

تصميم وحدات عرض بلامح مصرية بأجنحة العرض بالمعارض الدولية بهدف تنمية
الإقتصاد بمصر

**DESIGN OF EXHIBITION UNITS IN EGYPTIAN FEATURES WITHIN
EXHIBITION SUITES AT INTERNATIONAL EXHIBITION FOR
DEVELOPING THE ECONOMY IN EGYPT**

أ.م.د/ نها فخرى عبد السلام إبراهيم

رئيس قسم التصميم الداخلى والأثاث - المعهد العالى للفنون التطبيقية-التجمع الخامس

د/ إبراهيم بدوى إبراهيم

المدير التنفيذي لشركة A3R للتجميل المعماري والترميم

royalscale2009@gmail.com & hima913@hotmail.com

Abstract:

Egypt participates in many international and local exhibitions in various fields in different countries on all over the world. It is worth noting that most of Egypt's partitions in the international exhibitions does not carry any of the Egyptian features in terms of interior design or furniture design for displaying units in order to attract the attention to Egypt and develop the national economy, resulting in increased national income.

The problem of the present research was that the display units used in the suites in which Egypt participates in international exhibitions lacked the ability to be removed, fitted or be easily transported. Moreover, they did not bear the features of the Egyptian identity.

The research hypotheses were verified as it was possible to use some of the aesthetic values of Islamic design legacies in the design of removable display units with the Egyptian identity. The aim of the research was to design easy, removable, and fitted display units with an Egyptian identity profile for international exhibitions. The importance of the research is due to the possibility of the use of these display units by attracting the attendees' attention to them as Egyptian productive, industrial and touristic potential. Moreover, these featuring display units are usable in exhibitions for their easy transportation and multiple use. The study was limited to the designs and decorations of the Islamic era in Egypt.

The research was presented with excerpts from Egypt's participation in international exhibitions such as the Madrid International tourism and travel exhibition 2017 and the Berlin 2016 Stock Exchange , in addition to the preparation for the effectiveness of : the Egyptian tourist convoy 2018 in three Japanese cities, Tokyo, Osaka, Nagoya & Egypt participation in the "Top Resa" exhibition » In Paris.

Proposals were offered through the researcher's design of 6 furniture units suggested to display the products that bear the Egyptian features at the international exhibitions such as:

1-an Intermediate width unit with 4 shelves and a pinch octagon figure, 2- An intermediate display unit with a 4-side diagonal and three shelves, 3-a display unit with 2 frigates tilted the side and three shelves, 4-a four-track parallel to the shelves and three shelves, 5-one display unit with 3 parallel shelves and three shelves, and 6-a reception counter.

Sources of inspiration in the design of decorative elements such as geometric ornaments for an octagonal palette were mentioned alongside the use of peat and kerendas in Islamic buildings. Also some industry methods such as: Interleave, assemble and drill in force were used. Vaccination with different types of veneer: mahogany and oak strips which carry some

features of the Egyptian identity of an Islamic character were also used. Some of the aesthetic values that inspired the designs were considered to replicate and fit the display unit to its function where the height and depth of the shelves varied, allowing for diversity in exhibits and displaying Brochures, industrial packaging, agricultural products, equipment, gifts , etc.

Based on the previous six proposed designs that suggested by the researcher design, 11 proposed plans were presented for some displaying suites, taking into consideration the human movement's Ergonomics in the area of display:

The first was 4.5 x 6 meters and the second was 3 × 6 meters.

The results were as follows: international exhibitions in and outside Egypt represent an important entry point for Egypt's restoration of its economic position, taking into account: The honorable representation starting from the interest in the design of the suites with the Egyptian identity features , the use of some easy modern assembly and jaw methods for ease of processing as well as ease of transfer from one state to another and the occupation of the smallest space when shipped to reduce freight charges and provide hard currency.

There should be variation in the design of the shape and dimensions of the display units to offer various products that correspond to the quality and purpose of the event. Use of glass substitutes , which provide the same positive properties for glass, as they are of lightweight and non-breakable. Furniture designer has an important role in the development of Egyptian economy and tourism. Emphasis on the importance of the Egyptian identity in the Egyptian products in the international exhibitions .

One of the recommendations was that the design of furniture in Egyptian suites should be used in exhibitions, embassies and consulates as a means of confirming the Egyptian identity the design should not be limited to Islamic models but it should be extended even to the old Egyptian or Nubian character. Optimizing the exploitation of the international events as propaganda for the interest in the design of exhibition units that suite the position of Egypt among the different countries of the world with a view to reviving the Egyptian national economy and seeking to expand Egypt's participation in international exhibitions types in different domains.