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El-Sawy Culture Wheel Project and Youth lifestyle:
A Case Study

Hana Mohamed Khairy Marsafy

Abstract

The Subject of the Research deals with reviewing the negative stereotype of "youth lifestyle" in Egypt, as reflected in Arabic sociological literature. "CultureWheel" in Cairo is a good example of a project built on the shoulders of youth, proceeding by their efforts. It aims at developing the talents of youth and refining their culture. It also transmits the positive youth lifestyle with its rigor and creativity, to the older generations. In doing so, it offers its visitors a successful healthy social life: physically, psychologically, socially, culturally and artistically. "CultureWheel" promotes cultural themes that spread popular art, less known sports,etc; in short refines culture through using innovative language, meanings and symbols.

The Method used in this Research is the case study method. It is used by applying various tools: scientific observation, participant observation, in-depth interviews and narration. The case study guide and in-depth interview guide are based on developing tools based on international sociological literature: Grampian Youth Lifestyle Survey (2007)and Barclay, Corlane and Kweku-Muata Osei-Bryson "An Exploration of Knowledge Management Practices in IT Projects: A Case Study Approach" (2010). These methods are used to analyze the themes discussed in the "CultureWheel" and their influence on the youth lifestyle. The research analyses language and symbols used as means of interaction explaining their varied functions.

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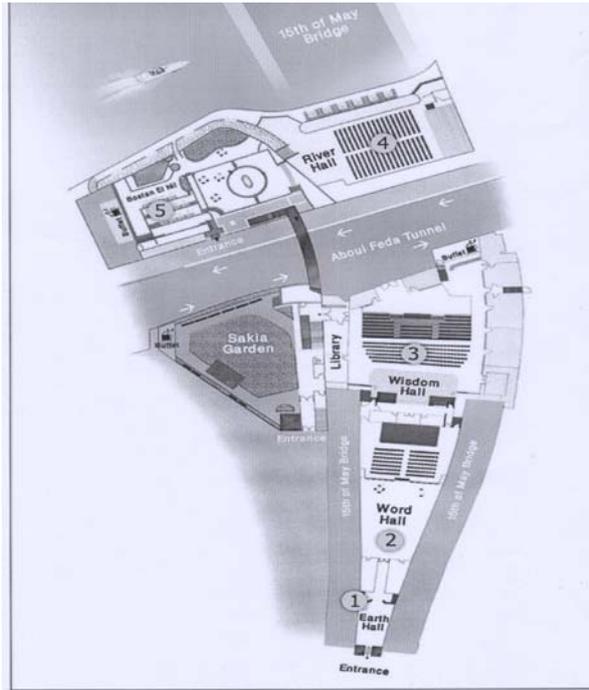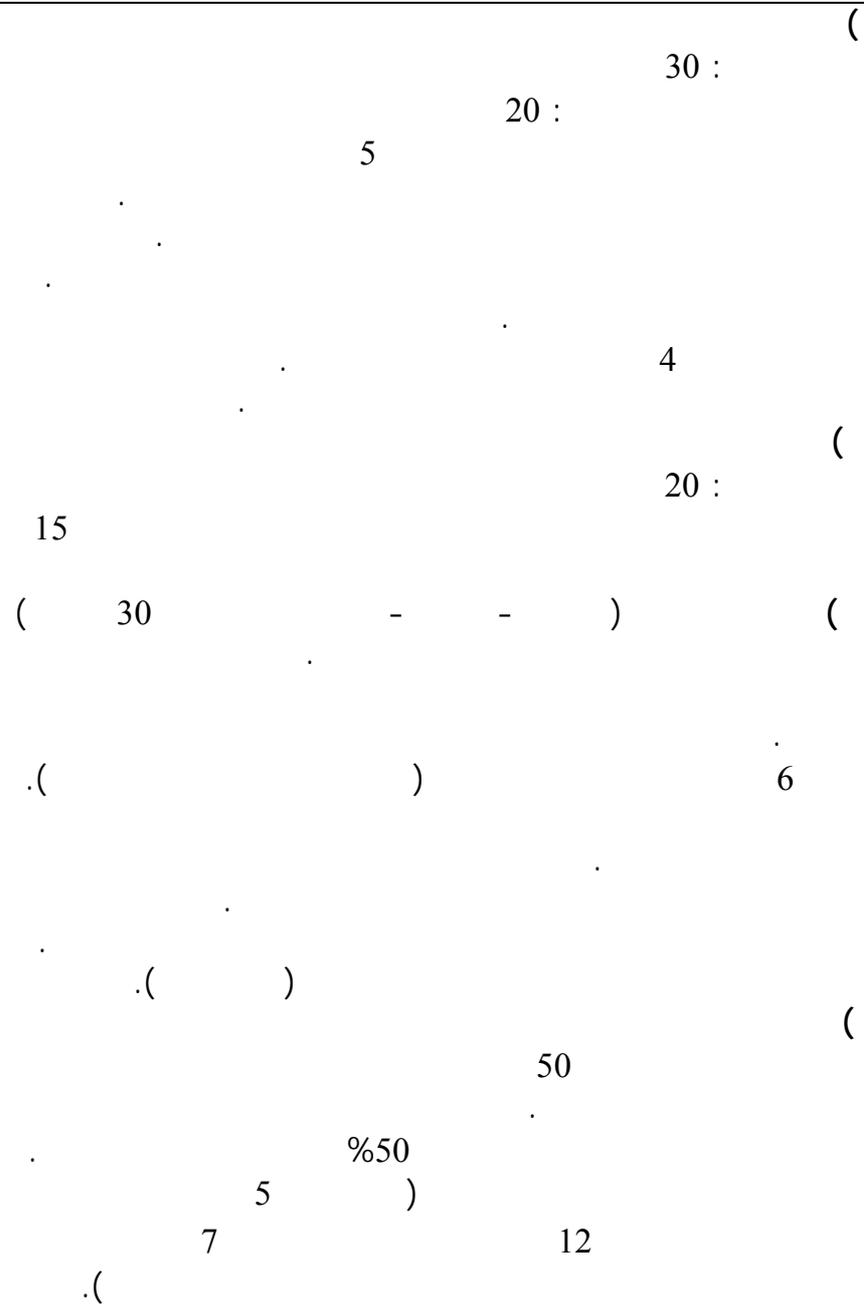
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