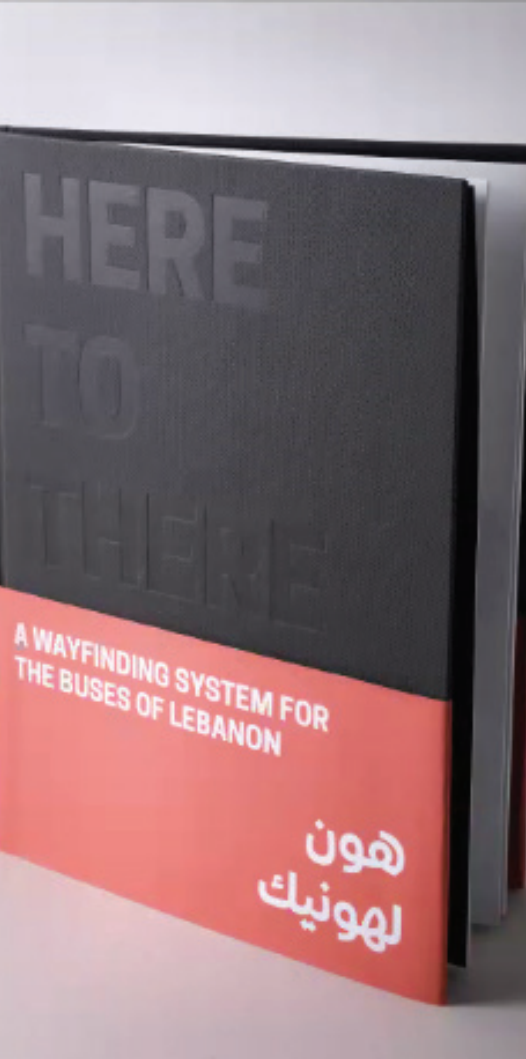
Tatiana Bohsali's project is, in a way, similar to mine. Analogous to my project aim, the banknotes she created and designed were to unify the Arab region somehow. She was able to retain the individuality of each country while still designing a uniform scheme. The individuality was enough as a statement and prevalent throughout, and at the same time, the banknotes were coherent as a series.

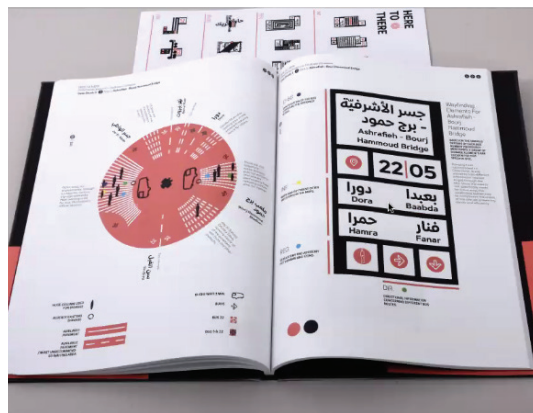
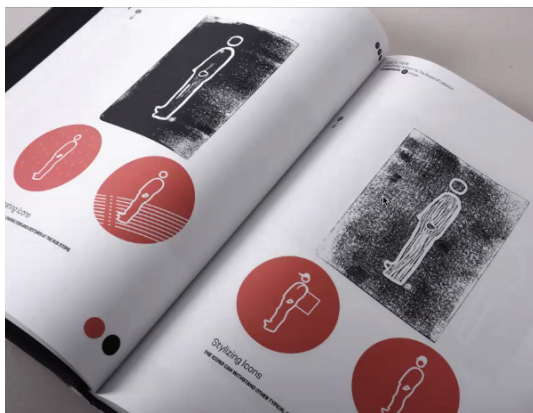
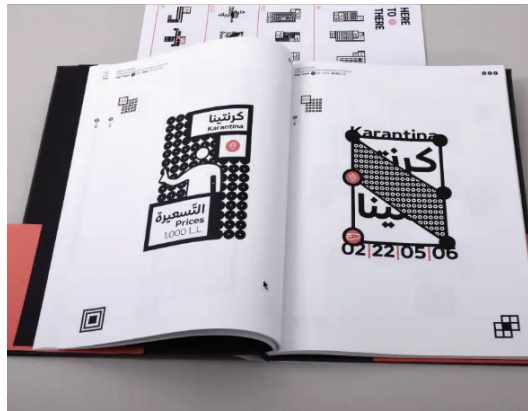
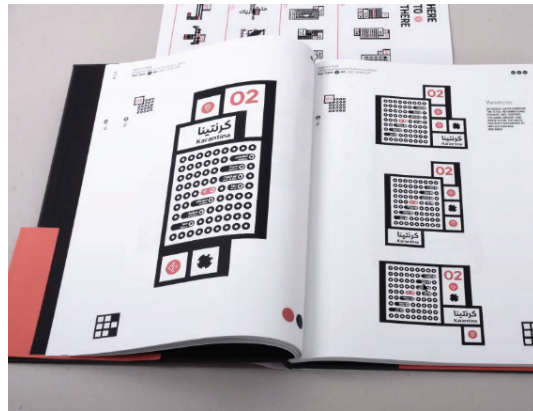
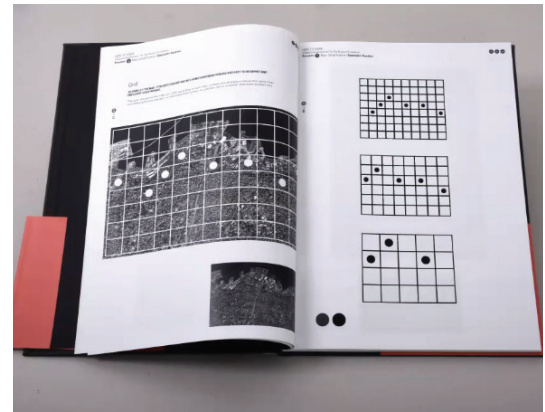
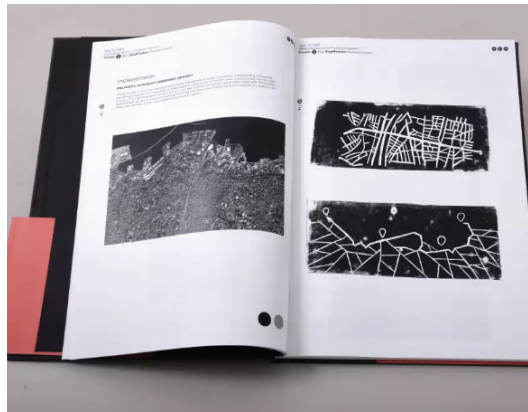
In relation to my project, I can see the importance of retaining diversity within a very strict and professional output.



Nareg Krikorian's Project

Nareg Krikorian designed a wayfinding system for Beirut buses. He conceived a very strict and Formal language, yet it was all based on the informalities and flaws of the system. Therefore, he did not try to conceal the reality, but rather adopted the reality of the situation and gave a structure to the unstructured. The project is very succesful because of how site-specific it is. The created icons are very particular to the Lebanese vernacular in relation to public transport. Also, the mapping technique goes harmonously with the attained identity. And the flexibility of the signage gives leeway to the mounting of the signs. This project gives me a better idea on how professional a wayfinding system can look, even if it encompasses less formal characteristics.





After analyzing these projects, I believe the particularity of the region is substantial to represent and incorporate when creating this Railway system that connects the Arab cities and countries.

QUESTIONS I'M ASKING MYSELF

How can I create an arab identity, removing the cliches of arabesques and motifs?

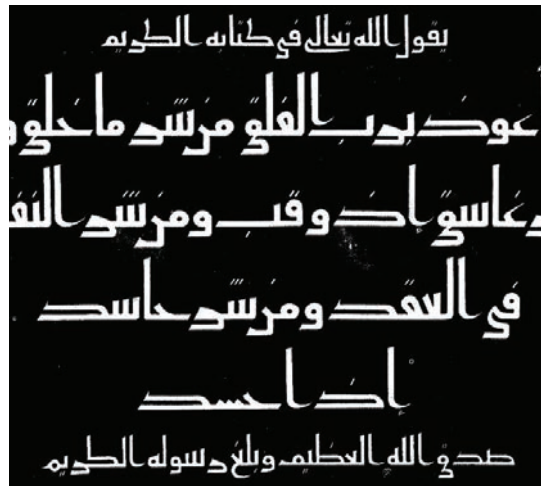
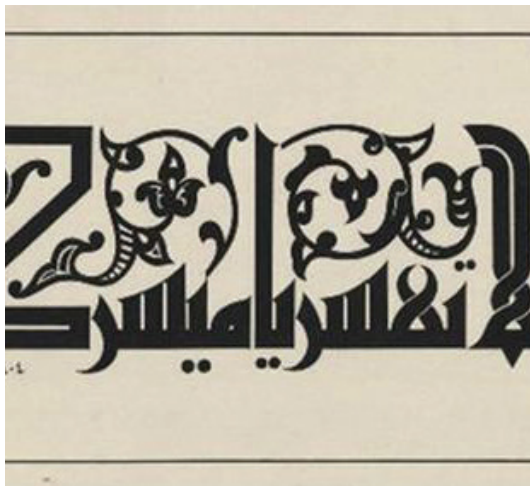
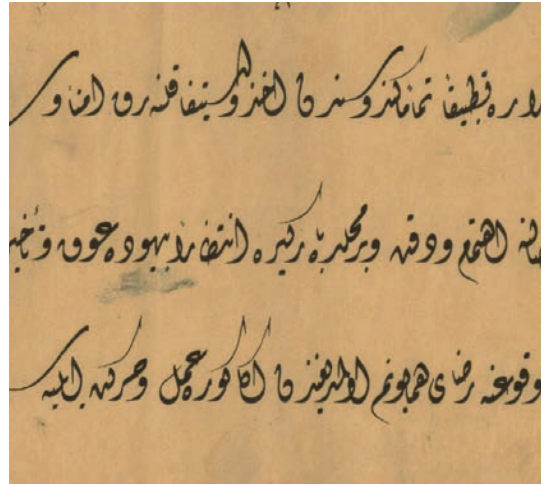
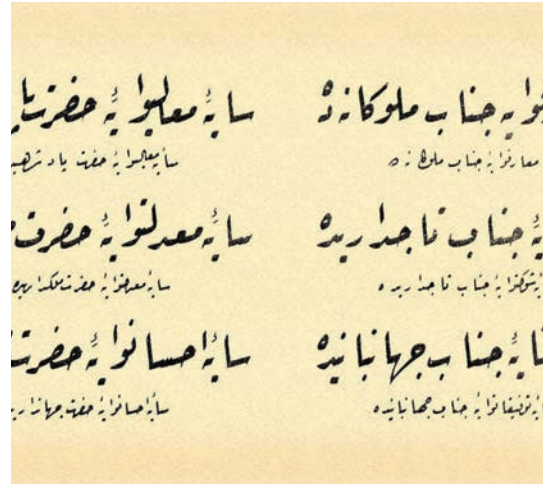
What is the Arab identity? What connects us as Arabs? And how can I stay true to our cultural history?

How can I represent the individuality of the region? Would I be able to do that in very subtle ways?

How can I make it modern and fresh on our own terms?

ARABIC SCRIPT

One major factor in common between all the Arab countries is the Arabic language and therefore, the inclusion of Arabic text is essential in the identity. Therefore, a research was conducted to know the history of the script and I collected my notes on Arabic type. The research is to know its history, the different types and their usages, the legibility levels and what their reference is. They gave me a better idea on what fonts I can use depending on their usages.



VISUAL RESEARCH

In order to create the branding of the Arab Railways, two essential elements are taken into consideration:

Therefore, the two main sections of my visual research are:

BRANDING NATIONS & TRAIN RAILWAYS AND STATIONS

The Netherlands

Know Canada.

Cities in Motion

King's Cross

Non-Arab:

New York City Subway

NS – Nederlandse Spoorwegen

London Underground

Entur

SZDC

Vy

Arab:

Egyptian National Railways

ONCF Moroccan Railway

Dubai Metro

Beirut Metro Map

THE NETHERLANDS

Netherlands's nation branding was created by Studio Dumbar. This branding is serious. The emblem is an abbreviation of the Netherlands "NL" and is referential to two specific Dutch characteristics: the color orange, and tulips, which is implemented on different solid colors and placed on a series of objects, such as posters, billboards and publications...

I appreciate the simplicity of this series. The referential tulip within the letters is enough to remind us of the country. Also, I personally have a hard time choosing any using saturated bright colors, especially with overlapping.



KNOW CANADA: A CAMPAIGN TO REINTRODUCE CANADA TO THE WORLD

The means of creating this series was simple, smart and efficient. The two red vertical lines reminding of the Canadian flag is enough to remind us of Canada. Its inclusion in my visual research is to see how simply I can inject the individuality of each country when trying to unify the region.



CITIES IN MOTION

Another project I looked into is Studio Dumbar's "Cities in Motion". What intrigued me most is the animations used in the posters, which show the cities' names. The font was specifically designed for the poster series, so that when animated the letters won't be distorted.

Also, the use of different colors within a series was on-point because the common factor of animated letters is enough to have a coherent series which stand strong together, as well as apart.



TRAIN RAILWAYS AND STATIONS
NEW YORK CITY SUBWAY



TRAIN RAILWAYS AND STATIONS

LONDON UNDERGROUND

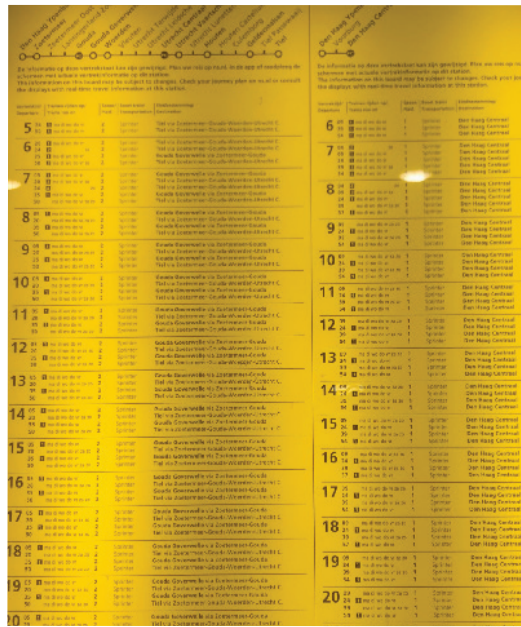
The London Underground is a project successful in achieving an easy and understandable railway and mapping system. The map has vertical, horizontal and 45 degree lines that show the stops. They're not based on distances, rather chronological order. They're also color-coded. Color coding is a system used in a few other train mappings. It is an efficient way for easy understanding and accessibility.



NS - NEDERLANDSE SPOORWEGEN, OR DUTCH RAILWAYS

I looked into NS, the railway station identity in the Netherlands. The design of the iconic NS symbol is deceptively simple: the arrows represent the outgoing and return journeys, while the two central lines represent the track. With its striking blue and yellow colours and classic modernist typography, the identity is flexible and instantly recognisable. Over the years it's been applied to everything from trains, stations and wayfinding signage, to uniforms, timetables, tickets and more. Being in the Netherlands, I was able to go to the train station and take pictures of their wayfinding, the material used to carry the signage, and took note of the sign sizes.





Time	Day	Train Type	Route
35	ma di wo do vr	2	Sprinter Gouda Goverwelle via Zoetermeer-Gouda
50	ma di wo do vr za zo	2	Sprinter Tiel via Zoetermeer-Gouda-Woerden-Utrecht C.
14	05	ma di wo do vr	2 Sprinter Gouda Goverwelle via Zoetermeer-Gouda
20	ma di wo do vr	2	Sprinter Tiel via Zoetermeer-Gouda-Woerden-Utrecht C.
35	ma di wo do vr	2	Sprinter Gouda Goverwelle via Zoetermeer-Gouda
50	ma di wo do vr za zo	2	Sprinter Tiel via Zoetermeer-Gouda-Woerden-Utrecht C.
15	05	ma di wo do vr	2 Sprinter Gouda Goverwelle via Zoetermeer-Gouda
20	ma di wo do vr	2	Sprinter Tiel via Zoetermeer-Gouda-Woerden-Utrecht C.
35	ma di wo do vr	2	Sprinter Gouda Goverwelle via Zoetermeer-Gouda
50	ma di wo do vr za zo	2	Sprinter Tiel via Zoetermeer-Gouda-Woerden-Utrecht C.
16	05	ma di wo do vr	2 Sprinter Gouda Goverwelle via Zoetermeer-Gouda
20	ma di wo do vr	2	Sprinter Tiel via Zoetermeer-Gouda-Woerden-Utrecht C.
35	ma di wo do vr	2	Sprinter Gouda Goverwelle via Zoetermeer-Gouda
50	ma di wo do vr za zo	2	Sprinter Tiel via Zoetermeer-Gouda-Woerden-Utrecht C.
17	05	ma di wo do vr	2 Sprinter Gouda Goverwelle via Zoetermeer-Gouda
20	ma di wo do vr	2	Sprinter Tiel via Zoetermeer-Gouda-Woerden-Utrecht C.
35	ma di wo do vr	2	Sprinter Gouda Goverwelle via Zoetermeer-Gouda
50	ma di wo do vr za zo	2	Sprinter Tiel via Zoetermeer-Gouda-Woerden-Utrecht C.
18	05	ma di wo do vr	2 Sprinter Gouda Goverwelle via Zoetermeer-Gouda
20	ma di wo do vr	2	Sprinter Tiel via Zoetermeer-Gouda-Woerden-Utrecht C.



I saw the interactive screens and products used to give people cards and tickets. Also, I saw the product used for checking-in and out of the train. Therefore, for my project I got the idea include the interactive screens and the products needed to check in and out of the trains of the Arab Railways.

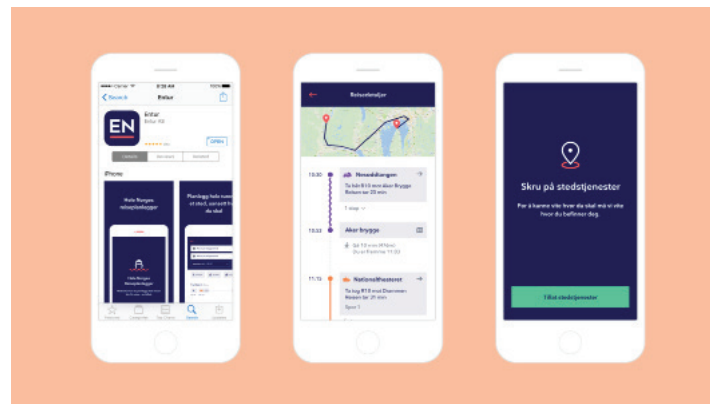
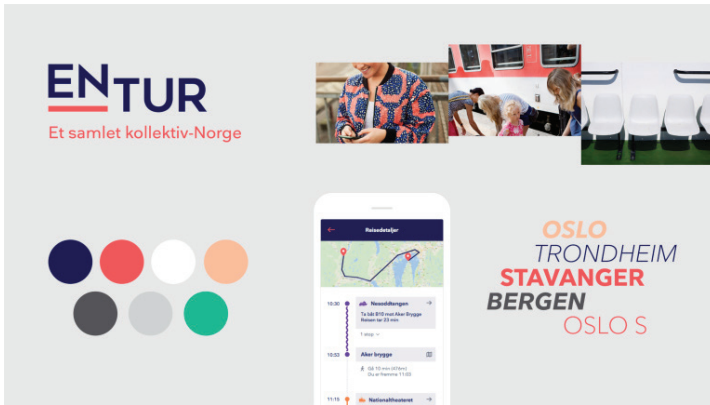
ENTUR

Entur is a collective of public transport in Norway.

The naming Entur here has a great role within the identity of this project. There is a proposed pun in the identity (the usage of EN/one and Tu/Trip) and a play on words. Using "En Bus Tur" and "En Morning Tur" is to perhaps attract different audiences and touch different personalities...

Also, each word used between "En" and "Tur" has a certain icon to go with it. The boats have wavy lines, cancelled is struck out, morning has a sun rising, etc...

As a project, I believe it is successful in terms of design, identity, uniqueness and delivery. This project made me consider a language of communication that draws upon the critical take in my starting point while still focusing on the connectivity and union of the region.



SZDC

Sprava Seleznic - SZDC is the czech railway. Its identity was designed by Marvil. The emblem is symbolic of the railways. An animated logo with lines falling into place. This graphic element is also used in the billboards for the railway campaigns. This logo and identity are distinct and succesful. The colors used are professional, fresh and modern.





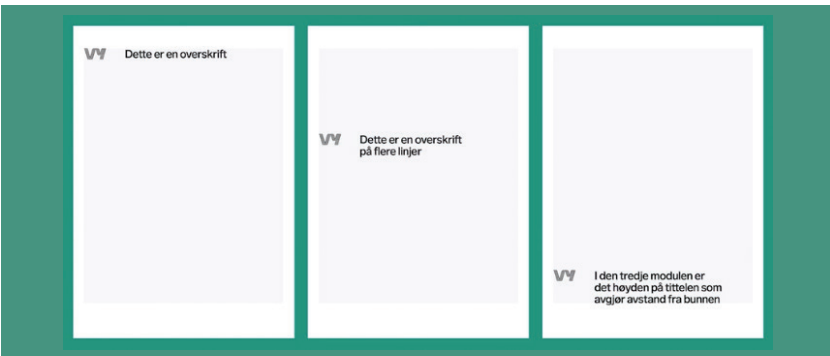
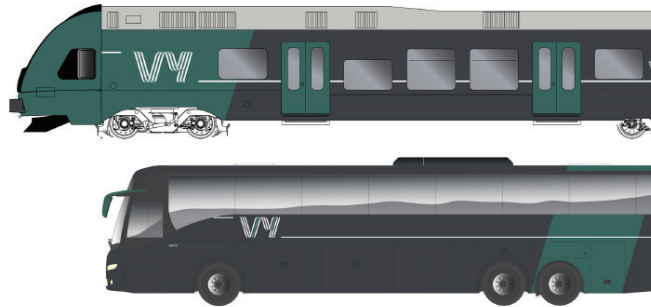
Vy is the new name for the Norwegian State Railways, and it means "a view." This naming made me realize the importance of the name I'll be giving the stations and railways. The name would be a key concept. Within Vy's identity, movement is the core. That is seen throughout the logo and the applications. The colors are bright and optimistic and the design system is firm, yet flexible.

