

## الدلالة الرمزية فى التصميم ودورها فى تأصيل الهوية المصرية

**The symbolic significance of the design and its role in rooting the Egyptian identity**

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**Abstract**

Modern design concepts have exceeded the framework of achieving the physiological needs of the user to search for his psychological (moral) needs through formative constructs that carry symbolic meanings that address the user's cultural experiences. The symbolic significance of the industrial product is one of the most important and fundamental factors in the processes of the user's acceptance of the initial 'product, and it depends directly on its experiences and cultural, social and environmental heritage. Symbolic significance is characterized by having multiple effects on the receiver, both aesthetically, functionally and interactively.

The problem of the research is the exploitation of many users in the global trend, which sought to strip the products of the nationalization and give it the character of modernity and globalization, which led the user to acquire products that work to blur the identity and flatten the aesthetic taste. Here arises the need to adhere to the identity and cultural heritage of Egypt, as the need for a parallel market imposing its products, which carries symbolic connotations that help to spread and consolidate the Egyptian culture and seek to raise the aesthetic taste of the user.

Therefore, the research aims at developing the role of the symbolic signs of the product and the relations between them in establishing the Egyptian identity and enhancing the aesthetic taste of the user. The researcher assumes that by analyzing and confirming the relationships of symbolic signs associated with Egyptian identity, it is possible to devise mural designs that establish the Egyptian cultural identity and enhance the aesthetic taste of the user. The study resulted in a set of mural designs that confirm the hypothesis of research.