

## الهوية المتطورة ومردودها على التصميم الداخلي المعاصر

**Advanced identity and their impact on contemporary interior design**

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**Abstract:**

The architecture is a mirror of society and a reflection of its culture, and cultural variables form or develop existing identity and reflected on trends and architectural vocabulary which poured directly on the constituent elements of the interior design of various activities and spaces which directly affect mskhedmi void due to reflected the design of cultural aspects constitute the identity and everywhere.

In the gap between the past and the future, became the prevailing concept is the expression of the technological and economic superiority regardless of conformity with environmental considerations, community and heritage which made man torn between a past no longer belonged to him and the future can only work on developing itself to pursuing it, so was born the need for new identity reference known evolving identity based on changes of combin:-

- Changing cultural dimensions.
- The spatial and temporal environment of design.

Here comes the role of the designer to create the harmony between the past (tradition and heritage) and the future (modernity) to arrive at designs that reflect the culture between the past and the present in both expressive or symbolic formations, thus expressing the evolving identity of time and place together to prove oneself through the natural reaction of contemporary culture.

Hence, we can reach a balance between preserving heritage and taking care to start and innovate in order to reach a contemporary interior design that embodies the creative value between designer and heritage through the concept of evolving identity.