Personally, I see the successes of this project; however, I'm not a fan of the application of the identity. The lines representing movement are almost haphazard and there to "fill up space".

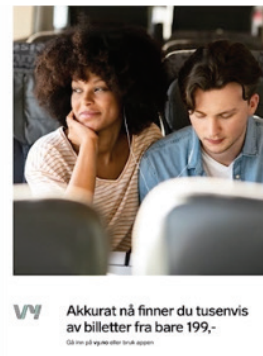


Vy Sans

Vy Display



Verden endrer seg.
Vi endrer oss.
NSB og Nettbuss
skifter navn til Vy.



EGYPTIAN NATIONAL RAILWAYS



ONCF - MOROCCAN RAILWAYS



Rail network and rolling stock	Passenger transport	Freight and logistics transport	Human capital	Progress on structuring projects	Sustainable development
3815 km of railroad tracks	585 passenger wagons	5 498 merchandise carriages	64 % of lines electrified		

Rail network and rolling stock	Passenger transport	Freight and logistics transport	Human capital	Progress on structuring projects	Sustainable development
27 million tons transported	80 000 tons transported daily*	334 000 cars transported	185 major clients*		



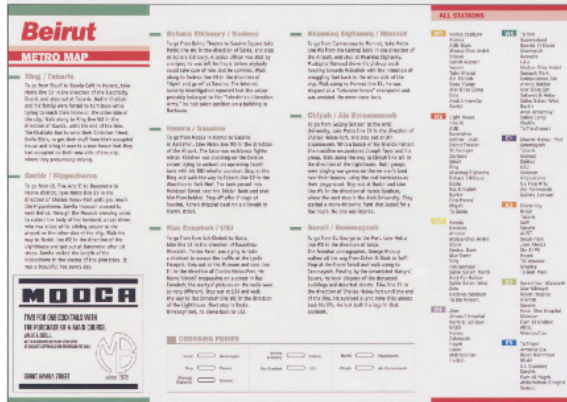
TRAIN RAILWAYS AND STATIONS DUBAI METRO

مترودبي
Dubaimetro



BEIRUT METRO MAP

Similar to my FYP, Hassan Choubassi created this hypothetical Metro Map for Beirut with an underlying political message. "I created a fictional Metro map for an underground network lines in Beirut to add another virtual layer to the psychological and physical labyrinth of the city, focusing on the ever-present demarcation lines that were splitting Beirut during the long period of the civil war, and its relation to the social environment in post-war Beirut." - Hassan Choubassi

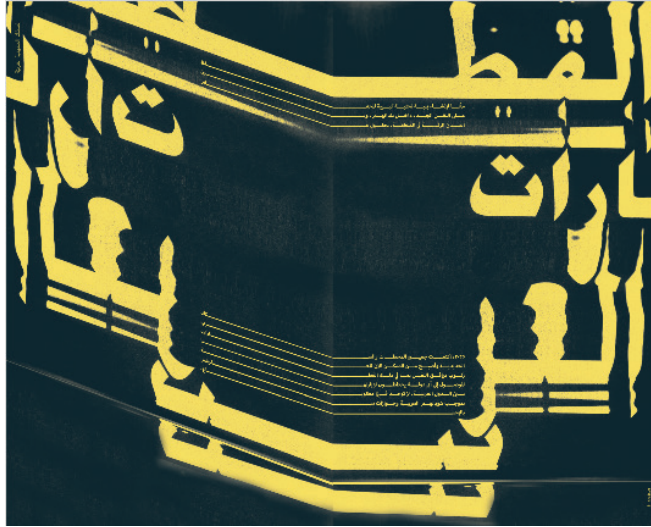


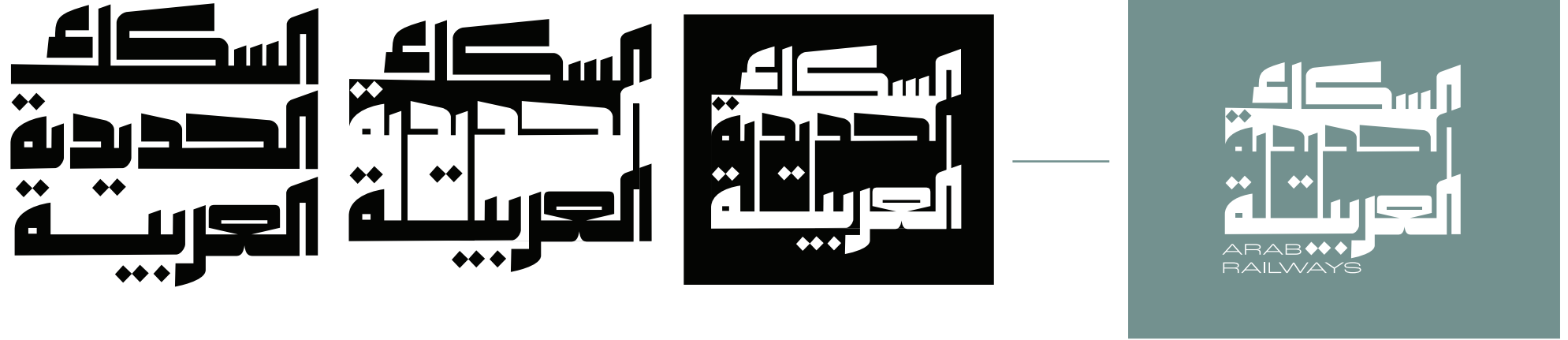
I visited the old train tracks located close to Jbeil. I had the idea of creating an intervention there (for Module 4); however, it was too particular to Lebanon.



MODULE OUTPUTS

Within Module 1, eight spreads were to be created. I tried to create an ongoing identity throughout the book, where the spreads form a cohesive flow, yet at the same time, I tried different methods in tackling arabic typography because I knew it's an important aspect in my project.





working titles

- دَمَج
- الشركة العربية للقطارات
- إتحاد القطارات العربية
- سكك حديد الدول العربية
- الخطوط الحديدية العربية
- قطارات الأبجدية
- محطات العرب
- السكك الحديدية العربية

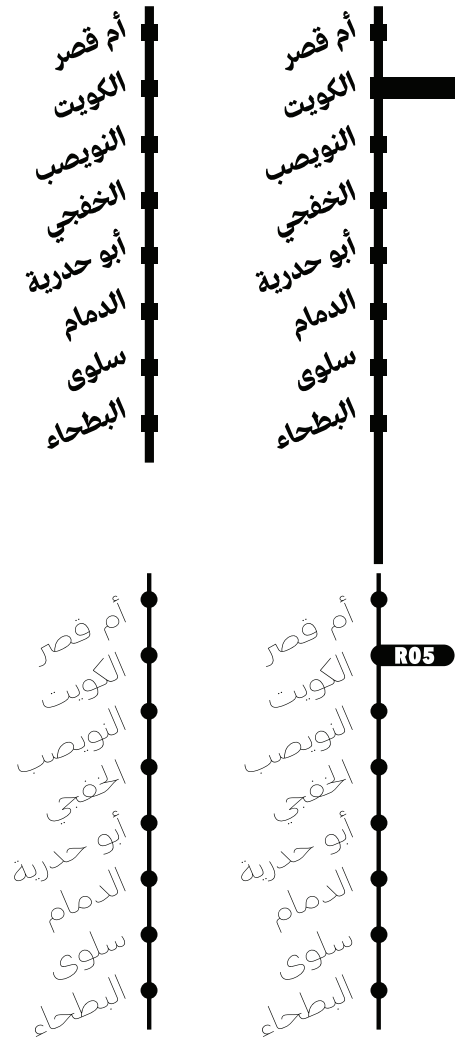
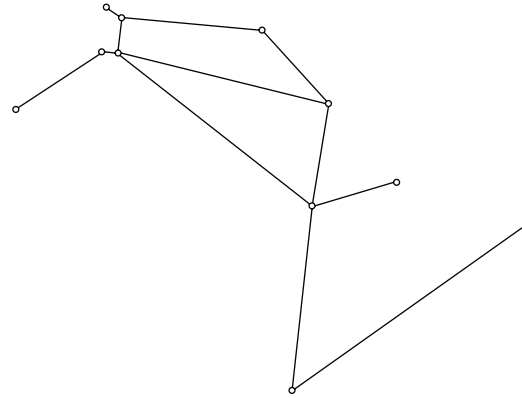
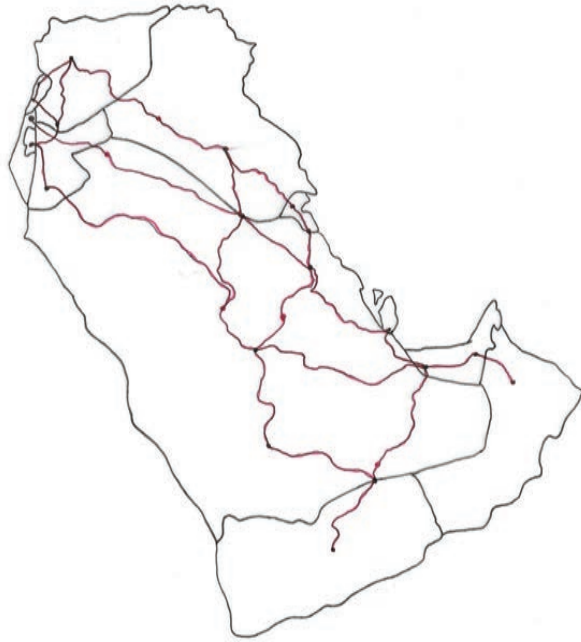
I also vectorized the names of the Arab countries and created a visual by expanding the baseline.

سوریا لبنان الیمن المغرب موریشیا لیبیا قطر العراق الامارات مصر جیبوتی جزائر القمر تونس الجزائر بکین

سوریا لبنان الیمن المغرب موریشیا لیبیا قطر العراق الامارات مصر جیبوتی جزائر القمر تونس الجزائر بکین

العمارة هي فن في استخدام الحجر والخرقون والجران
سورياتك العين الفخرية موريشا لساقط الحراق

These are preliminary sketches for the mapping system to be used in the branding of the Arab Railways. I traced the Arab map and started creating a system with the Arab cities of different countries.



During this module, we learned the necessities of animation and comics, such as character design and story arc. For the module submission, I created a poster series with the created visual of module 1, and a short animated clip that goes from one country name to the other and highlights the diacretic dots.

Poster Series



Animation

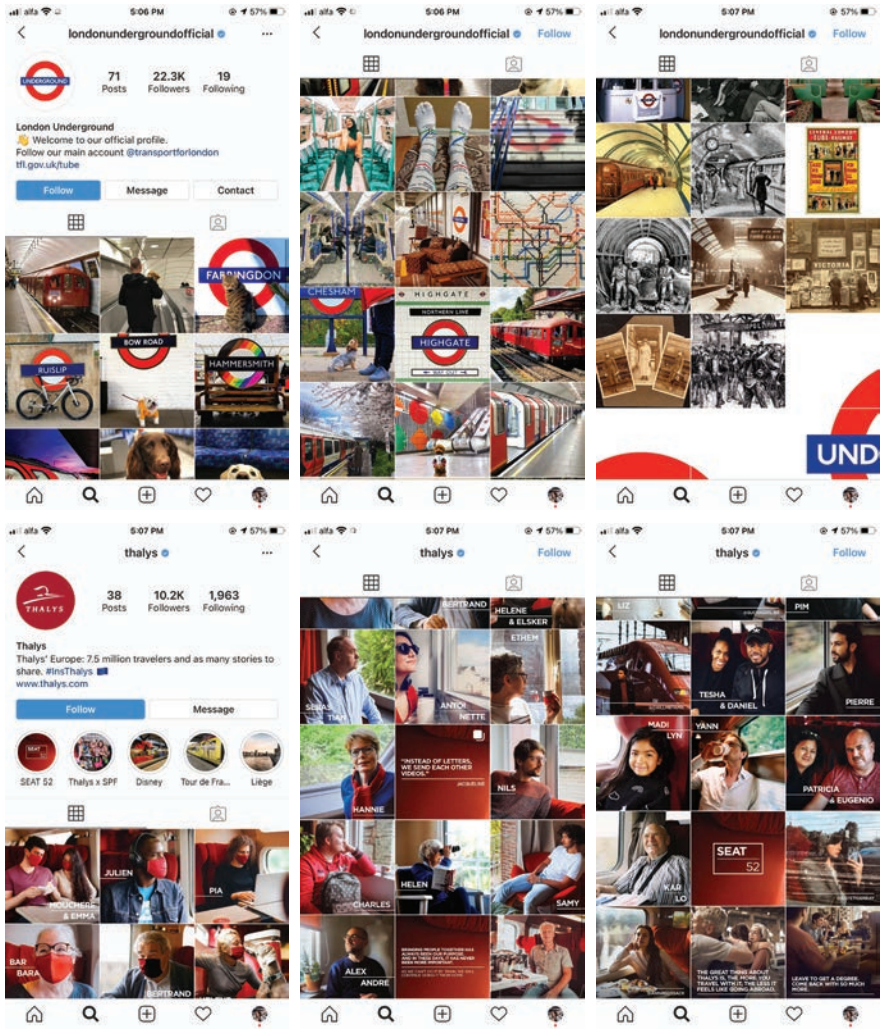
This animation gave me the idea of creating an interactive wayfinding system that animates from the specified country to the next.



These visuals were used in the output of module 4.

Module 4: Interventions

For my intervention of module 4, I decided to create the official Instagram page of the Arab International Railways. Within this intervention, the assumption of the existence of the railways and stations was taken. I wanted this Instagram page to deceive Arabs for a split second to believe it and think "Did I miss this?" and the Non-Arabs to believe its presence. After researching what train accounts added onto their Instagram pages, I created visuals and simulated them onto pictures.



London Underground

London Underground's Instagram page shows the stations' and trains' users, in addition to the railway's identity system. The red circle used throughout its wayfinding identification signage is a recurring element in their images. Their Instagram page allowed me to realize the importance of a specific visual representation that is referential to a specific identity system.

Thalys

Thalys focuses on the stories of people in their page. The connection between people going to different cities are highlighted. I really appreciated the sense of personal experience added into their posts. They're also known for the red "Seat 52" which they utilize in their identity and posts.

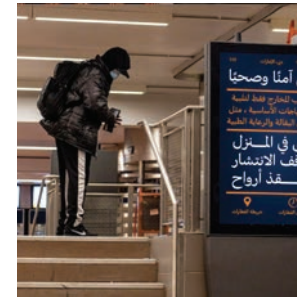


السكة ٢

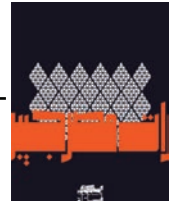
عيسى
طارق
جوزيف



السكة ٢
track 2



trains
stop here
جميع القطارات
تقف هنا

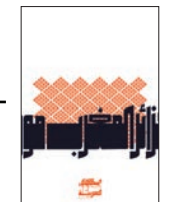


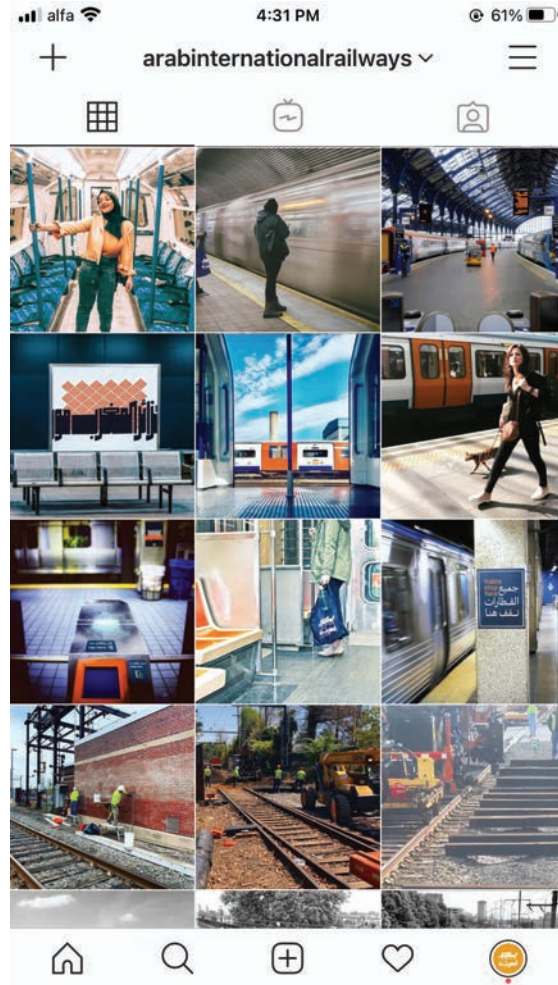
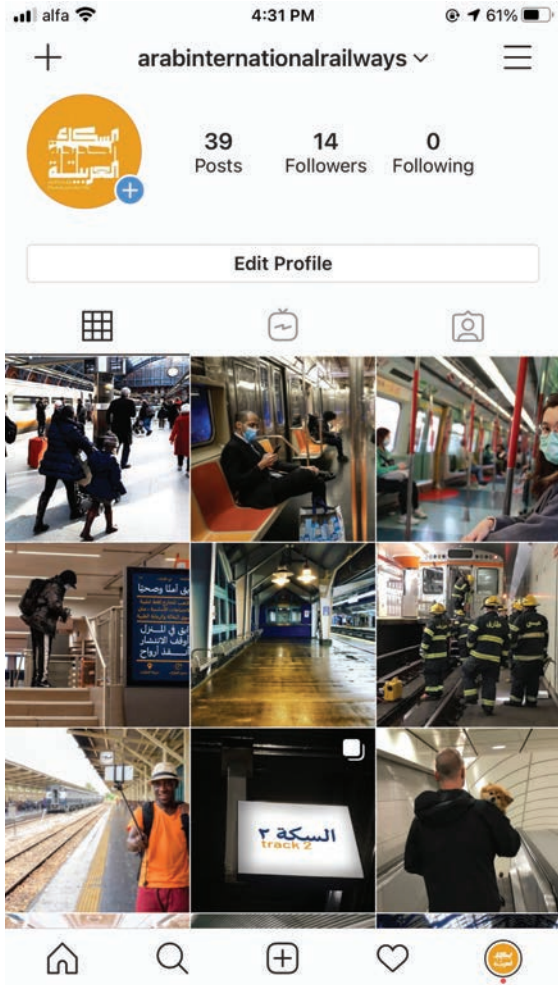
تقر بطاقتك هنا
tap here

اسحب بطاقتك هنا
swipe here



ابق آمنًا وصحياً
أذهب للخارج فقط للبيئة
الاجتماعات الأساسية ، مثل
أسواق البقالة والرعاية الطبية
ابق في المنزل
أوقف الانتشار
أقعد أرواح





Created Graphics
These show the railway's positive impacts on the world and Arab region.

Please check out the page, captions and comments. I'm sure you'll have a good laugh

DESIGN PROPOSAL

The unity of the Arab region is a very dense political claim that not everyone agrees with. However, I truly believe in this aim. My project aims to open people's eyes, not necessarily to change their political views or the way they think, but rather to make them assess the degrading truth of our region. This project sheds light on the potential we have, with no disregard to what we're going through. It is a political statement through which I hope the reality of the situation dawns on the Arabs.

During FYP II, I will be designing the branding and signage system for the Arab International Railways with focus on Arabic script. I hope to include Branding the Arab Railways, Wayfinding and Signage of the stations, and different campaigns...

It is important to point that I know and acknowledge my project will not be implemented any day soon; nevertheless, it is a political statement that will be handled as a professional project proposal with the assumption that these railways are to be built. This project is a reminder that we can reach what we aim for, if we take steps towards it.

END OF FYP 1

BEGINNING OF FYP 2

NAME

MASAR or path is representative of the journey the passengers will take. It had a nice ring when used, like "I'm taking the Masar to Cairo."



MASAR is an International Railway that connects the Arab region.

HOUSESTYLE

My identity very simply started with the topmost typography and by simply putting the names of the countries locked up together and stacked gave a visual reminder of the carts of a train because of their thick baseline .

I had to expand my housestyle and came across the font Honalika by Heyporter and a secondary typeface Zarid was chosen. The Latin font choice is Briller, a typeface that also has a visual reminder of trains due to its expanded quality.

Arabic

الإمارات قطر بحرين الكويت العراق السعودية الأردن لبنان سوريا فلسطين اليمن
عمان جزر القمر الصومال جيبوتي السودان مصر ليبيا تونس الجزائر المغرب موريتانيا
الإمارات قطر بحرين الكويت العراق السعودية الأردن لبنان سوريا فلسطين اليمن
عمان جزر القمر الصومال جيبوتي السودان مصر ليبيا تونس الجزائر المغرب موريتانيا

الإمارات قطر بحرين الكويت العراق السعودية الأردن لبنان سوريا فلسطين اليمن
عمان جزر القمر الصومال جيبوتي السودان مصر ليبيا تونس الجزائر المغرب موريتانيا

Latin

ALGERIA, BAHRAIN, COMOROS, DJIBOUTI,
EGYPT, IRAQ, JORDAN, KUWAIT,
LEBANON, LIBYA, MAURITANIA, MOROCCO,
OMAN, PALESTINE, QATAR, SAUDI ARABIA,
SOMALIA, SUDAN, SYRIA, TUNISIA, THE
UNITED ARAB EMIRATES AND YEMEN

BRAND IDENTITY

LOGO

The name Masar means path in Arabic and the logo is created by also having simple elements with reminiscent qualities for trains and maps, so it was created by a line and some shapes that represent stops; they spell out the word Masar in Arabic. With the logo comes the descriptor "Arab Railways".



