

# CATALOGUE

# Human Technological Sciences



Universidad  
de Alcalá



Comunidad  
de Madrid

Dirección General de Investigación  
e Innovación Tecnológica

CONSEJERÍA DE CIENCIA,  
UNIVERSIDADES E INNOVACIÓN



Universidad  
de Alcalá

Listado grupos de investigación UAH

# Ciencias Humanas Tecnológicas

- ARCHITECTURE, HISTORY, CITY, AND LANDSCAPE
- SCIENCES IN ARCHAEOLOGY: INNOVATIVE RESOURCES IN ARCHITECTURE, BOTANICS, GEOLOGY, MEDICINE AND CHEMISTRY FOR RECOVERING THE PAST
- THE TEACHING OF THE SPANISH LANGUAGE TO CHILDREN AND ADOLESCENTS
- IMAGE, METRICS & ARCHITECTURE
- IMAGES, WORDS AND IDEAS
- CHEMICAL AND ENVIRONMENTAL ENGINEERING
- ARCHITECTURAL PROJECTS AND BUILDING MATERIALS



Universidad  
de Alcalá



## IMAGES, WORDS AND IDEAS

Code  
599

### GIPI

#### RESEARCH AREA

Social Sciences  
Technological Sciences

#### COORDINATOR

M. Pilar Lacasa Díaz  
Rut Martínez Borda

#### KEYWORDS

Children, Adolescence,  
Digital, Virtual learning,  
Activism, Storytelling,  
Culture, Digital  
Citizenships,  
Entertainment

#### AIM

- ICT Companies
- Cultural industries
- Institutional Educations

#### CONTACT



p.lacasa@uah.es  
Tlfn: 2412/5028  
Dpto. Filología,  
Comunicación y  
Documentación  
Aulario María de Guzmán.  
Calle San Cirilo S/N  
Alcalá de Henares,  
Madrid



### ABOUT US

The research group Images, Words, and Ideas explores young people and children everyday activities when interacting with digital media, especially social networks and video games. Communication contexts and entertainment environments inter-twine in our work, supporting responsible citizenship.

### RESEARCH LINES

- Digital kids and multimodal literacies
- Video games as cultural tools
- Fandom and social activism
- Transmedia storytelling

### OFFERED SERVICES

- **CONSULTING AND REPORTS.** We focus on children and young people online and offline practices. GIPI aims to coordinate and stimulate investigation into the way children use new media looking for exploring social challenges about the use of mobile and digital tools.
- **SOCIAL MEDIA.** We analyze social media, helping companies and institutions to grow their young audiences and develop mobile strategies.
- **RAINING.** We provide hands-on, onsite workshops and coaching in writing, video, infographics, civic engagement, and multimodal communications.
- **CUSTOM CONTENT.** We support the process of creating better contents for young audiences. We produce it for you, in multiple formats.
- **VIDEO AND MULTIMEDIA.** We make video productions, train people, asses projects, support teams.

### MARKETABLE RESULTS





Universidad  
de Alcalá



## ARCHITECTURE, HISTORY, CITY AND LANDSCAPE

Code  
736

### ARHCIPAI

#### RESEARCH AREA

Human Sciences,  
Technological Sciences

#### COORDINATOR

M. Ángeles Layuno Rosas

#### KEYWORDS

Theory and history of  
architecture, Historical  
heritage, Cultural landscap-  
es, Urban regeneration,  
Museography

#### AIM

- Public administrations and organizations, companies and architecture and urban planning studios
- Heritage Associations
- Cultural enterprises

#### CONTACT



angeles.layuno@uah.es  
Tlfn: 9263

Dpto. Arquitectura  
Colegio Convento Carmen  
Calzado (Arquit)  
Calle Sta. Úrsula, 8, 28801  
Alcalá de Henares,  
Madrid



GRUPO DE INVESTIGACIÓN

**ARHCIPAI**

ARQUITECTURA HISTORIA CIUDAD PAISAJE

### ABOUT US

The ARHCIPAI group is established as a cross-disciplinary and interdisciplinary research laboratory on architecture, the city and the landscape, as it is based on certain parameters: the operational value of history and architectural theory in contemporary interventions, both at a functional as a morphological levels, and both in new planned constructions and in the recovery operations of the historical architecture and cities. In this sense, the aim is to enhance the dialogue and interaction between past and present in the transformation processes of the built reality of any period, applying this theoretical framework to plans and projects for urban and architectural rehabilitation, programming and management of cultural institutions, actions and artistic representations, among others. The study of the architecture and the city implies their consideration as evolutionary organisms in which it can be critically analyzed the relationships between theory, history, project, heritage and landscape, in a holistic way and seeking the dialogue between disciplines, agents or manifestations that contribute to the ideological and formal construction of the urban landscapes.

### RESEARCH LINES

- Theory and History of Architecture and the City
- Heritage conservation of architecture and cities (also contemporary)
- Tourism and heritage
- Historical urban landscape
- Conservation and reuse of industrial architecture and heritage
- Industrial landscapes regeneration
- Studies on urban public spaces
- Museums and other cultural institutions architecture
- Cultural Management
- Urban and territorial museography
- New technologies applied to the representation and reconstruction of the city and the historical landscape

### OFFERED SERVICES

- Advice and direction of master plans, special plans, urban planning
- Advice and collaboration with public administrations and companies in the field of conservation and intervention in the architectural, urban and landscape heritage
- Reports, previous studies and intervention projects in the historical architecture and cities
- Advice and preparation of museum projects. Studies and projects based on GIS

### MARKETABLE RESULTS





Universidad  
de Alcalá



## SCIENCES IN ARCHEOLOGY: INNOVATIVE RESOURCES IN ARCHITECTURE, BOTANICS, GEOLOGY, MEDICINE AND CHEMISTRY FOR THE RECOVERY OF THE PAST

Code  
803

### CIARQ

#### RESEARCH AREA

Human Sciences  
Technological Sciences

#### COORDINATOR

Antonio Javier Morales  
Rondán

#### KEY WORDS

Egyptology, Archaeology,  
Sciences,  
Forensic anthropology,  
Architecture, Heritage, 3D,  
Geology, Chemistry,  
Palynology, Conservation,  
Excavation, Epigraphy

#### CONTACT



antonioj.morales@uah.es

Dpto. Historia y Filosofía  
Edificio de Trinitarios  
Calle Trinidad I, 28801,  
Alcalá de Henares,  
Madrid



CIARQ

Ciencias en la Arqueología  
Grupo de investigación

### ABOUT US

The research group CIARQ aims at combining various research lines in a multi-disciplinary and international effort for the development of our archaeological, epigraphic, and conservation works in Egypt. This international group established at the University of Alcalá seeks for the promotion of the scientific results and the development of several lines of investigation regarding the ancient Egyptian necropolises in the sites of Deir el-Bahari and Asasif (Luxor, Egypt). In the last years (2017-2018), CIARQ has demonstrated to constitute a fundamental support for the organization of human and technological resources in the archaeological work by the University of Alcalá.

### RESEARCH LINES

- History and archaeology of ancient Egypt
- Geology, edaphology, botanics, chemistry and palynology in Egypt
- Architectural and conservation studies for the Egyptian heritage
- Forensic medicine and anthropology in Egypt

### OFFERED SERVICES

- Promotion of science
- Research
- International collaboration

### MARKETABLE RESULTS

