

## **Application of the Arab Visual Identity in Designing Prefabricated Display Units for Seasonal Fairs**

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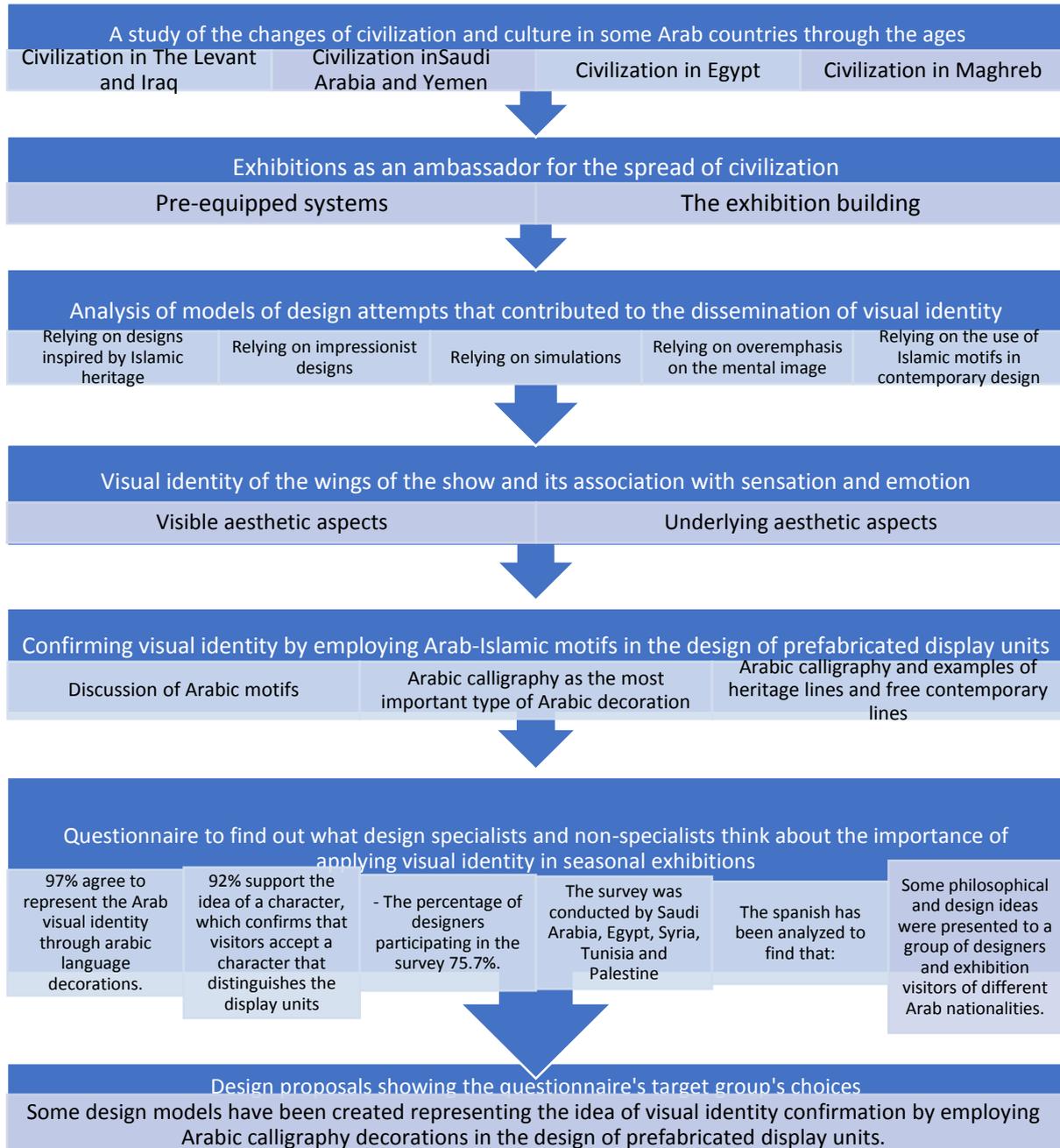
### **Summary**