TOKEN

From this logo came a simplified token with the initial letter of the railway stations meem and M. This token can be implemented on uniforms and on pins.









BRAND IDENTITY
ICONS



للنساء WOMEN



للرجال MEN



مصلّى PRAYER ROOM



واي-فاي WIFI
متاح AVAILABLE



الخريطة MAP



الإسعافات الأولية FIRST AID



تذاكر TICKETS



إنزال LUGGAGE
الأمّعة DROP-OFF



تحذير WARNING



موقف PARKING



المعلومات INFORMATION



جهد HIGH
كهربائي VOLTAGE



ممنوع NO
التدخين SMOKING

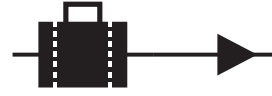
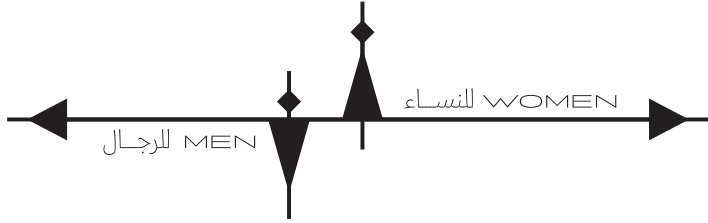


حافظ على
التباعد الاجتماعي
MAINTAIN
SOCIAL DISTANCING



يرجى
ارتداء الكمامة
PLEASE
WEAR MASKS

DIRECTIONAL SIGNAGE



PLATFORM IDENTIFICATION SIGNAGE

منصة
— PLATFORM —
3

منصة
— PLATFORM —
7

منصة
— PLATFORM —
12

MAPS

FONT MODIFICATION

From the type palette, I had a system where the thicker font represented countries and the thinner one was for cities. However, it was pointed out that this font is illegible because of its display nature. I was even advised to not use it and change it. But I truly believed in the conceptual drive the identity contains and I didn't want to give that up. So, having taken Arabic type design, I was able to pinpoint the problematic areas of this font and create letters that are more proportionally correct to the Arabic Script.

الامارات قطر البحرين الكويت العراق السعودية الاردن لبنان سوريا فلسطين اليمن
عمان جزر القمر الصومال جيبوتي السودان مصر ليبيا تونس الجزائر المغرب موريتانيا

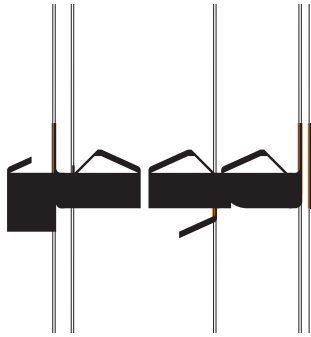
COUNTRIES

أبو ظبي الكويت دبي إبد إبيبا أيجا اسخكي الاسكندرية أسوان الأقصر
الجبل جده الجزائر جازين الجوهن جيهانك حال الحسكة حلب الحة حماة حمص

CITIES

FONT MODIFICATION

I deciphered the font and I realized the designer had three different thicknesses for three different angles. As a first step, I thickened the 90 degree lines and proportionally made the other 2 lines thicker.



90°



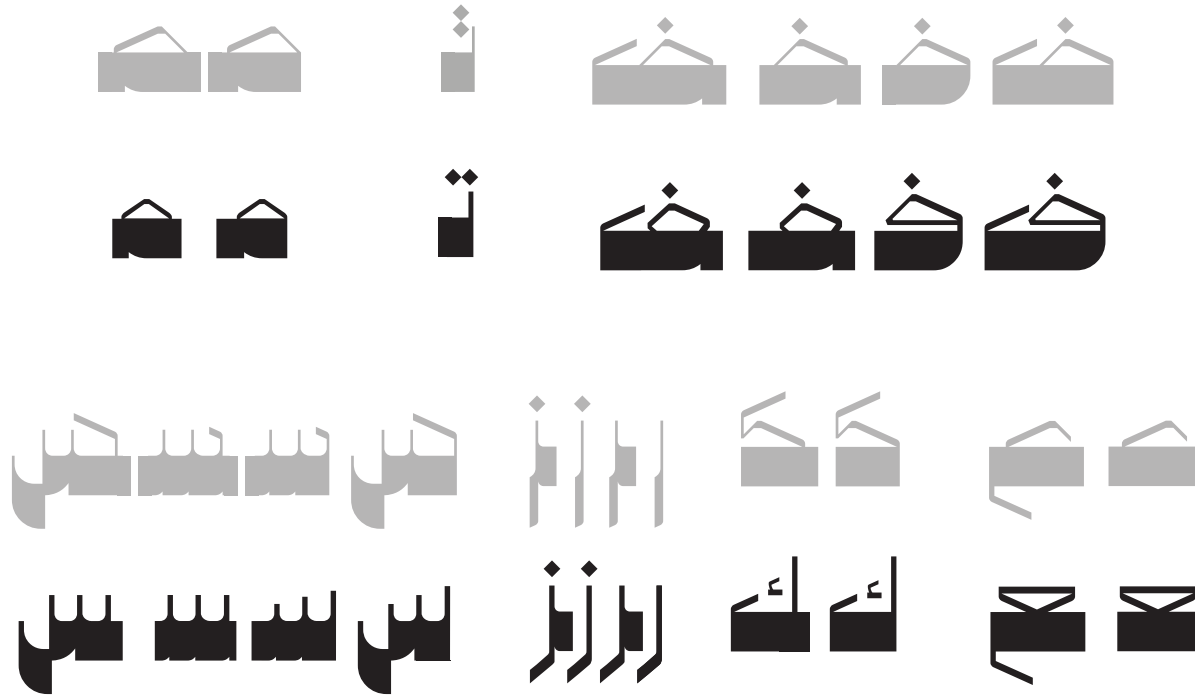
45°



25°

FONT MODIFICATION

Some letters weren't being recognized such as the Meem - it was being mistaken for a Sad, and by staying true to the designers rules I created this meem. All diacritic dots which were vertical, I made them horizontal. The Feh was being mistaken for a Da so I gave the isolated and initial Fehs a neck and more round shape for the medial and final ones. I removed the 45 degree line in the Seen. The Reh was lost in the words so I gave it its tail. The final and isolated Kaf have the more common shape now. And the medial and final Zain are replaced with reverse triangles.



FONT MODIFICATION

Some before and after words.

كركوك

كركوك

أوبوك

أوبوك

تجوك

تجوك

تجزيتة

تجزيتة

تلحسانة

تلحسانة

تاجورة

تاجورة

مخانة

مخانة

الطخانية

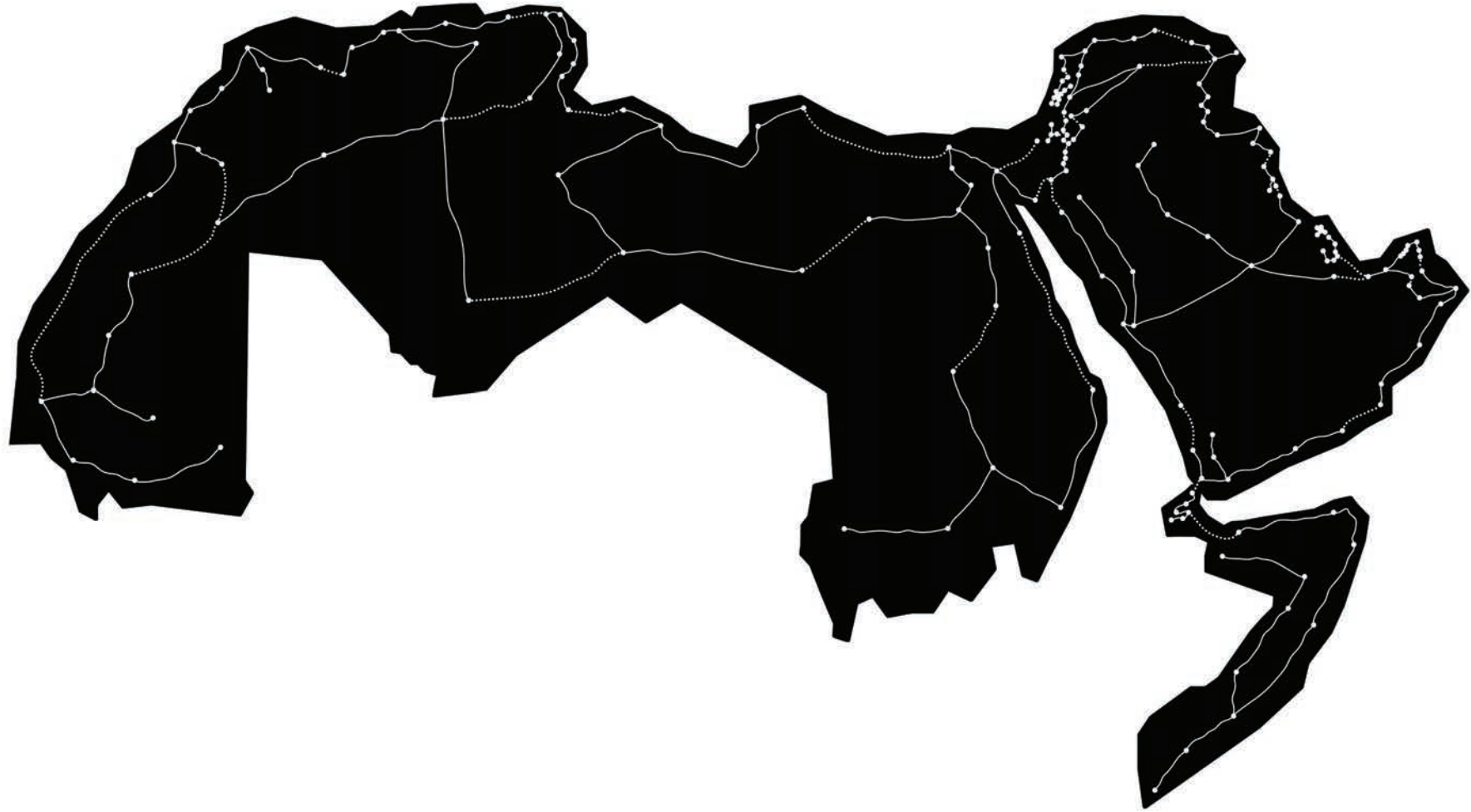
الطخانية

بريرة

بريرة

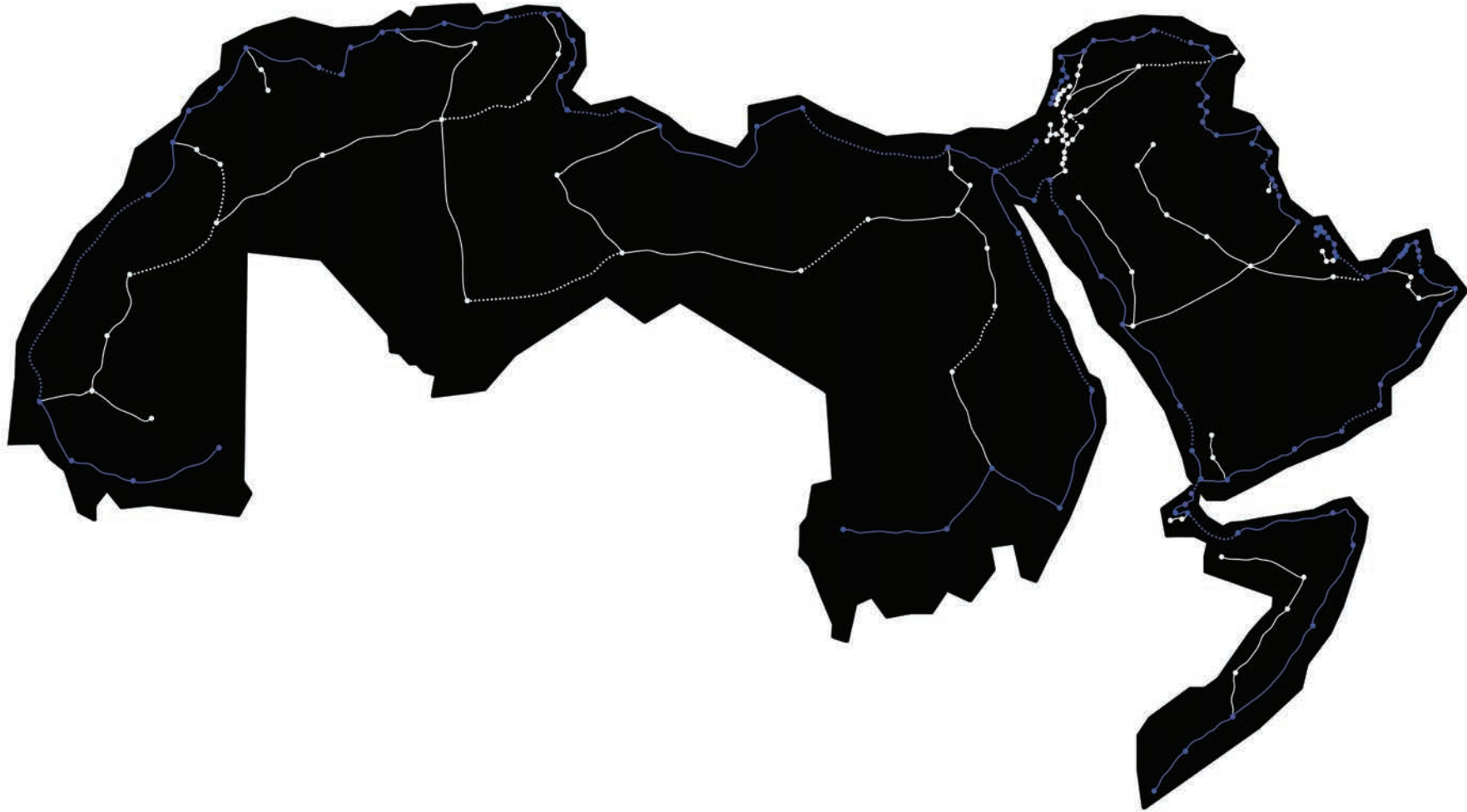
ESTABLISHING CITIES AND CONNECTIONS





GEOGRAPHIC MAPS

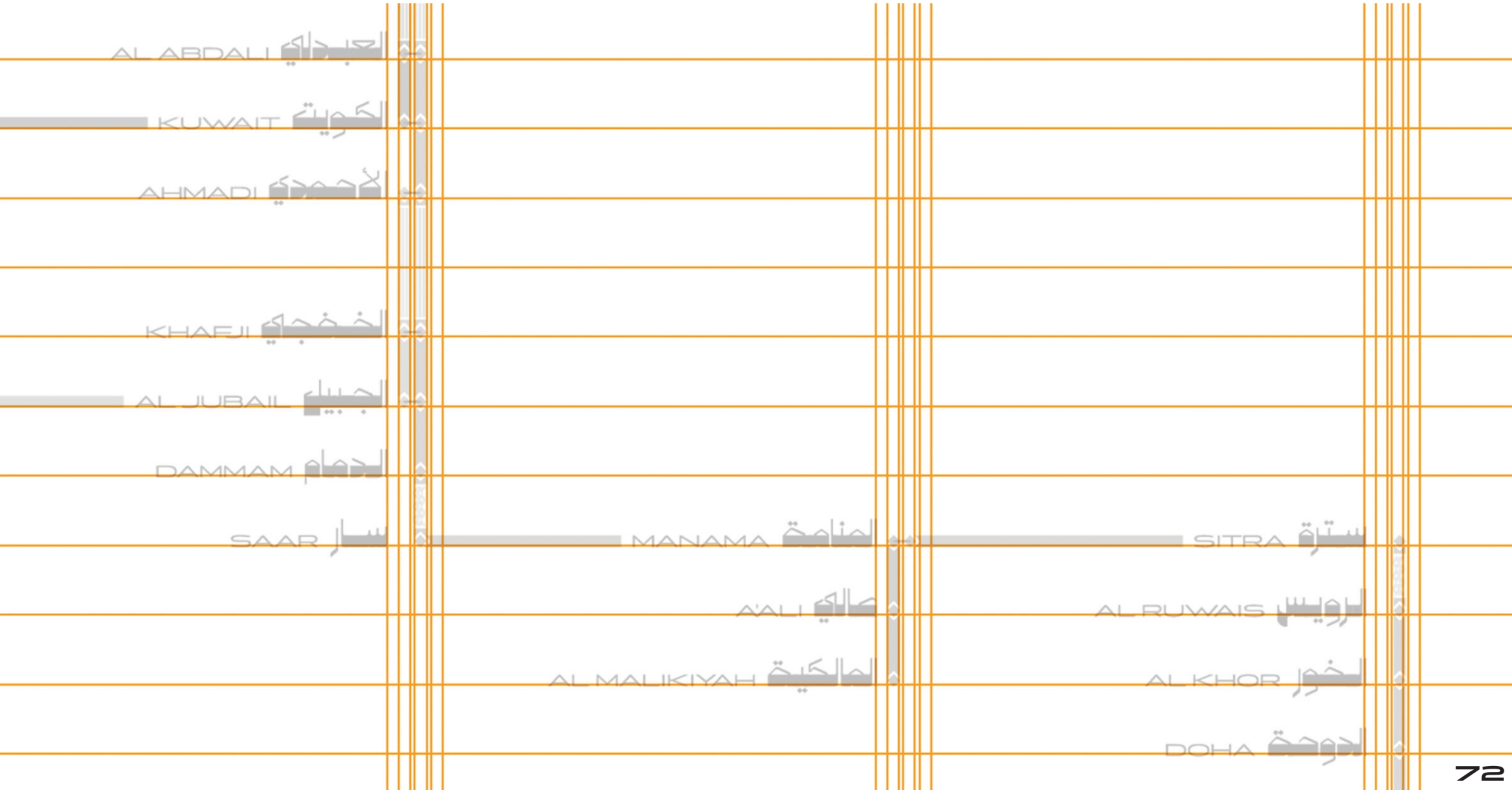
Major cities are located on the coast because of the geographic nature of the region. Therefore, a coastal line that envelopes the region was the longest line created.



