

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

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### **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 design, architecture identity.