

Benefit from the fundamentals of Islamic Art in the design of advertising exhibition's booths**Seham Hassan Mahmoud Hassan**

Chairman Of Segraph Advertising Company - Master in Advertising, Faculty of Applied Arts,
Helwan University

The Islamic civilization built its foundations on the principles of unification and moderation as a method related to all aspects of life. Thus the basics of Islamic Art founded on the intellectual philosophy and principles of integrated system of ideas, practices and behaviors. Islamic art offer creative solutions give infinite ideas in advertising and exhibition's booths in particular that is the booths consider one of best advertising media in the transfer of knowledge to a large number of recipients. Booths play important role to compose motivation for creativity and innovation in the production of a lot of advertising visions to deliver ideas and certain information to recipients. Booths contents ranging from the simplest types as means, photographers and models to the most complex types as slides digital film and interactive advertising. In this context, **the problem can be identified** in the need to take advantage of technical and philosophical foundations of Islamic art as an intellectual and systematic framework in the design of advertising booths. **Research aims to** find principles of technical and philosophical values of Islamic art and be activated as a constructivism philosophy and guideline criteria in the design of advertising booths.