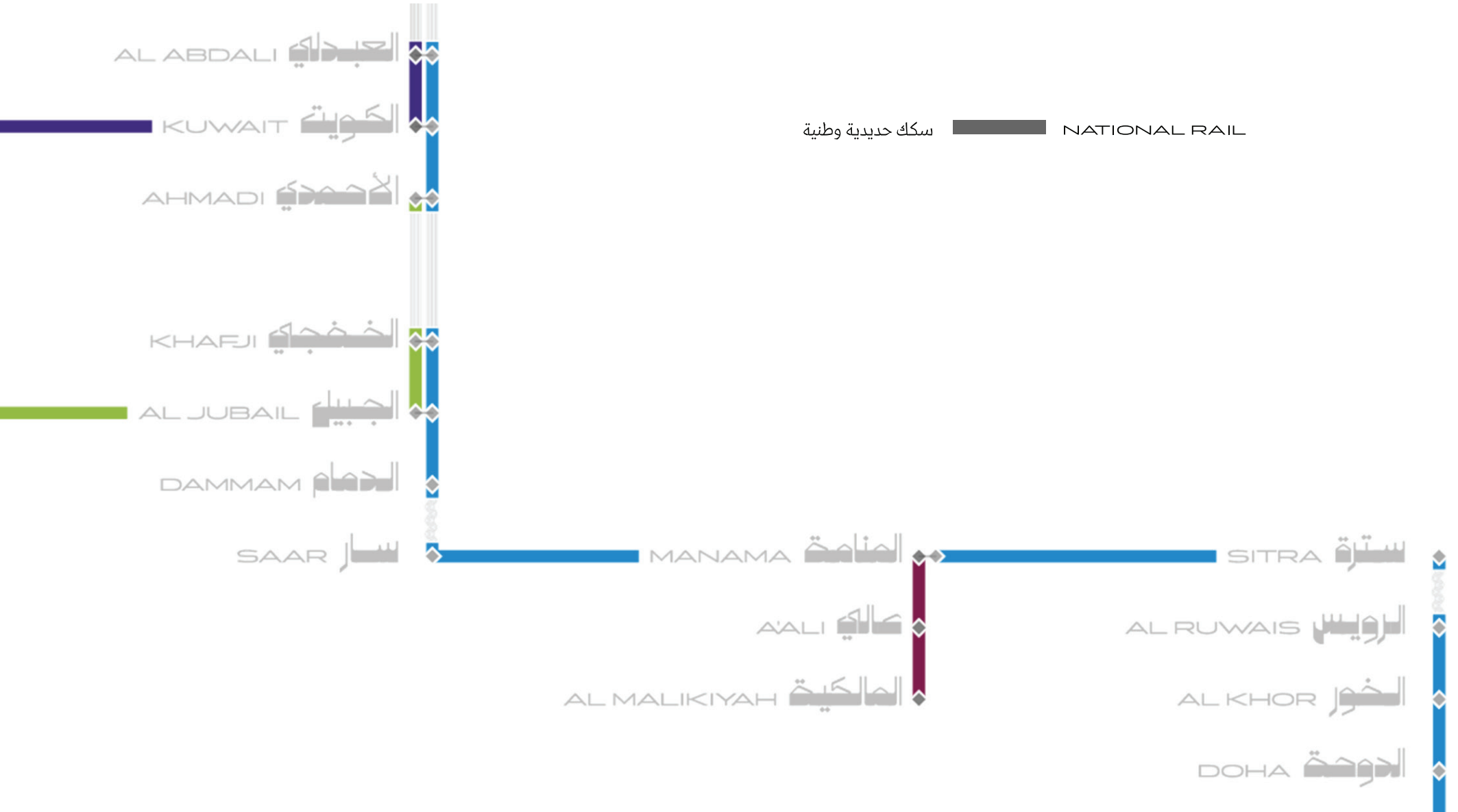
LEGEND



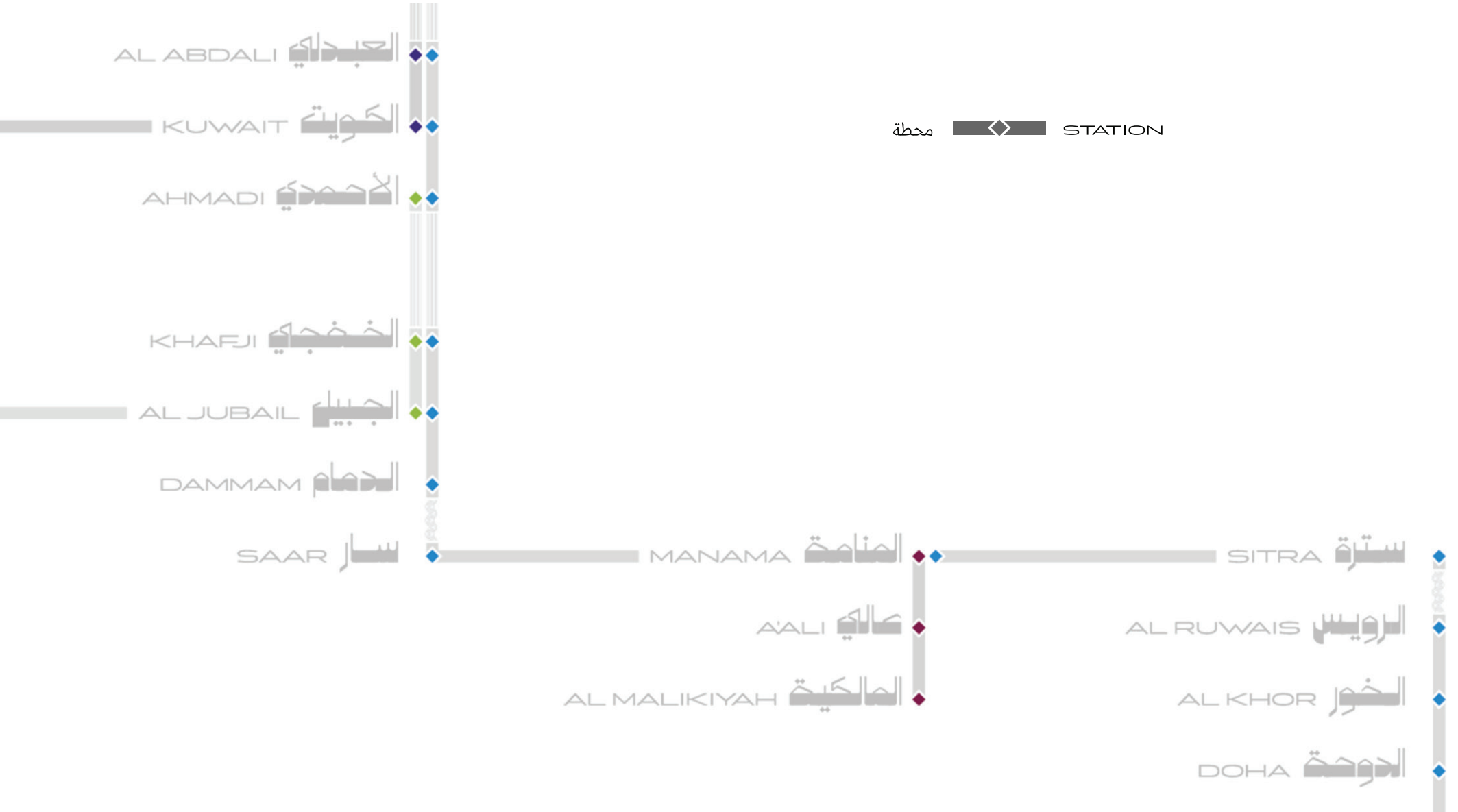
LEGEND



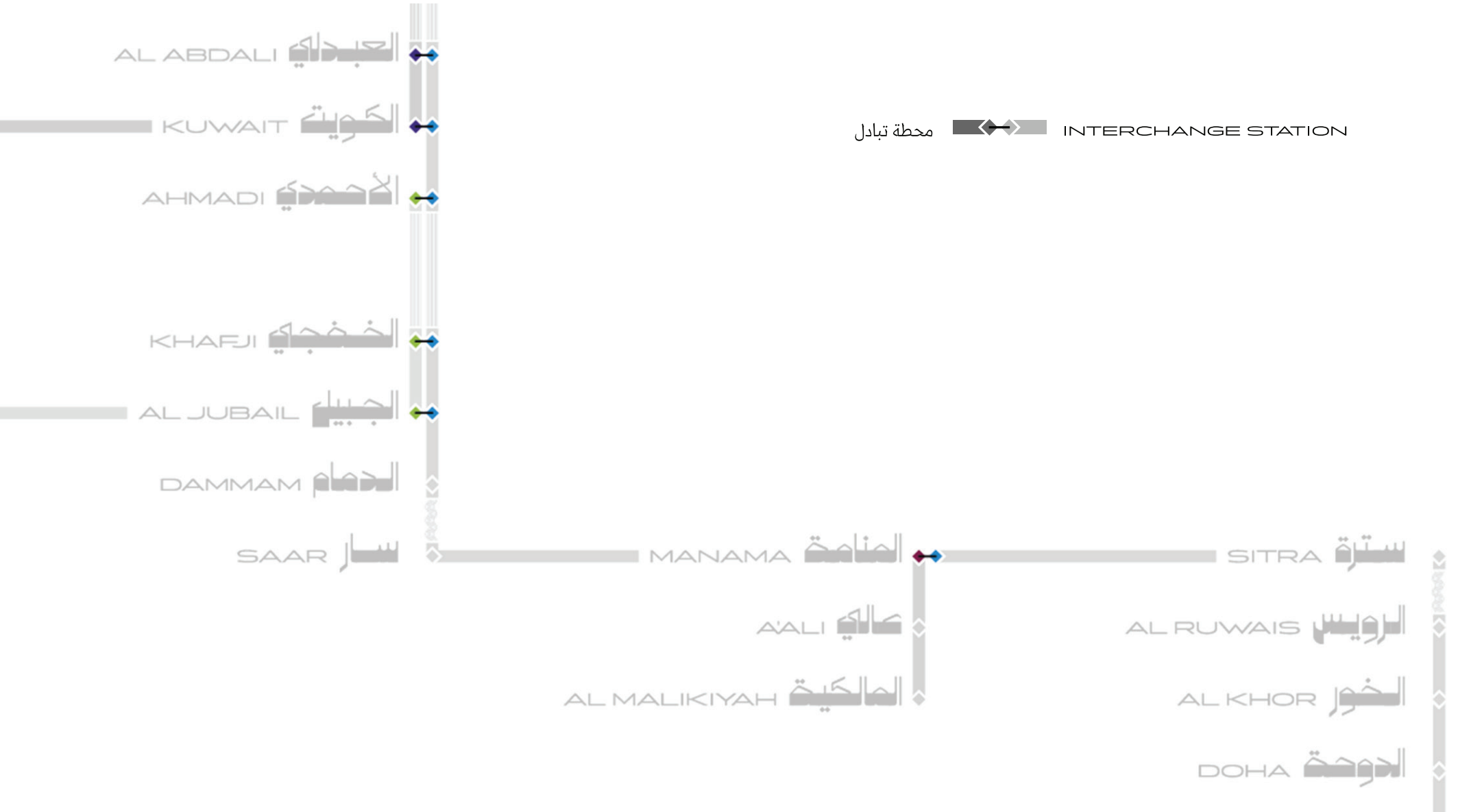
LEGEND



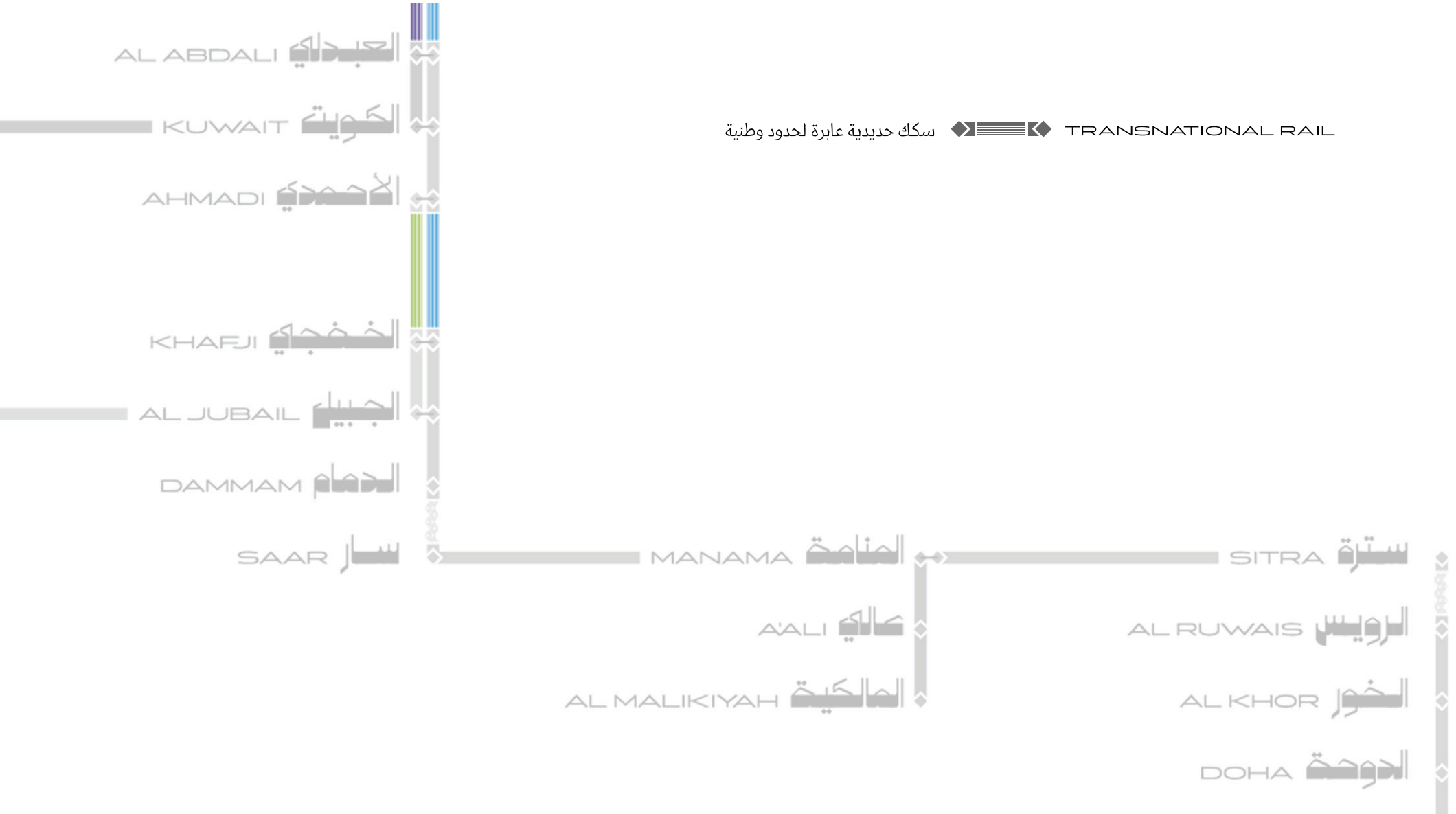
LEGEND



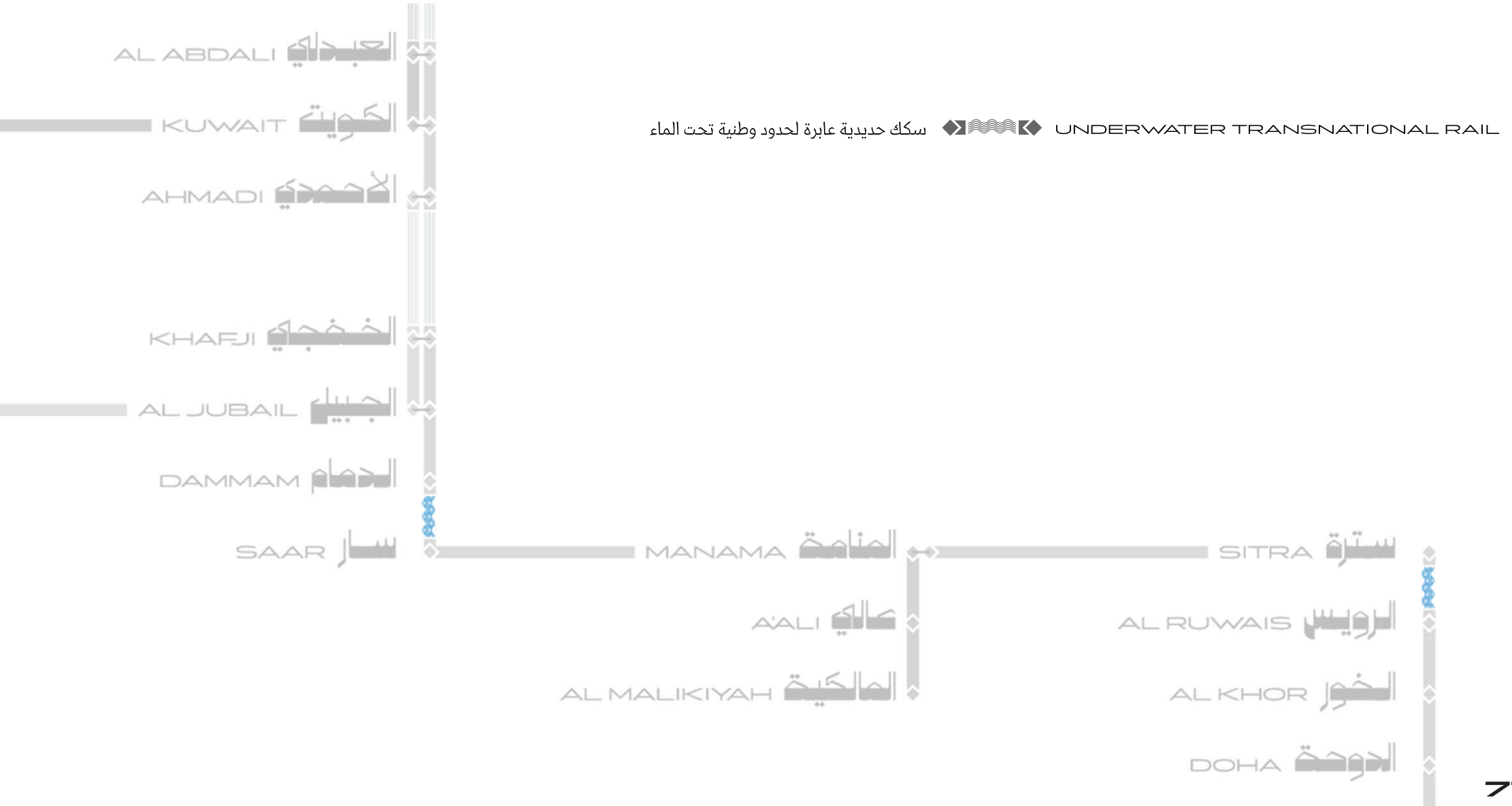
LEGEND



LEGEND



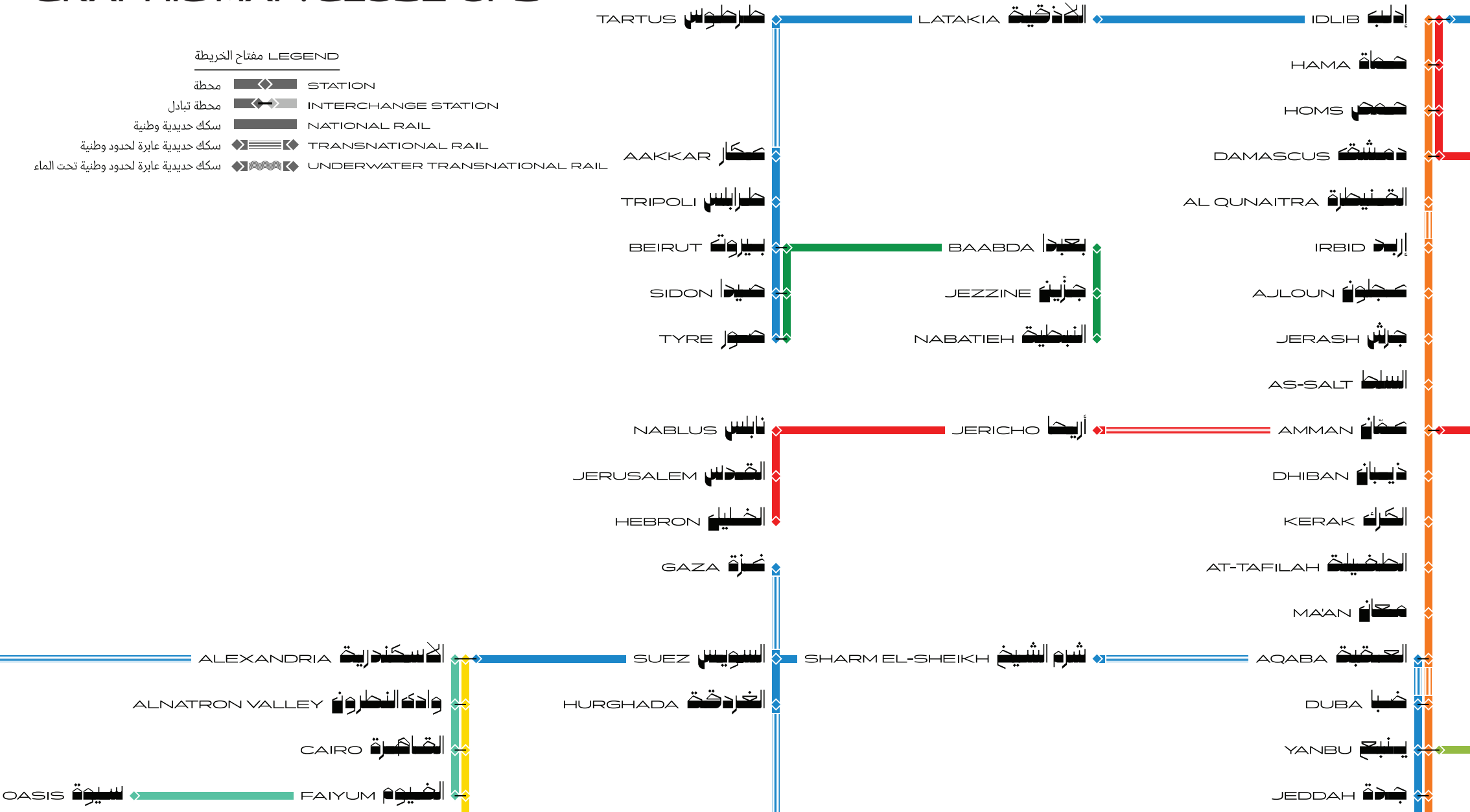
LEGEND



GRAPHIC MAP: CLOSE-UPS

LEGEND مفتاح الخريطة

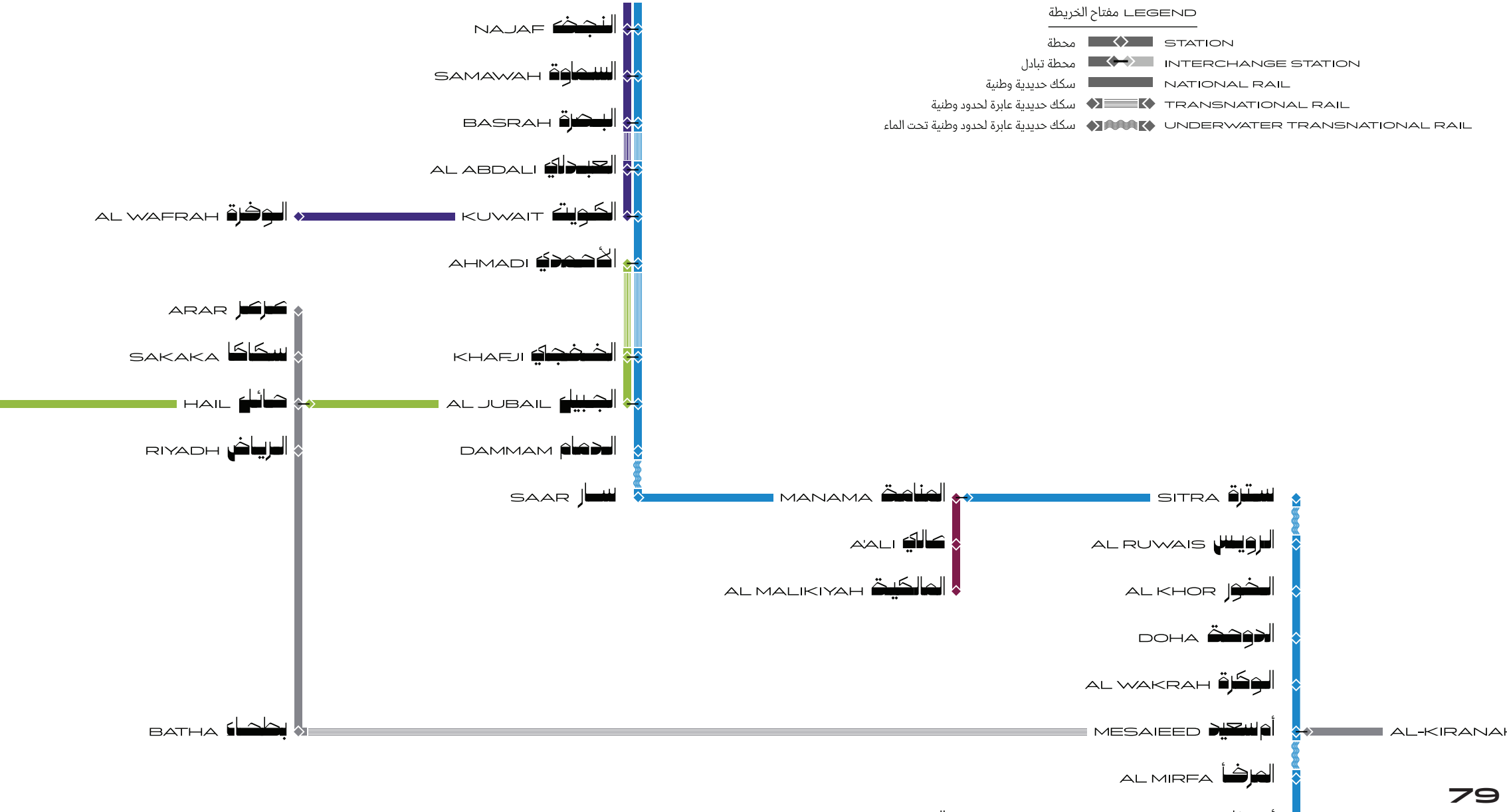
- محطة STATION
- محطة تبادل INTERCHANGE STATION
- سكك حديدية وطنية NATIONAL RAIL
- سكك حديدية عابرة لحدود وطنية TRANSNATIONAL RAIL
- سكك حديدية عابرة لحدود وطنية تحت الماء UNDERWATER TRANSNATIONAL RAIL



