

Cultural identity and its effect on the formation of the designer's thought

Prof. Ismail Ahmed Awad

Professor of furniture design and head of the department of interior design and former furniture at the Faculty of Applied Arts, Helwan University

Assist. Prof. Dr. Noha Fakhri Abdul Salam

Head of the Interior Design and Furniture Department at the New Cairo Academy of Sciences and Arts

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Assist. Lecturer. Rania Ahmed Sayed ELqattan

Assistant Lecturer, Department of Interior Design and Furniture

Faculty of Applied Arts, 6th October University

Raniaelqattan175@Gmail.Com

Abstract

The philosophical thought of cultural identity is the product of knowledge and thought. The organizer of the interior designer's thought is translated through a combination of elements and creative vocabulary through which the designer can connect his identity and to clarify what this identity, form and relationship. Which lies in the mind, he is forced to adapt his tools in the expression of his ideas. To give it the national character of its design product. A product that bears the hallmark of a society's culture is considered the intellectual product. The interaction of culture, nature and heritage. Values resulting from cultural identity affect the direction of creative thought of the interior designer. Which can be limited to a variety of structural elements of language, art, Values, norms, laws, beliefs and symbols. The interior design is associated with the personality and spirit of the interior designer. It is also related to its history, its origin, and the geography of the place. Which contributed to the formation of his visual, spiritual and intellectual vision. The philosophical thought of cultural identity is interwoven with the designer's thought, and he is aware of it. Which achieves its behavioral pattern in order to guide its thought and through it reaches a modern creative thought. In this context, the research aims at clarifying the role of cultural identity in the formulation of the designer's internal thought and his response to the interior design. In addition to interest in psychological abilities for the designer's creative personality. Considering the essential ingredients that enable the designer of uniqueness and carrying the creative features that are reflected in the design product. Understand and link the role of the interior designer in promoting belonging and establishing cultural identity through design thinking. The design process is connected and Serial. Which must take into account the functional and aesthetic aspect. To enrich the design itself. And the designer gives the personal character of the design product. Mixed with his identity, which expresses intellectual connotations. Carrying symbolic and aesthetic gloss that interacts with the characteristics of society. It is influenced by the different traditions and customs of the environment. And it's dynamic. And the indicators it carries for each age. The identity of the place is a form of sense. Which is an obsession for designers and a major target for many of them. It also has a utilitarian function and is one of the capabilities of man. To get to know things and places. Moreover, identity has more profound and important significance than its direct utilitarian function. Which is a real pleasure for a

human being to taste the spatial experience. With its many features such as shade, light, colors and feeling Heritage. Spatial identity is largely related to the personal identity of the interior designer and to the formation of his design idea.

Key words

Cultural Identity, Design Thought, Interior Designer

Research problem

The problem of achieving cultural identity in contemporary interior design

Research Objective: Research aims to:

1. Highlighting the cultural identity that constitutes a model reflecting the identity of the nation.
2. Direct and formulate the thought of the interior designer through the promotion of cultural identity thought.
3. Focus on the motivating aspects of the interior designer and influencing the formation of the design idea.

research importance

Emphasis on the strength of belonging to space and time and the interaction of the interior designer with cultural identity and the impact of this interaction on contemporary interior design.

search limits

The research is determined by the study of the Egyptian cultural identity and its role in shaping the thought of the interior designer

Research Methodology

Descriptive Analytical Approach: A descriptive analytical study of one of the models that reflect the ancient Egyptian identity.

research results

- Architectural identity is a reflection of cultural identity and the thought of society.
- The interior designer has a big and effective role in preserving and expressing Egyptian identity and confronting attempts at intellectual alienation.
- The interior designer can employ his creative abilities in a way that is in line with the times and add what distinguishes him and distinguishes his intellectual product.
- The interior designer must have a high degree of cultural awareness that enables him to consciously choose the vocabulary he employs in the design output.

Research recommendations

- Continuing awareness of the value of cultural identity and the contribution of society in its preservation.
- The translation of cultural identity into vocabulary and design elements and the interior designer to link between those elements and interior design to find ways to express that identity.

- Developing the national sense of community members through intellectual enrichment in the interior design of the national identity

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