Our Arab civilization is full of many vocabularies that several Arab countries share, therefore, we have to find common factors that give the Arab nation a general framework in a formation that distinguishes it exclusively, and in light of the openness of the Arab world to the outside world, considering how competitive markets have become. Exhibitions and seasonal conferences are considered one of the most important channels to spread our culture around the world, showing how proud we are of its components and vocabularies. So, as Arab designers, we have to mobilize the design of the Arab exhibitions pavilions as a distinguished ambassador carrying the Arab identity in a classy and rewarding way. Therefore, the problem of the research revolves around; **First**, How the multiplicity of visual visions of Arab countries, depending on the specific culture of each country, has led to losing a general visual bond, **second**: How interior and furniture designers, while designing the pavilions of international exhibitions of Arab countries, depend on international designs due to the ease of implementation, relying on modern materials and designs. That leads us to **the importance of the research** that we, designers, must create a character that distinguishes the Arab identity, which helps to preserve our Arab culture and spread visual identity in international forums. Therefore, we can summarize **the goal of the research** in: finding design solutions that combine the several visual visions of Arab cultures in a specific frame characterized by easy implementation relying on modern materials and techniques.

The research includes the study of a set of axes: the study of visual identity of some Arab countries that affected building a general image of the Arab culture - the study of some design models of prefabricated display units using analysis of their of visual identity factors - imposing Philosophical visions of some models representing the features of Arab visual identity - questionnaire studies to monitor the dialectic form of the idea of the need to employ visual identity in seasonal exhibitions considering Arabic language as the most important characteristic in the confirmation of identity - a design proposal that shows the results of the questionnaire from the target group.

**Keywords:** - Viewing Suites - Seasonal Exhibitions - Pre-Equipped Display Units - Visual Identity- Arab Cultural Identity.

## Research themes



### Applied axis

Questionnaire to find out what design specialists and non-specialists think about the importance of applying visual identity in seasonal exhibitions?

Some philosophical and design ideas were presented to a group of designers and exhibition visitors of different Arab nationalities.

#### The results have been analyzed to find that:

- The survey was conducted by Saudi Arabia, Egypt, Syria, Tunisia and Palestine.
- The percentage of designers participating in the survey 75.7%.
- 92% support the idea of a character, which confirms that visitors accept a character that distinguishes the display units.
- 97% agree to represent the Arab visual identity through Arabic language decorations.

Design proposals showing the questionnaire's target group's choices

- Some design models have been created representing the idea of visual identity confirmation by employing Arabic calligraphy decorations in the design of prefabricated display units.