GRAPHIC MAP: CLOSE-UPS






مفتاح الخريطة LEGEND

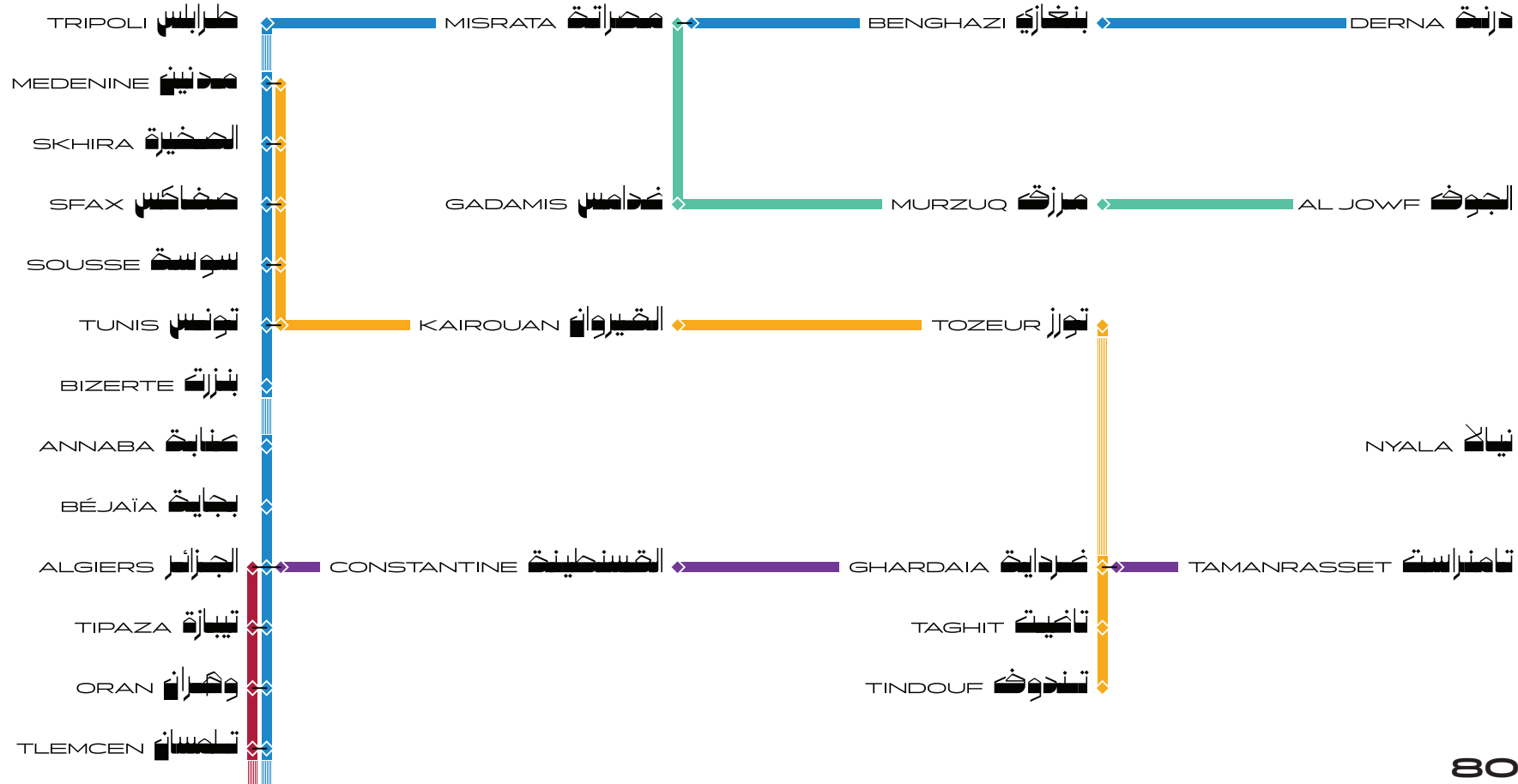
- محطة  STATION
- محطة تبادل  INTERCHANGE STATION
- سكك حديدية وطنية  NATIONAL RAIL
- سكك حديدية عابرة لحدود وطنية  TRANSNATIONAL RAIL
- سكك حديدية عابرة لحدود وطنية تحت الماء  UNDERWATER TRANSNATIONAL RAIL



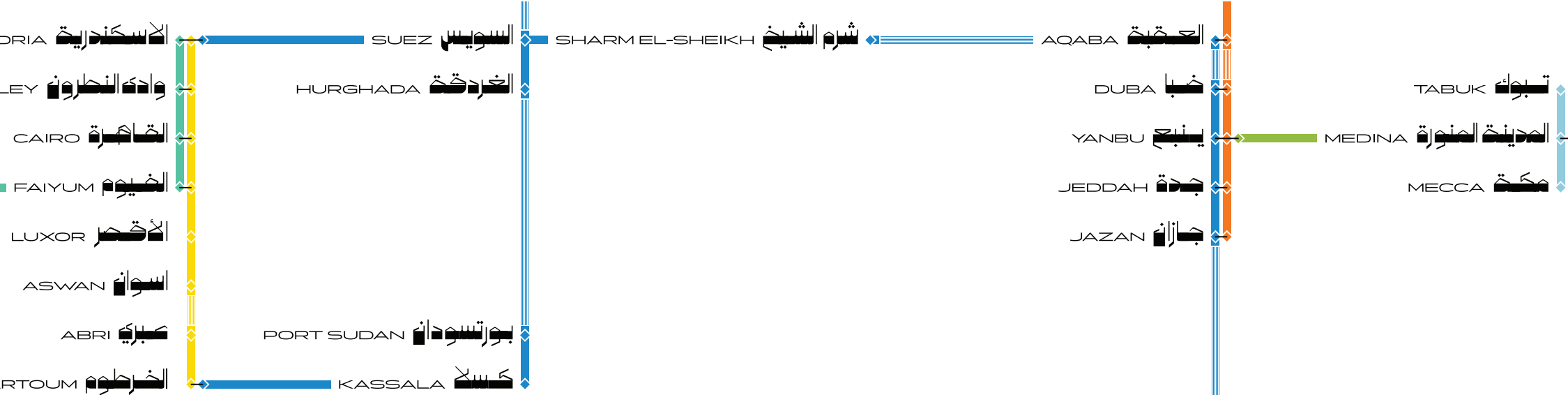
GRAPHIC MAP: CLOSE-UPS

مفتاح الخريطة LEGEND

- محطة  STATION
- محطة تبادل  INTERCHANGE STATION
- سكك حديدية وطنية  NATIONAL RAIL
- سكك حديدية عابرة لحدود وطنية  TRANSNATIONAL RAIL
- سكك حديدية عابرة لحدود وطنية تحت الماء  UNDERWATER TRANSNATIONAL RAIL



GRAPHIC MAP: CLOSE-UPS

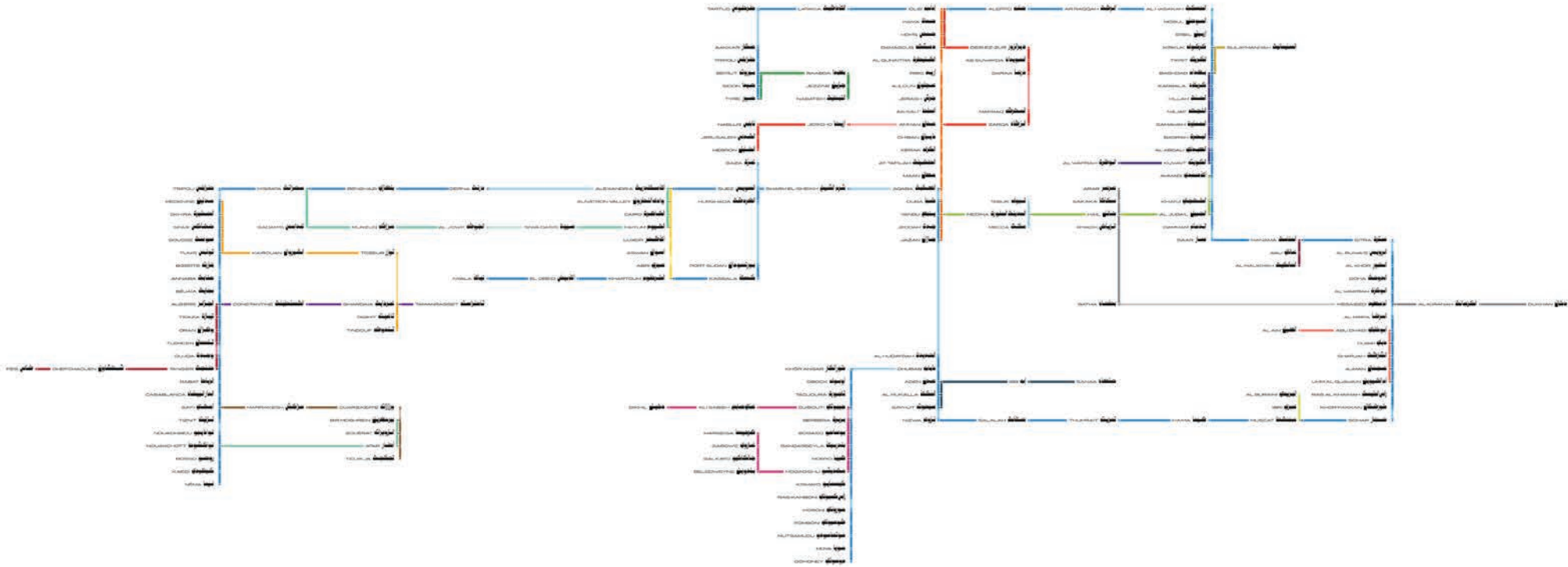


LEGEND مفتاح الخريطة

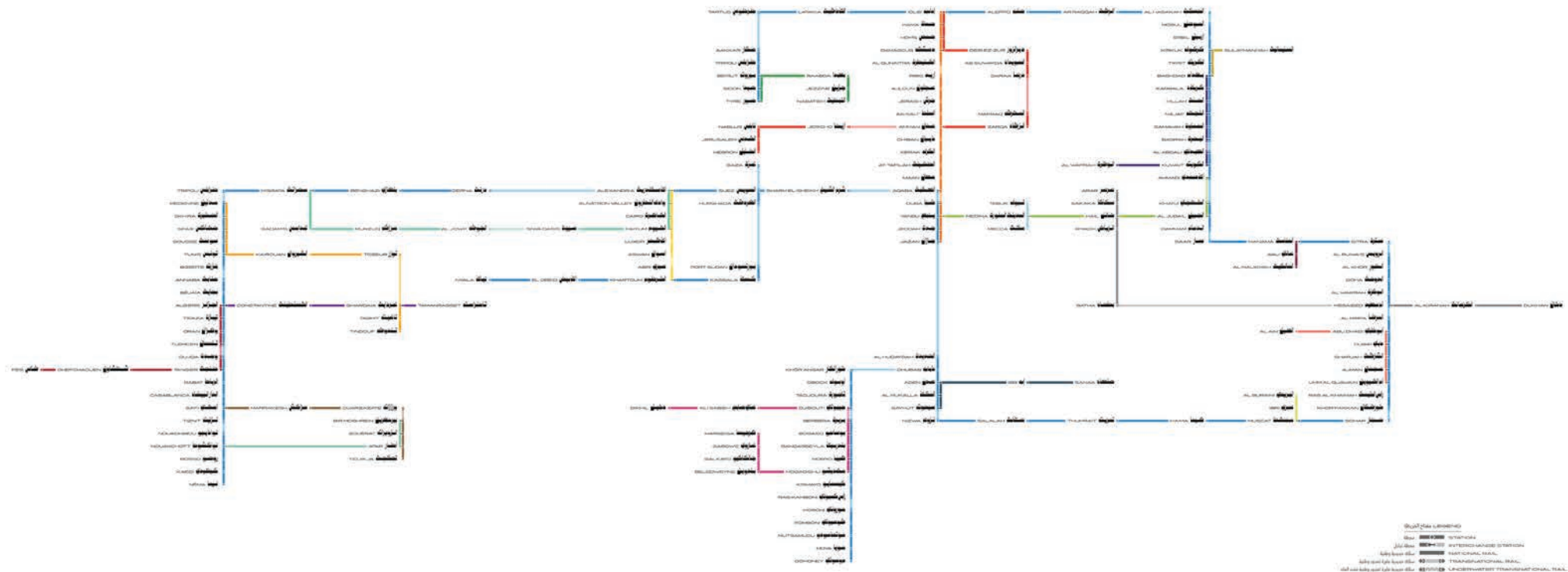
- محطة STATION
- محطة تبادل INTERCHANGE STATION
- سكك حديدية وطنية NATIONAL RAIL
- سكك حديدية عابرة لحدود وطنية TRANSNATIONAL RAIL
- سكك حديدية عابرة لحدود وطنية تحت الماء UNDERWATER TRANSNATIONAL RAIL



ARAB RAILWAYS MAP



ARAB RAILWAYS MAP

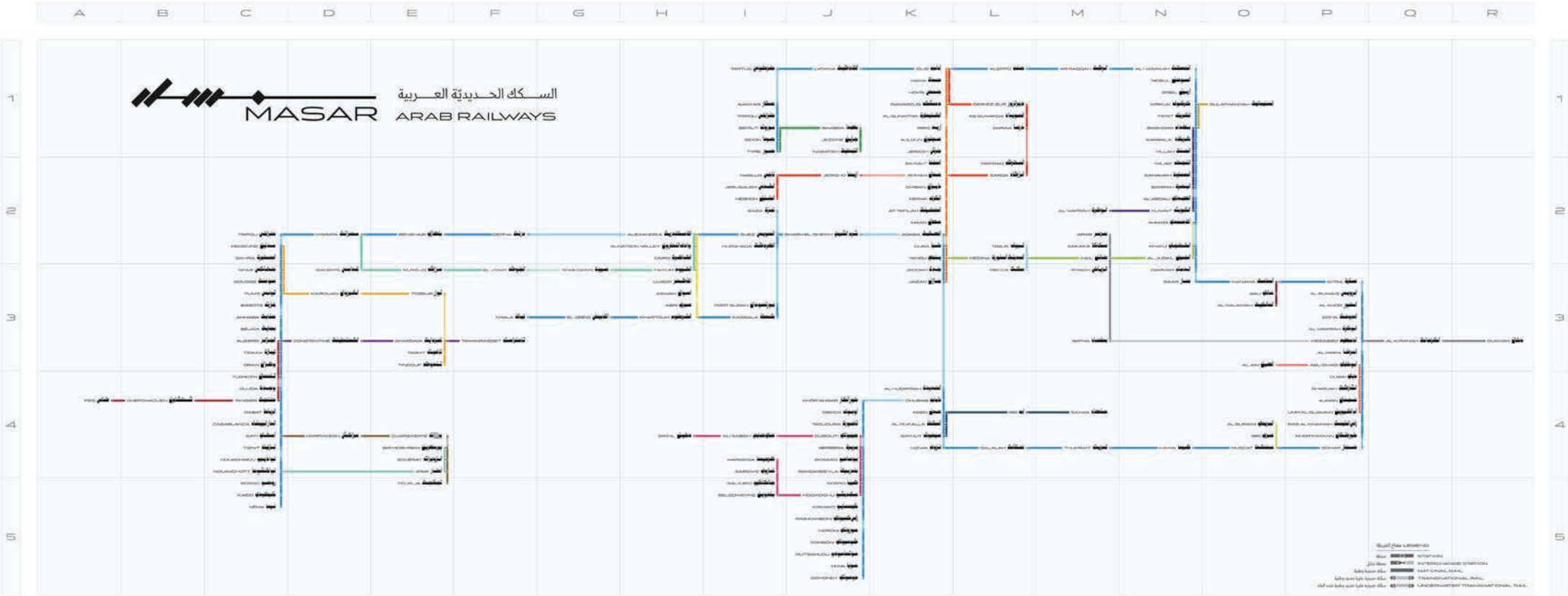


① STATION
 ② INTERNATIONAL STATION
 ③ NATIONAL RAIL
 ④ TRANSNATIONAL RAIL
 ⑤ UNIDENTIFIED TRANSNATIONAL RAIL

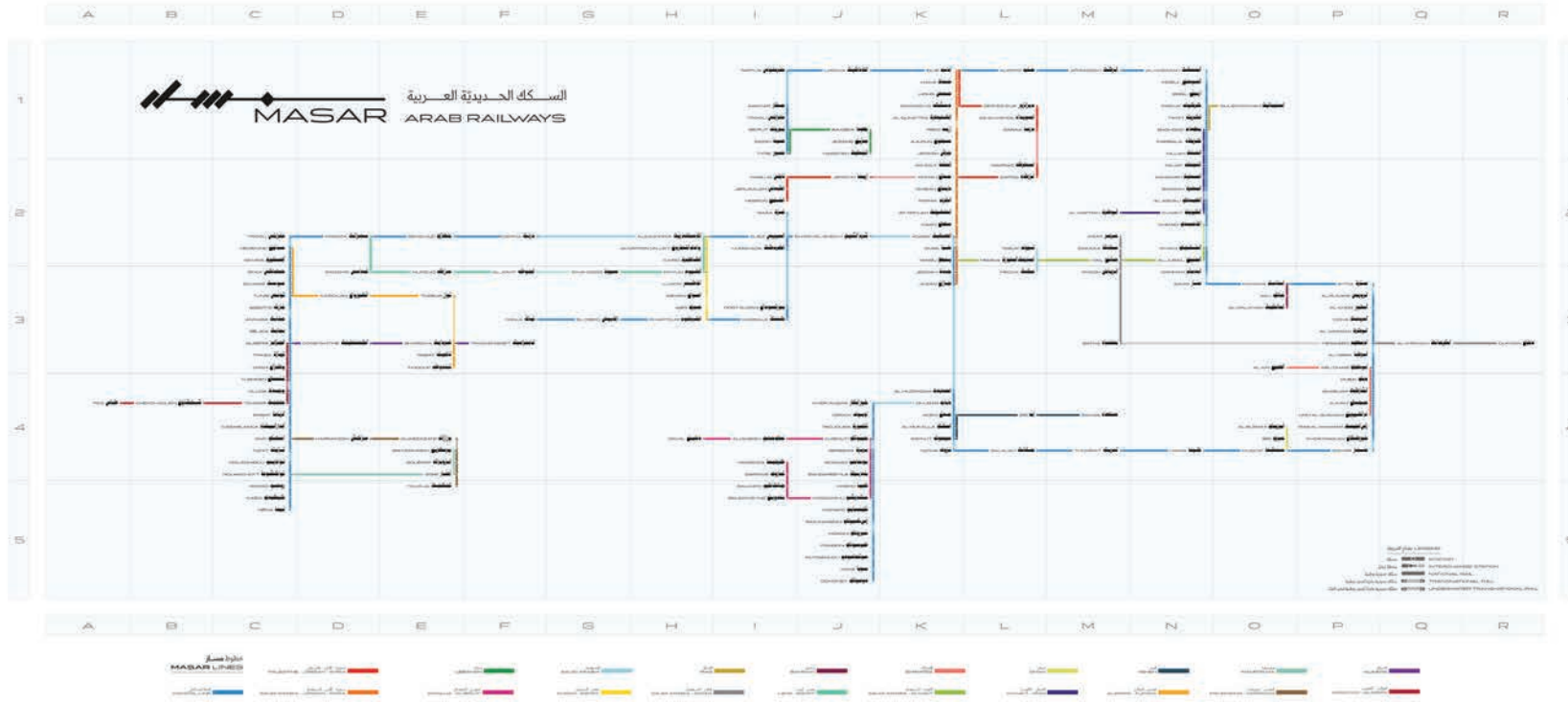
خطوط ماسار MASAR LINES



ARAB RAILWAYS MAP



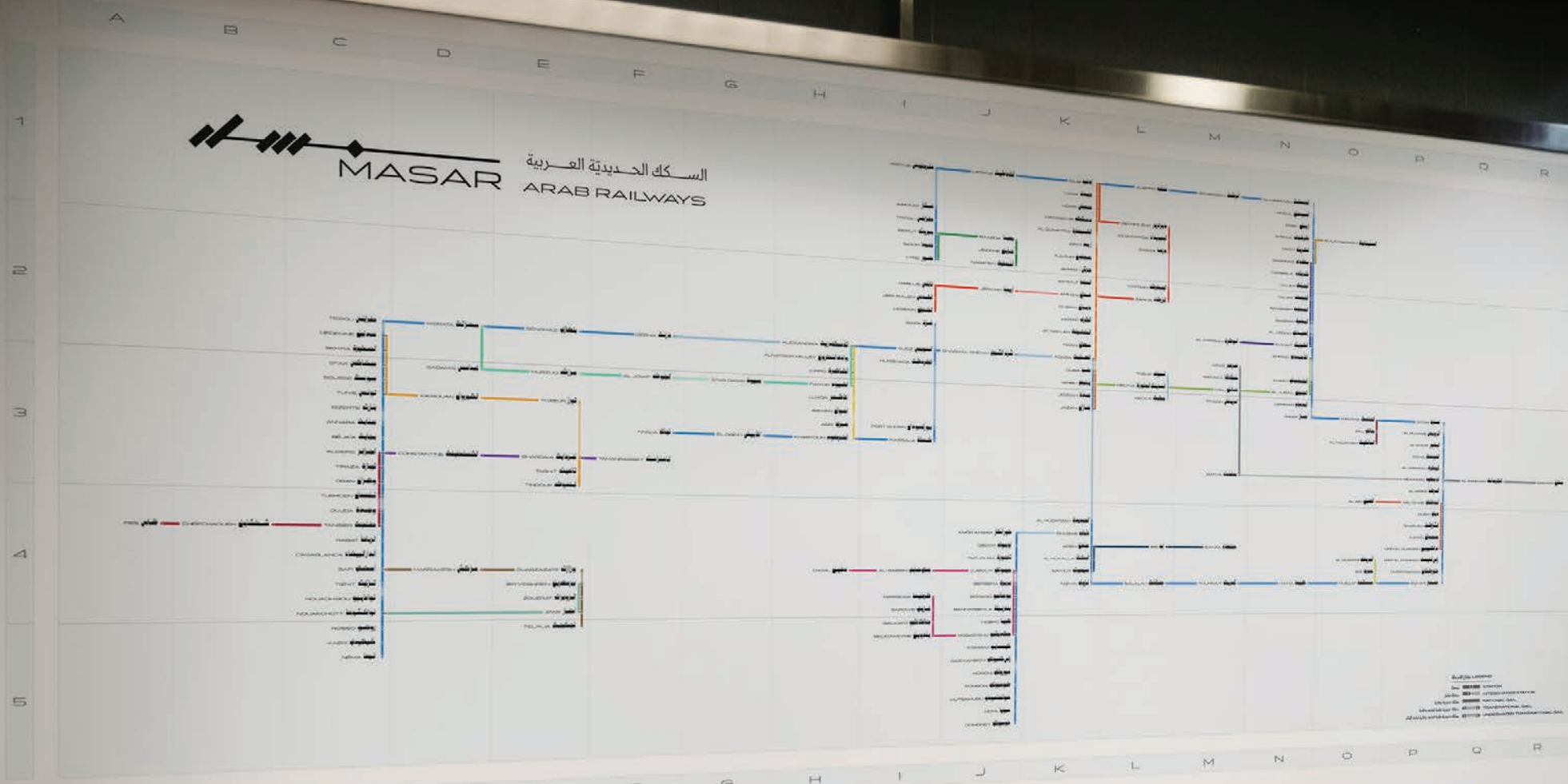
ARAB RAILWAYS MAP



A Adair 03	Jarrah 93
Adi 05	Jarrah 98
Adi Dham 03	Jarrah 100
Adir 04	Jeddah 01
Adir 05	Jeddah 02
Adir 06	Jeddah 03
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Adir 55	Jeddah 52
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Adir 57	Jeddah 54
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Adir 62	Jeddah 59
Adir 63	Jeddah 60
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Adir 65	Jeddah 62
Adir 66	Jeddah 63
Adir 67	Jeddah 64
Adir 68	Jeddah 65
Adir 69	Jeddah 66
Adir 70	Jeddah 67
Adir 71	Jeddah 68
Adir 72	Jeddah 69
Adir 73	Jeddah 70
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Adir 95	Jeddah 92
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Adir 119	Jeddah 116
Adir 120	Jeddah 117
Adir 121	Jeddah 118
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Adir 127	Jeddah 124
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Adir 132	Jeddah 129
Adir 133	Jeddah 130
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Adir 136	Jeddah 133
Adir 137	Jeddah 134
Adir 138	Jeddah 135
Adir 139	Jeddah 136
Adir 140	Jeddah 137
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Adir 142	Jeddah 139
Adir 143	Jeddah 140
Adir 144	Jeddah 141
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Adir 148	Jeddah 145
Adir 149	Jeddah 146
Adir 150	Jeddah 147
Adir 151	Jeddah 148
Adir 152	Jeddah 149
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Adir 155	Jeddah 152
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Adir 157	Jeddah 154
Adir 158	Jeddah 155
Adir 159	Jeddah 156
Adir 160	Jeddah 157
Adir 161	Jeddah 158
Adir 162	Jeddah 159
Adir 163	Jeddah 160
Adir 164	Jeddah 161
Adir 165	Jeddah 162
Adir 166	Jeddah 163
Adir 167	Jeddah 164
Adir 168	Jeddah 165
Adir 169	Jeddah 166
Adir 170	Jeddah 167
Adir 171	Jeddah 168
Adir 172	Jeddah 169
Adir 173	Jeddah 170
Adir 174	Jeddah 171
Adir 175	Jeddah 172
Adir 176	Jeddah 173
Adir 177	Jeddah 174
Adir 178	Jeddah 175
Adir 179	Jeddah 176
Adir 180	Jeddah 177
Adir 181	Jeddah 178
Adir 182	Jeddah 179
Adir 183	Jeddah 180
Adir 184	Jeddah 181
Adir 185	Jeddah 182
Adir 186	Jeddah 183
Adir 187	Jeddah 184
Adir 188	Jeddah 185
Adir 189	Jeddah 186
Adir 190	Jeddah 187
Adir 191	Jeddah 188
Adir 192	Jeddah 189
Adir 193	Jeddah 190
Adir 194	Jeddah 191
Adir 195	Jeddah 192
Adir 196	Jeddah 193
Adir 197	Jeddah 194
Adir 198	Jeddah 195
Adir 199	Jeddah 196
Adir 200	Jeddah 197



السكك الحديدية العربية
ARAB RAILWAYS



MAPS
FULL MAP
BROCHURE

COVER, BACK COVER

فهرس INDEX

السكة الحديدية العربية
 ARAB RAILWAYS

YEMEN OMAN EMIRATES QATAR SAUDI ARABIA KUWAIT
 IRAQ SYRIA LEBANON PALESTINE JORDAN COMOROS SOMALIA
 DJIBOUTI MAURITANIA MOROCCO TUNISIA LIBYA SUDAN EGYPT

فهرس INDEX

السكة الحديدية العربية
 ARAB RAILWAYS

INSIDE

السكة الحديدية العربية
 MASAR ARAB RAILWAYS

فهرس INDEX

السكة الحديدية العربية
 ARAB RAILWAYS

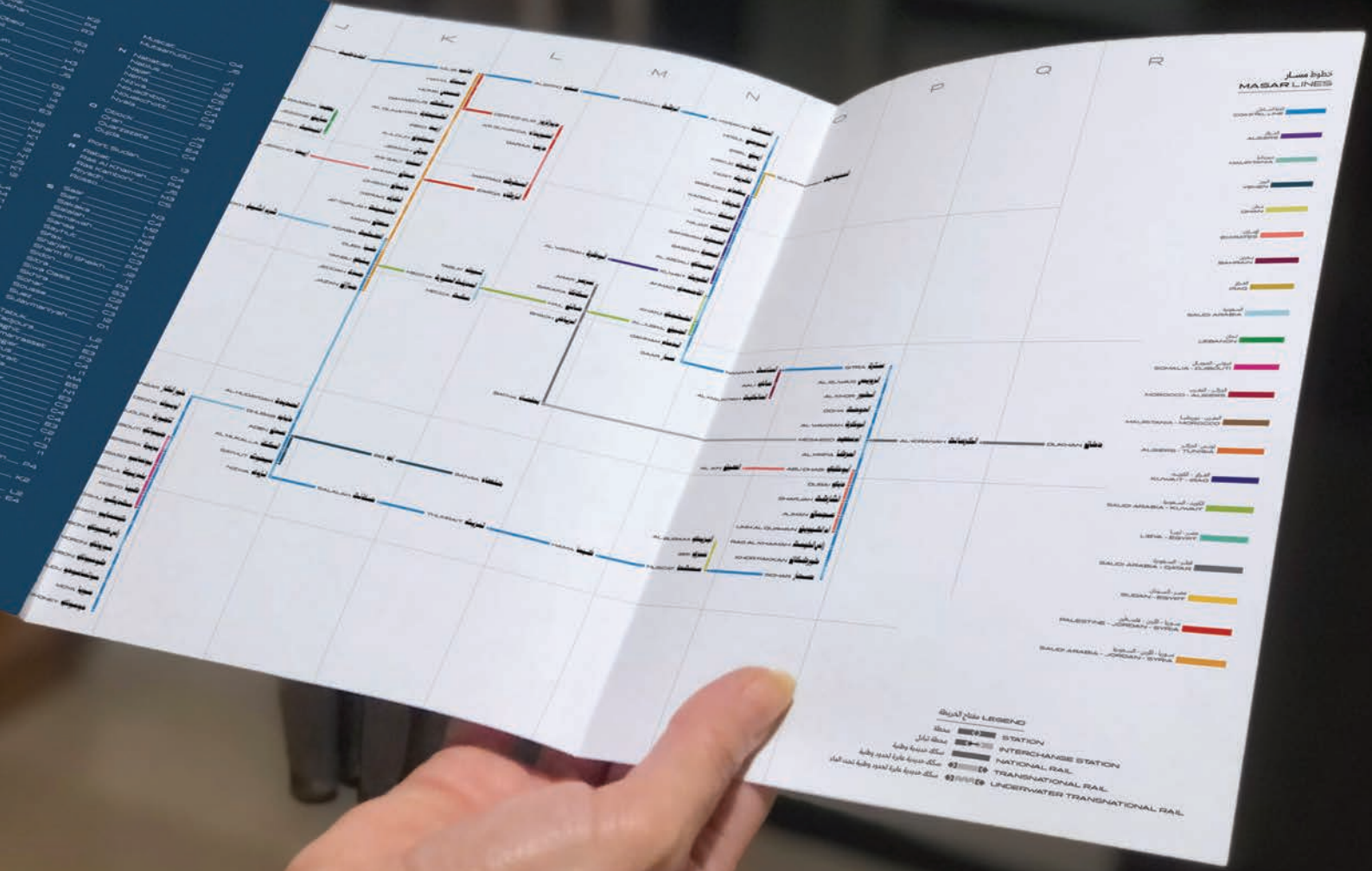


السكك الحديدية العربية
ARAB RAILWAYS

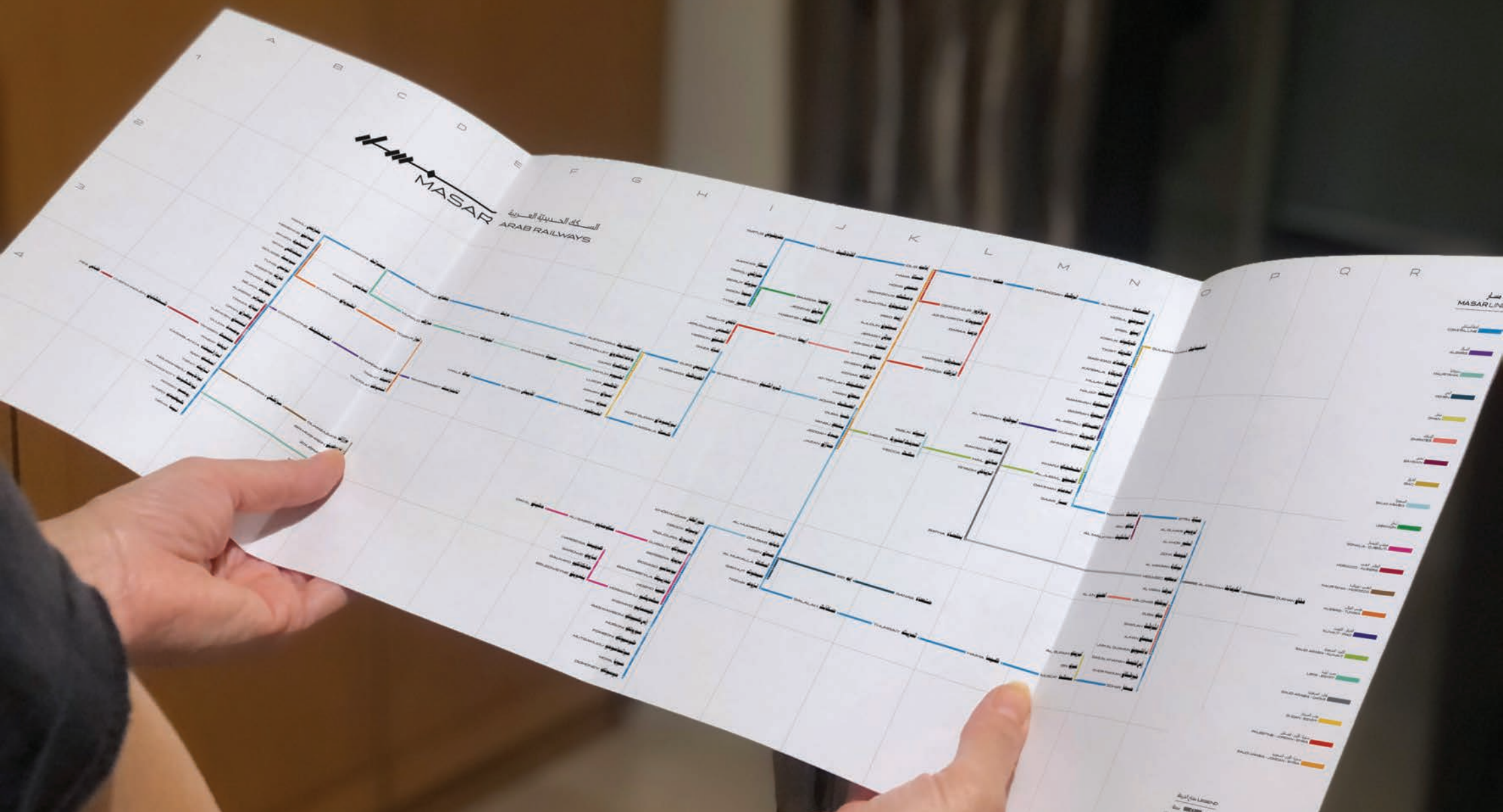
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YEMEN OMAN EMIRATES QATAR SAUDI ARABIA KUWAIT
السعودية برون قطر الإمارات اليمن
IRAQ SYRIA LEBANON PALESTINE JORDAN COMOROS SOMALIA
مصر السودان ليبيا تونس الجزائر
DJIBOUTI MAURITANIA MOROCCO TUNISIA LIBYA SUDAN EGYPT
المغرب موريتانيا جيبوتي الصومال جواتملا

INDEX

A	Abaka	Abaka	Abaka
B	Bah	Bah	Bah
C	Cher	Cher	Cher
D	Dar	Dar	Dar
E	Egypt	Egypt	Egypt
F	Fah	Fah	Fah
G	Gaza	Gaza	Gaza
H	Hama	Hama	Hama
I	Irbid	Irbid	Irbid
J	Jordan	Jordan	Jordan
K	Karak	Karak	Karak
L	Latakia	Latakia	Latakia
M	Madinat	Madinat	Madinat
N	Nabatiya	Nabatiya	Nabatiya
O	Oman	Oman	Oman
P	Port Sudan	Port Sudan	Port Sudan
Q	Qatar	Qatar	Qatar
R	Rabat	Rabat	Rabat
S	Saudi Arabia	Saudi Arabia	Saudi Arabia
T	Tripoli	Tripoli	Tripoli
U	Umm Al-Qaywayn	Umm Al-Qaywayn	Umm Al-Qaywayn
V	Vladivostok	Vladivostok	Vladivostok
W	Wadi	Wadi	Wadi
X	Xenia	Xenia	Xenia
Y	Yamouk	Yamouk	Yamouk
Z	Zur	Zur	Zur



MASAR
السكك الحديدية العربية
ARAB RAILWAYS



MASAR LINE

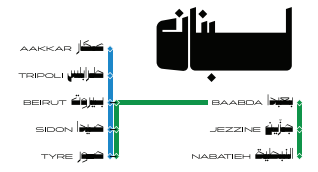
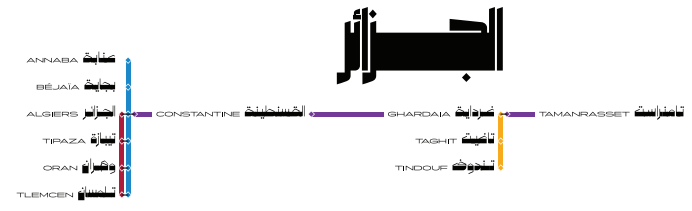
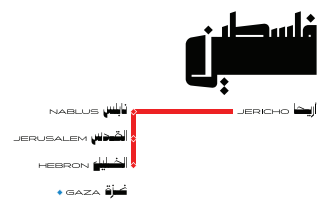
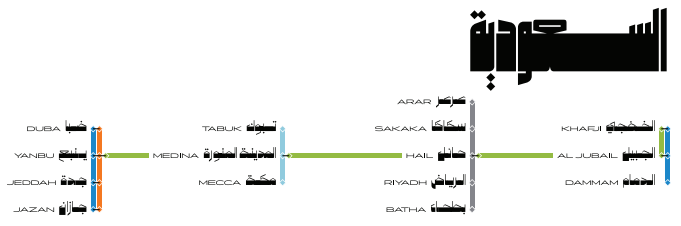
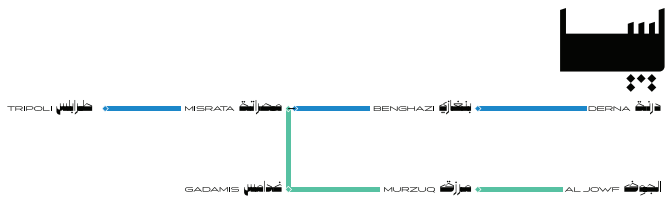
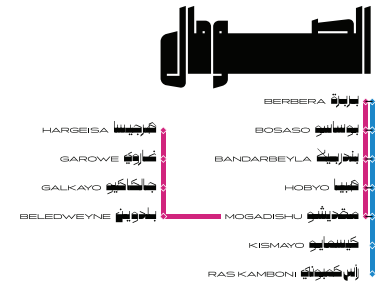
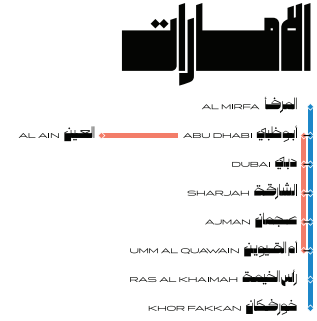
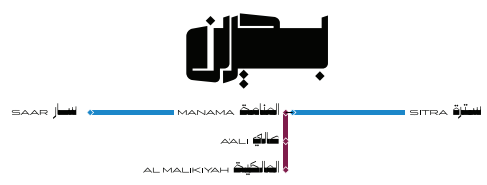
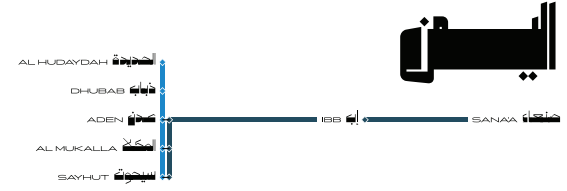
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- Line 2 (Purple)
- Line 3 (Green)
- Line 4 (Yellow)
- Line 5 (Red)
- Line 6 (Cyan)
- Line 7 (Light Green)
- Line 8 (Pink)
- Line 9 (Brown)
- Line 10 (Orange)
- Line 11 (Dark Blue)
- Line 12 (Light Green)
- Line 13 (Teal)
- Line 14 (Dark Green)
- Line 15 (Yellow)
- Line 16 (Red)
- Line 17 (Orange)

القطار السريع
محطة القطار
محطة القطار
محطة القطار
محطة القطار
محطة القطار



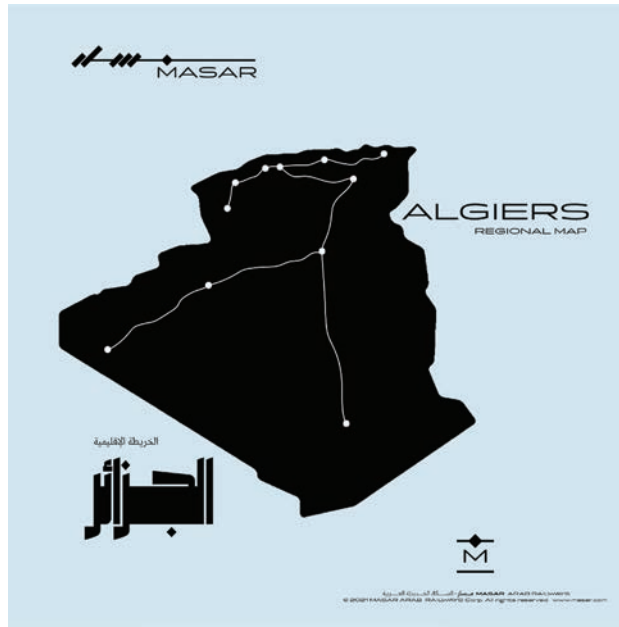
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MAPS PER COUNTRY