#### Design proposals

**First:** proposals for printing textile hangers:

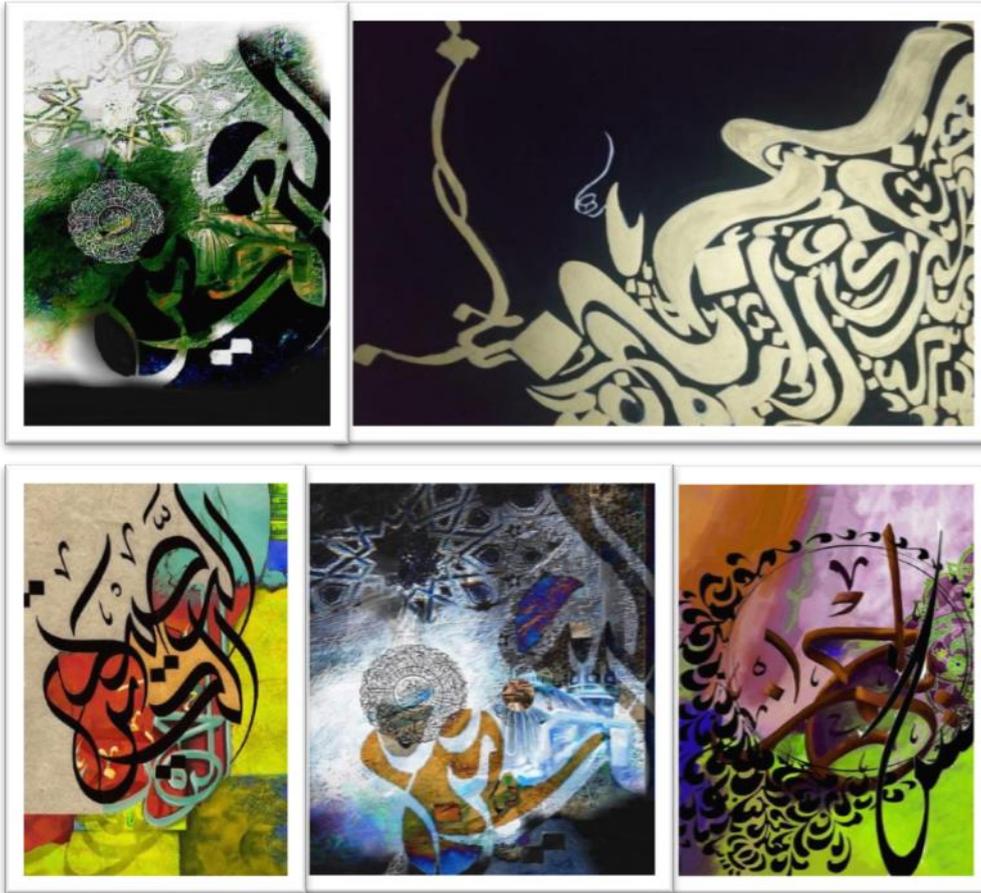
**The first** is a wall hanging design consisting of the Ruq'ah script, showing the letter's formation and its flexibility. The design is in one color against a black background.

**The second** is a proposed wall hanging design for hanging inside the display stands, designed from Arabic calligraphy with different color effects and geometric combinations.

**The third** is a design idea for a wall hanging consisting of the Ruq'ah letters against a background of multiple colors of pastel colors.

**The fourth** is a proposed wall hanging design for hanging inside the display stands, designed from Arabic calligraphy and its soft letters interfering with engineering relations and creating harmony that emphasizes the originality and beauty of the line.

**The fifth** is a design idea inspired by the Thuluth script, which is one of the soft lines that carries an aesthetic value and its interference with strong color relationships that makes it influence the eye of the visitor.



**Second: Employing pendants in prefabricated display units with various design proposals:**



Design proposal (3)



Design proposal (2)



Design proposal (1)

### Results:

1. Seasonal exhibitions have a fundamental role in disseminating Arab culture, especially from a design that bears Arab visual identity as an expressive interface for Arab countries.
2. The visual identity affects the emotions of visitors through the aesthetic aspects and the underlying aspects and creates a firm mental image.
3. Arabic calligraphy plays a role in spreading Arab culture around the world by employing it in seasonal exhibitions.
4. The researchers were able, through the publication of the questionnaire, to obtain the following results:

- A- Interaction of more than one nationality is an indication of Arab interest in the importance of a visual identity that brings together the cultures of the Arab world.
- B- The majority of the results came to confirm that the presence of a character in the design of the display units in the seasonal exhibitions does not negatively affect the exhibits, but rather contributes to spreading the culture of the exhibiting countries.
- C- Consensus of the participants in the questionnaire about the existence of a characteristic that distinguishes the Arab countries in the seasonal exhibitions as a visual identity that brings them together in one frame while preserving the characteristics that distinguish each country from the other.

### Recommendations:

- 1- The necessity to compel the designers to take (the visitor's affection - the identity of the participating countries - the identity of the hosting countries) as basic elements in the input process of designing the display units for the seasonal exhibitions that represent the Arab countries.
- 2- Resorting to designs of an Arabic character, especially the use of decorations of Arabic calligraphy in seasonal exhibitions as an ambassador to spread Arab culture.
- 3- Take into account the collective work of designers in various disciplines to produce an integrated, structural, and implemented design.

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