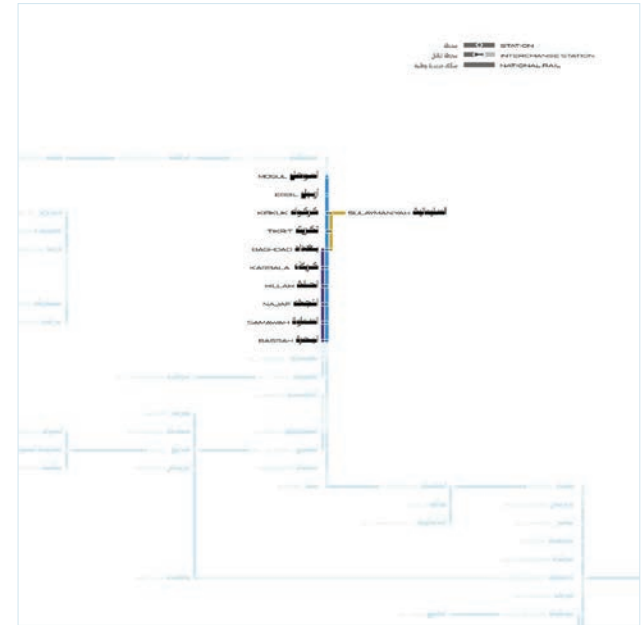


MAPS
**MAPS PER COUNTRY
 BROCHURES**

COVER, BACK COVER



INSIDE

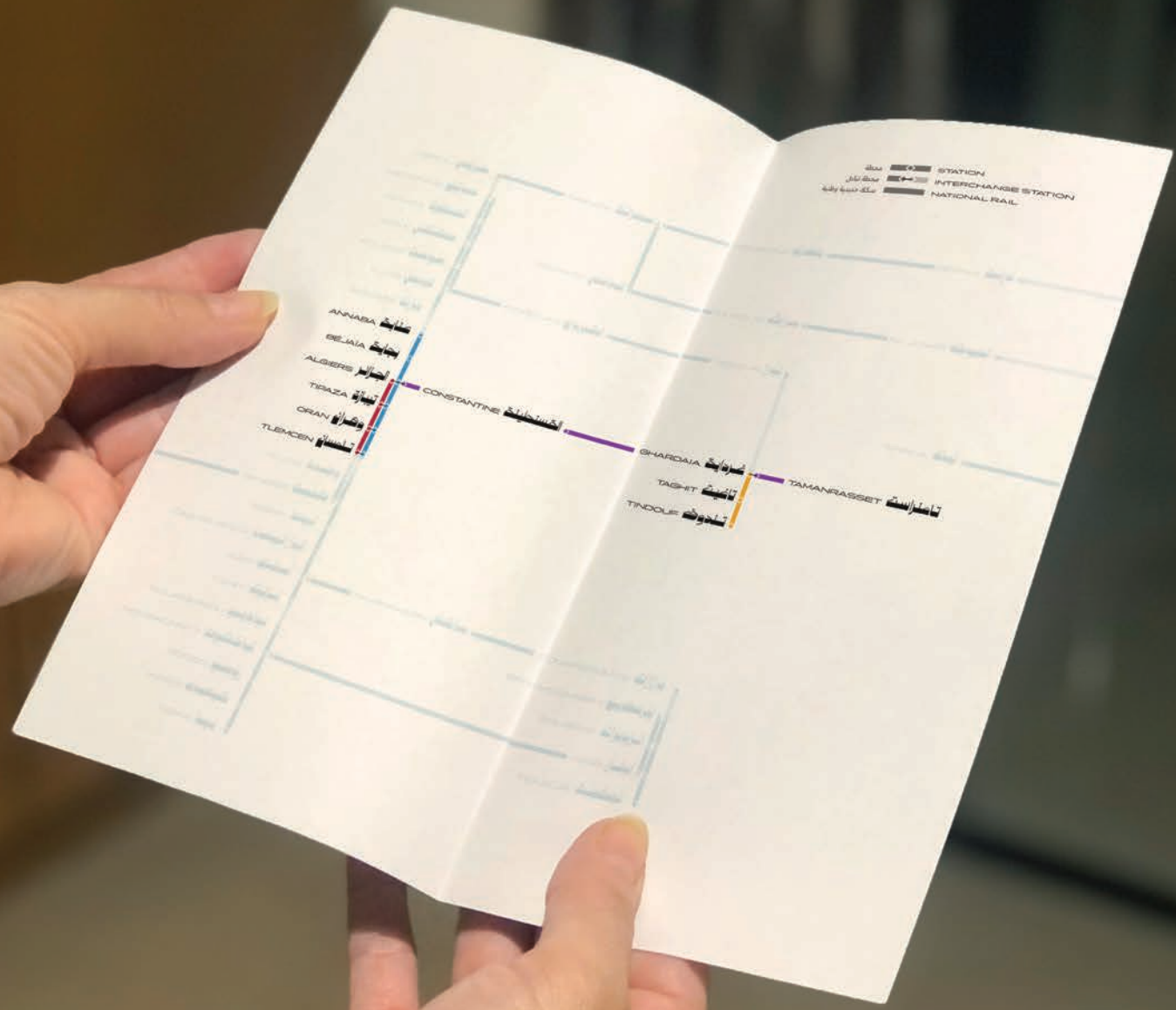


MASAR



الخريطة الإقليمية







ALGIERS
REGIONAL MAP



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مستشار MASAR ARAB
شركة السكك الحديدية العربية

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سوريا الاردن السعودية

- IDLE
- HAMA
- HOMS
- DAMASCUS
- AL QUNATRA
- IRBID
- ALJOUN
- JERASH
- ASBALT
- AMMAN
- HEBAN
- KERAK
- AT-TAFILAH
- MAAN
- AQABA
- QUBA
- YANBU
- JEDDAH
- JAZAN

جسور الكسوف

- DUBOUTI
- BERBERA
- BOSASO
- BANDARBAYLA
- HOBYO
- MOSADISHU
- DEHL
- ALU SABEIH
- HARGEISA
- GAROWE
- SAUKAYO
- BELEDWEYNE

سوريا الاردن فلسطين

- IDLE
- HAMA
- HOMS
- DAMASCUS
- DEBREZUR
- AS-SUWAYDA
- DARAA
- MAFRAQ
- ZARQA
- AMMAN
- JERICO
- NABLUS
- JERUSALEM
- HEBROK

الكويت السعودية

- AH-MADI
- KHAFUJ
- AL JUBAL
- HAL
- ALMADINA
- MEDINA
- YANBU

قطر السعودية

- ARAR
- SAKAKA
- HAL
- RIVADH
- BATHA
- MESAIEED
- AL-KIRANAH
- DUKHAN

مصر ليبيا

- ALEXANDRIA
- ALNATRON VALLEY
- CAIRO
- FAYUUM
- SIWA OASIS
- ALJOWF
- MURZUQ
- GADAMS
- MISRATA

المغرب موريتانيا

- MARRAKESH
- OUARZAZATE
- BIRMOGH-REIN
- ZOUERAT
- ATAR
- TIDUKJA
- SAMI

تونس الجزائر

- MEDENINE
- SKHIRA
- SFAK
- SOUSSE
- TUNIS
- KAROUAN
- TOZEUR
- GHARBALIA
- TAGHT
- TINDOUFE

الجزائر المغرب

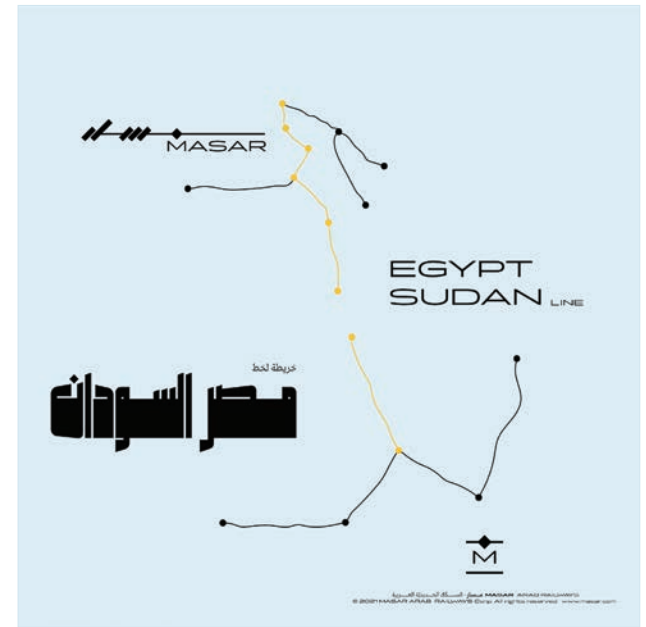
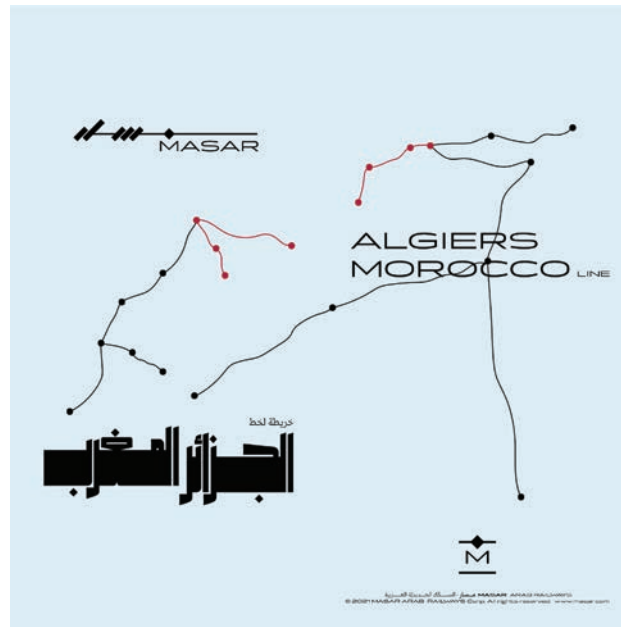
- ALGIERE
- TERAZA
- ORAN
- TLEMEN
- OUJDA
- TANSIER
- CHEFOUAOUEN
- FES

العراق الكويت

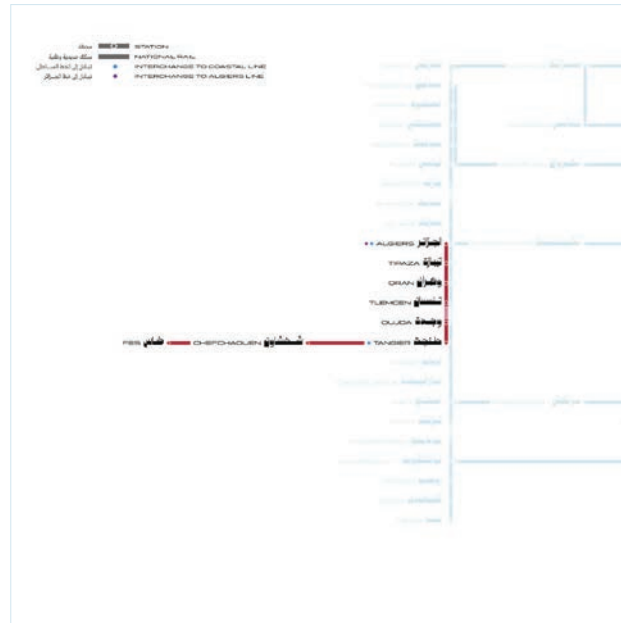
- BASHAD
- KARBALA
- HILLAH
- NALJAF
- SAMAWAH
- BABRAH
- AL ABDALI
- ALWAFRAH
- KUWAIT

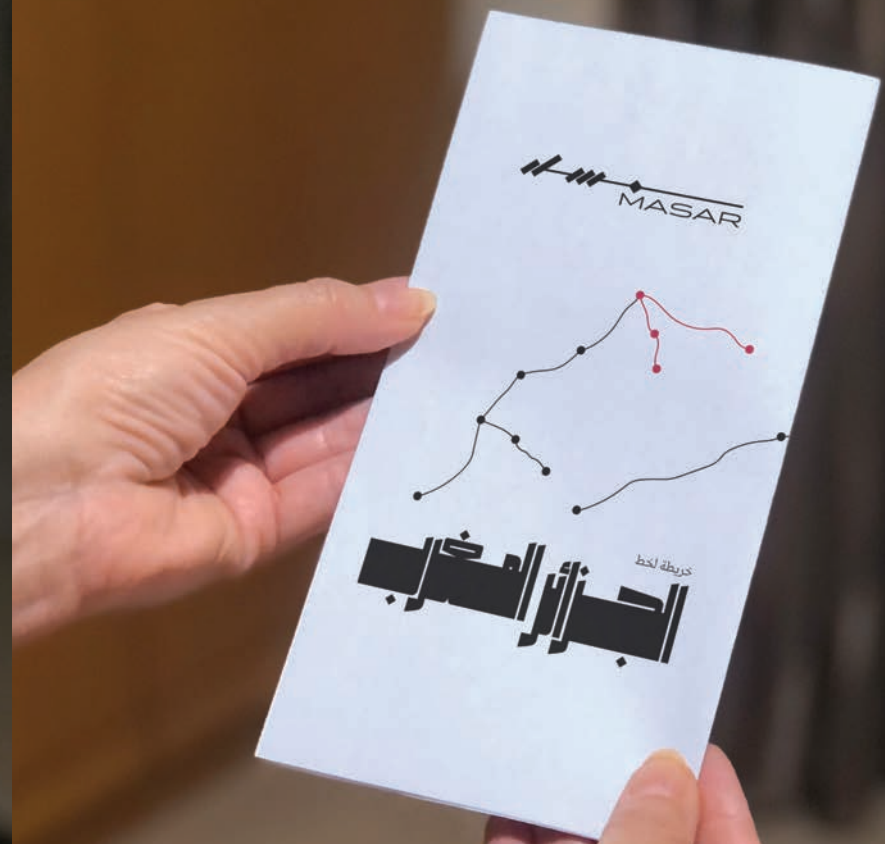
MAPS
MAPS PER LINE
BROCHURES

COVER, BACK COVER



INSIDE





BRANDED STATIONS

اللاذقية LATAKIA



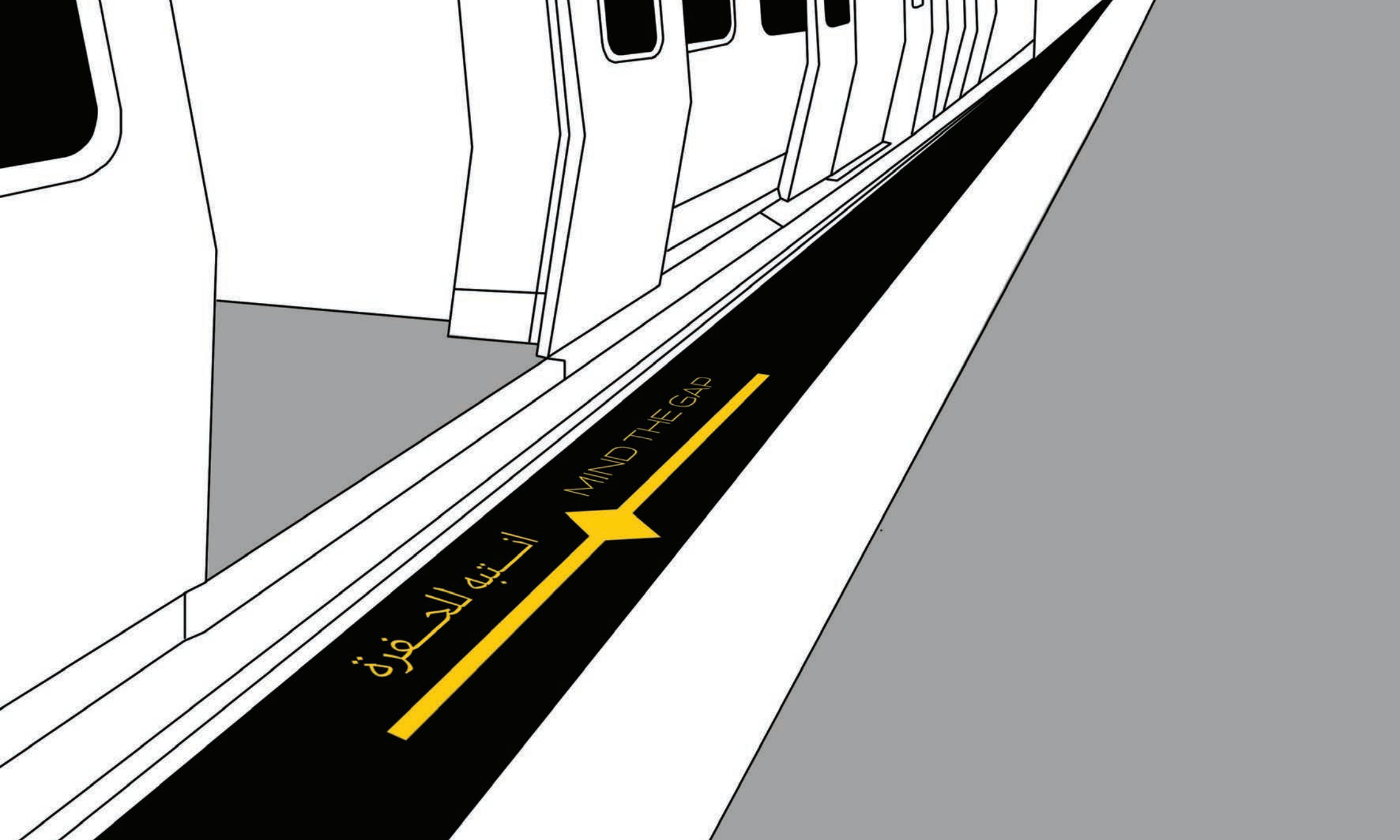
الكويت KUWAIT

الكويت KUWAIT

السكك الحديدية العربية
MASAR ARAB RAILWAYS

العراق الكويت

- BAGHDAD بغداد
- KARBALA كربلاء
- HILLAH الحلة
- NAJAF النجف
- SAMAWAH السماوة
- BASRAH البصرة
- AL ABDALI العبدلي
- AL WAFRAH الوفراة
- KUWAIT الكويت

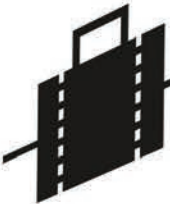


انتبه للافدة

MIND THE GAP



تذاكر TICKETS



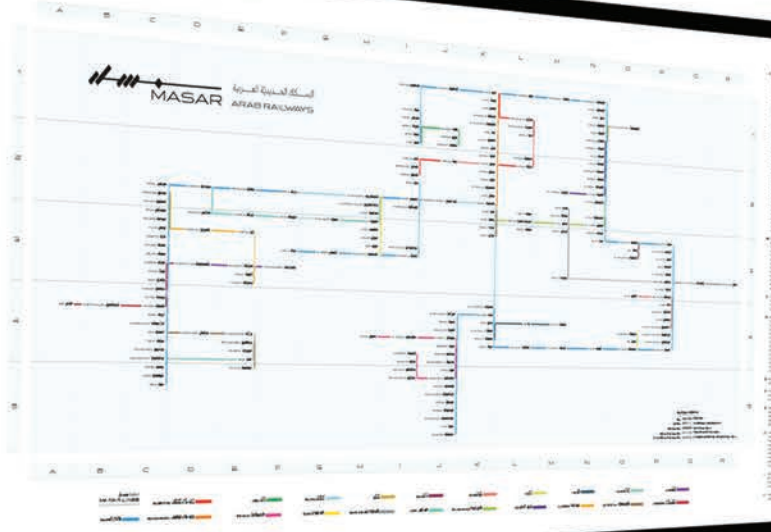
إسزال LUGGAGE
الأمستعة DROP-OFF



المسار هي شركة مساهمة مصرية، مسجلة في السجل التجاري رقم 1090141، وهي مسجلة في السجل التجاري رقم 1090141، وهي مسجلة في السجل التجاري رقم 1090141.

تأسست الشركة في 1997، وهي مسجلة في السجل التجاري رقم 1090141، وهي مسجلة في السجل التجاري رقم 1090141، وهي مسجلة في السجل التجاري رقم 1090141.

تتمتع الشركة بترخيص من هيئة تنظيم قطاع المواصلات المصرية، وهي مسجلة في السجل التجاري رقم 1090141، وهي مسجلة في السجل التجاري رقم 1090141، وهي مسجلة في السجل التجاري رقم 1090141.



المسار هي شركة مساهمة مصرية، مسجلة في السجل التجاري رقم 1090141، وهي مسجلة في السجل التجاري رقم 1090141، وهي مسجلة في السجل التجاري رقم 1090141.

تأسست الشركة في 1997، وهي مسجلة في السجل التجاري رقم 1090141، وهي مسجلة في السجل التجاري رقم 1090141، وهي مسجلة في السجل التجاري رقم 1090141.

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MASAR

السكك الحديدية العربية
ARAB RAILWAYS

● MGRATA مدينت مدينت

● ALEXANDRIA الإسكندرية

● ALWATON VALLEY وادي القطرون

● CAIRO القاهرة

● GADAMA غادامس

● MURZUQ مرزوق

● AL JOUF الجوف

● SIWA QASS سيوة

● FAYUM الفيوم



منصة
PLATFORM
10

منصة
PLATFORM
7

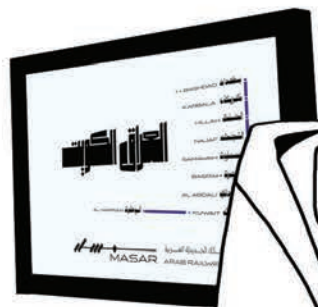


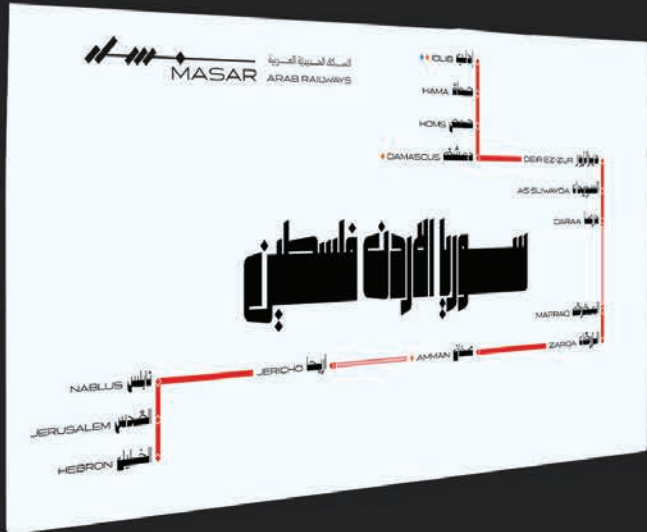
FIRST AID الإسعافات الأولية

NO
ممنوع
التدخين
SMOKING



NO SMOKING
ممنوع التدخين





منصة
— PLATFORM —

3

سوريا العربية السعودية

- DUB
- HAMA
- HOMS
- DAMASCUS
- AL-QUNAYRA
- IRBID
- AALQUN
- JERASH
- AS-SALT
- AMMAN
- CHIBAN
- KERAK
- AT-TAFLAH
- MAVAN
- AQABA
- DUBA
- YANBU
- JEDDAH
- JAZAN

الشركة العربية السورية
MASAR ARAB RAILWAYS

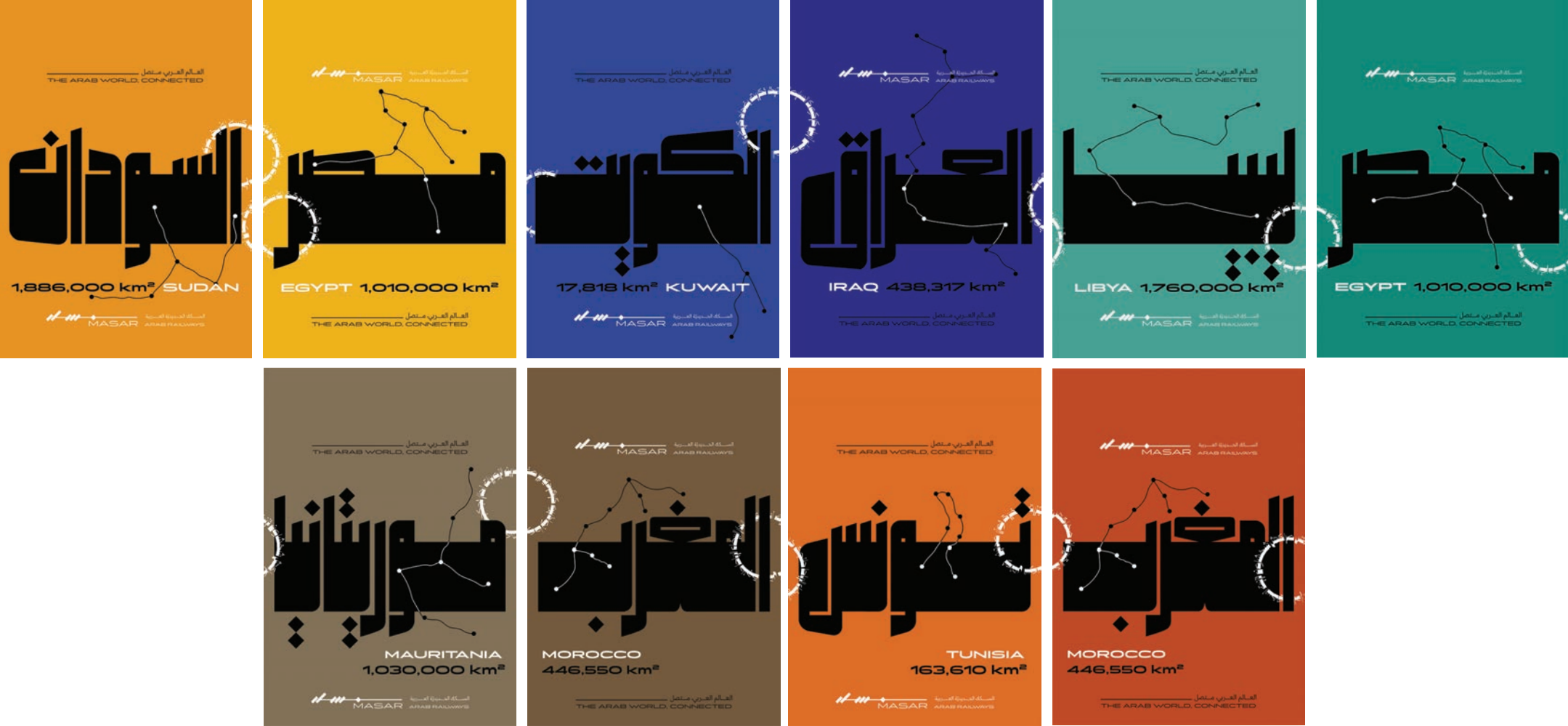
منصة
— PLATFORM —

3

CAMPAIGNS

CAMPAIGN 1: THE ARAB WORLD, CONNECTED

This campaign is based on the lines.



العالم العربي، متصل
THE ARAB WORLD, CONNECTED

LIBYA 1,760,000 km²


 السكك الحديدية العربية
 MASAR ARAB RAILWAYS


 السكك الحديدية العربية
 MASAR ARAB RAILWAYS

EGYPT 1,010,000 km²

العالم العربي، متصل
THE ARAB WORLD, CONNECTED

- ALEKANDRIA ألكساندرية
- ALNATRON VALLEY وادي النطرون
- CAIRO القاهرة
- FAYOUM الفيوم
- LUXOR لوكسور
- ASWAN أسوان
- ASIS أسيس
- KHARTOUM الخرطوم



 السكك الحديدية العربية
MASAR ARAB RAILWAYS




EGYPT 1,010,000 km²

العالم العربي، متصل
 THE ARAB WORLD, CONNECTED

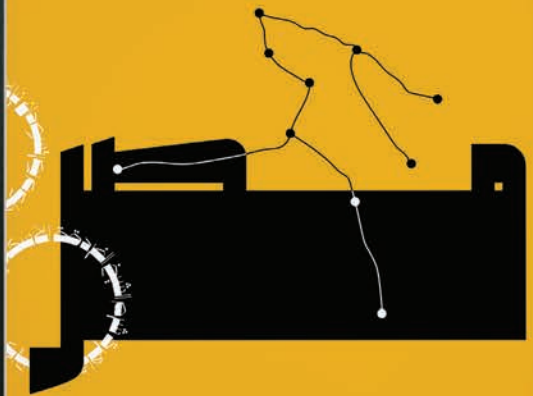
العالم العربي، متصل
 THE ARAB WORLD, CONNECTED



1,886,000 km² SUDAN


 السكك الحديدية العربية
MASAR ARAB RAILWAYS

شبكة السكك الحديدية العربية
MASAR ARAB RAILWAYS



EGYPT 1,010,000 km²

العالم العربي، متصل
THE ARAB WORLD, CONNECTED

العالم العربي متصل
THE ARAB WORLD, CONNECTED

السودان

1,886,000 km² SUDAN

MASAR
السكة الحديدية العربية
ARAB RAILWAYS

شركة الحديد العربية
MASAR ARAB RAILWAYS

العراق

IRAQ 438,317 km²

العالم العربي متصل
THE ARAB WORLD, CONNECTED

العالم العربي متصل
THE ARAB WORLD, CONNECTED

الكويت

17,818 km² KUWAIT

الشبكة الحديدية العربية
MASAR ARAB RAILWAYS

CAMPAIGN 2: DISCOVER

This campaign is based on the touristic locations of Arab country capitals. The dots are geographically correct with respect to each other.

DISCOVER
اكتشف

LEBANON
لبنان

BEIRUT

MASAR

استاذة ايمان العبدالله
Aman Al-Abdullah

This panel features a stylized map of Lebanon in white on a dark blue background. The map is composed of vertical bars and lines representing the country's outline. Several dots are placed on the map, with lines connecting them to text labels in Arabic. The city of Beirut is highlighted with a larger dot and a label. The MASAR logo is at the bottom left, and the name of the author, Aman Al-Abdullah, is at the bottom right.

DISCOVER
اكتشف

JORDAN
الأردن

AMMAN

MASAR

استاذة ايمان العبدالله
Aman Al-Abdullah

This panel features a stylized map of Jordan in white on a dark green background. The map is composed of vertical bars and lines representing the country's outline. Several dots are placed on the map, with lines connecting them to text labels in Arabic. The city of Amman is highlighted with a larger dot and a label. The MASAR logo is at the bottom left, and the name of the author, Aman Al-Abdullah, is at the bottom right.

DISCOVER
اكتشف

EGYPT
مصر

CAIRO

MASAR

استاذة ايمان العبدالله
Aman Al-Abdullah

This panel features a stylized map of Egypt in white on a dark purple background. The map is composed of vertical bars and lines representing the country's outline. Several dots are placed on the map, with lines connecting them to text labels in Arabic. The city of Cairo is highlighted with a larger dot and a label. The MASAR logo is at the bottom left, and the name of the author, Aman Al-Abdullah, is at the bottom right.

DISCOVER
اكتشف

SAUDI ARABIA
السعودية

RIYADH

MASAR

استاذة ايمان العبدالله
Aman Al-Abdullah

This panel features a stylized map of Saudi Arabia in white on a dark green background. The map is composed of vertical bars and lines representing the country's outline. Several dots are placed on the map, with lines connecting them to text labels in Arabic. The city of Riyadh is highlighted with a larger dot and a label. The MASAR logo is at the bottom left, and the name of the author, Aman Al-Abdullah, is at the bottom right.

DISCOVER
اكتشف

KUWAIT
الكويت

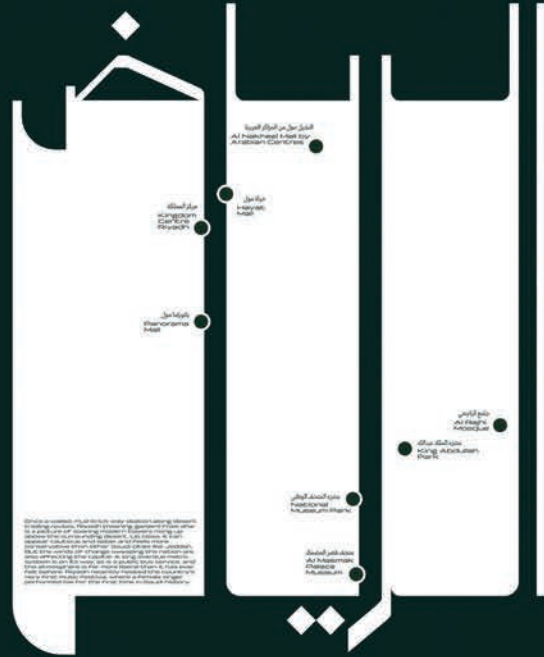
KUWAIT

MASAR

استاذة ايمان العبدالله
Aman Al-Abdullah

This panel features a stylized map of Kuwait in white on a dark blue background. The map is composed of vertical bars and lines representing the country's outline. Several dots are placed on the map, with lines connecting them to text labels in Arabic. The city of Kuwait is highlighted with a larger dot and a label. The MASAR logo is at the bottom left, and the name of the author, Aman Al-Abdullah, is at the bottom right.

DISCOVER
اكتشف



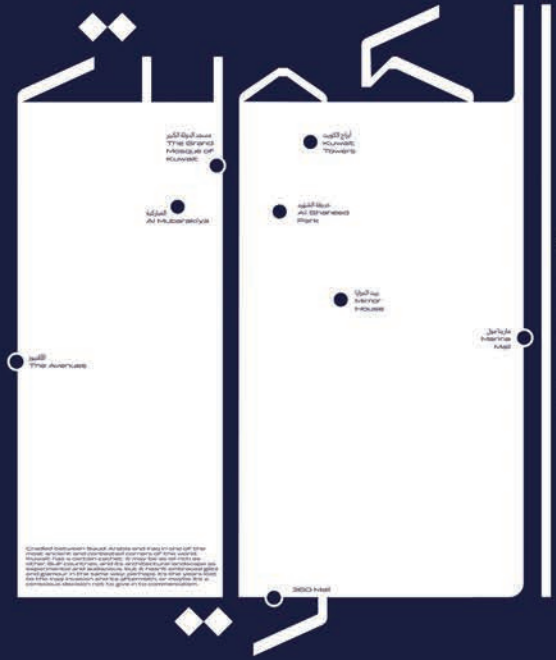
السعودية العربية SAUDI ARABIA

MASAR **RIYADH**



DISCOVER

اكتشف



الكويت KUWAIT

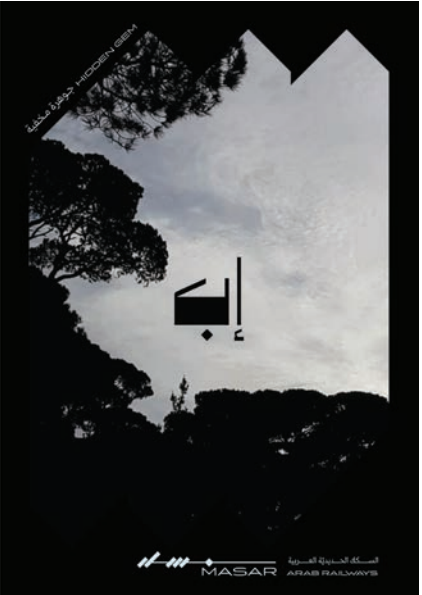
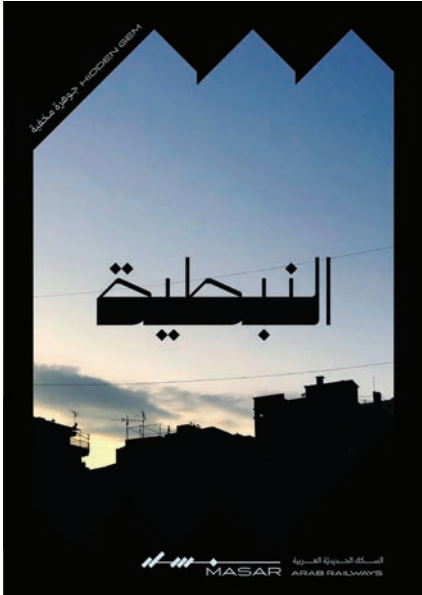

 الشركة القطرية
 MASAR ARAB RAILWAYS

KUWAIT



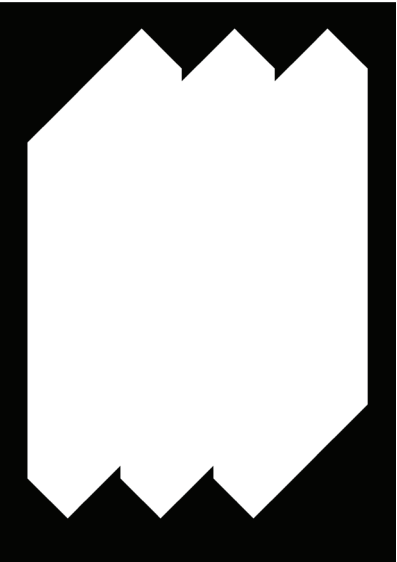
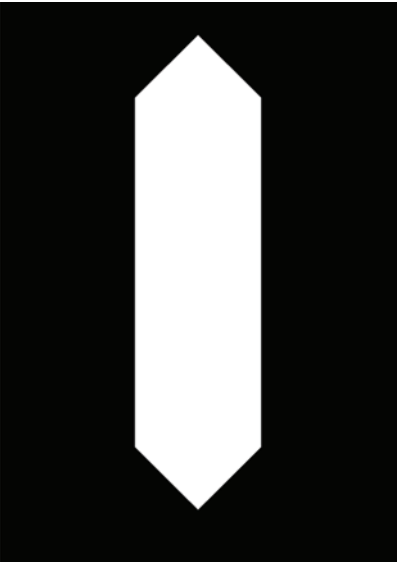
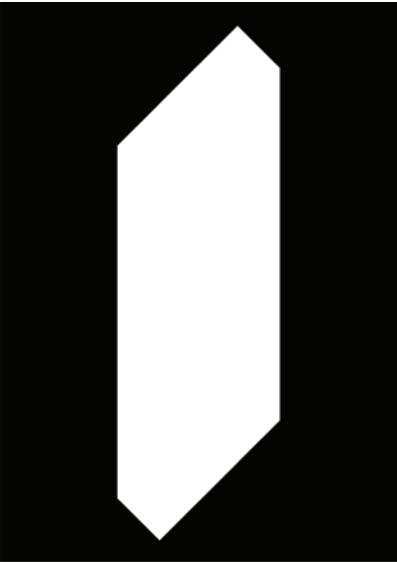
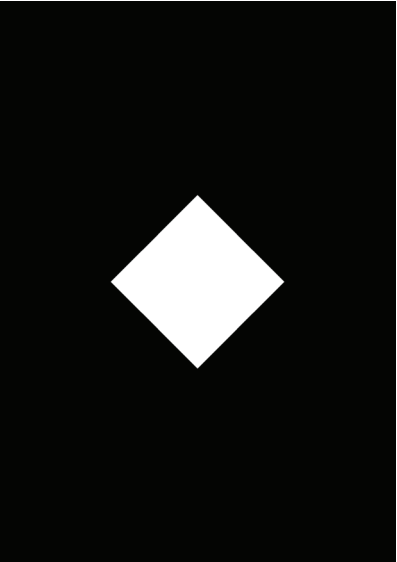
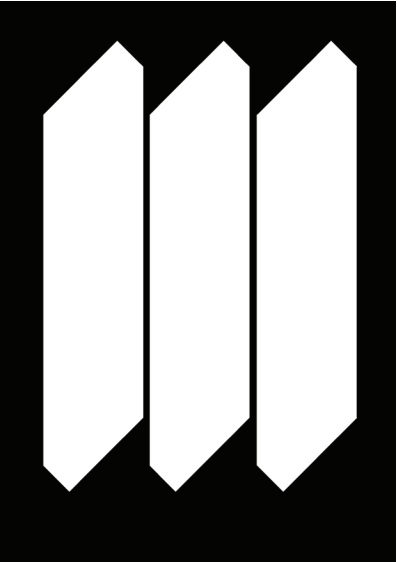
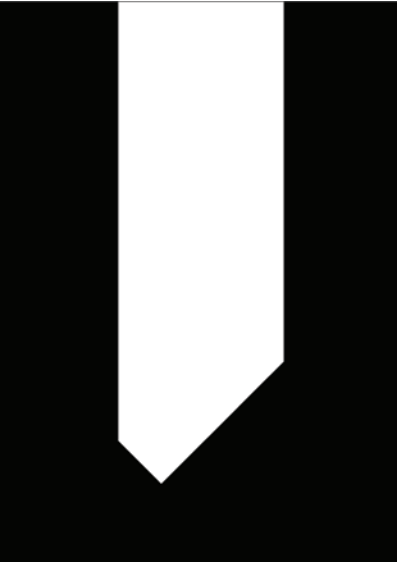
CAMPAIGN 3: HIDDEN GEMS

This campaign is based on the lesser known locations of the Arab world. The photography has a mass of black that merges with the black masking frame. The posters seem as if the passenger is looking out the window of a train.



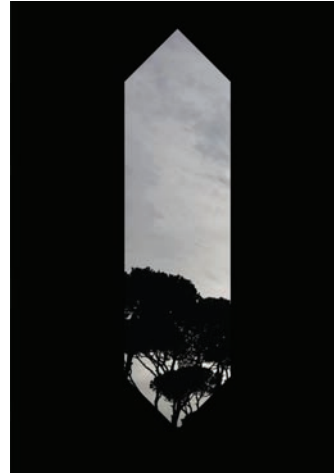
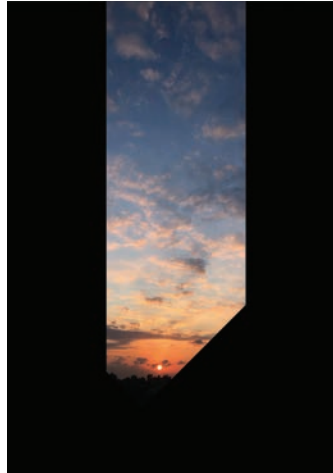
CAMPAIGN 3: HIDDEN GEMS

Different maskings can be used.




CAMPAIGN 3: HIDDEN GEMS

Different maskings can be used.



جوهر مخفية HIDDEN GEM



السكة الحديدية العربية
MASAR ARAB RAILWAYS

The advertisement features a black silhouette of a train with a locomotive and two passenger cars, positioned against a sunset sky. Below the train, the silhouettes of palm trees are visible. The text 'جوهر مخفية HIDDEN GEM' is written in the top left corner, and the MASAR ARAB RAILWAYS logo and name are at the bottom.





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