

## **Creativity between the spirit of heritage cultural and modern design thought**

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### **Abstract:**

Cultural heritage is the inheritance of material and non-material possessions belonging to a society that has legacies from previous generations, and it remains to this day and is endowed to future generations. The term “cultural heritage” in its content has changed greatly in recent decades, partly due to the instruments Developed by UNESCO, cultural heritage isn’t limited to historical monuments and collections of art and antiquities, but also includes traditions and living expressions inherited from our ancestors that will be transferred to our grandchildren, such as performing arts, rituals, and events Celebrities, or knowledge and skills associated with the production of traditional handicrafts. Design is the process of gathering elements and vocabulary in a specific formation with the aim of achieving a certain integrated idea, and creativity in language is making something unlike a previous example and creative thinking is a mental process in which ideas are generated and modified from a previous cognitive experience present to the individual to find new solutions to problems. Here are some examples of the revival of architectural heritage in Egypt in terms of inspiration from ancient Egyptian architecture such as the building of the Supreme Constitutional Court in Cairo. There are examples of inspiration from Islamic architecture with Egyptian environmental architecture with some modernity such as the American University Building in New Cairo. All this is inspired by the Egyptian cultural heritage, combined with contemporary thought to produce new treatments that carry the spirit of the cultural heritage in a modern design template.

### **Key words:**

Creativity- cultural inheritance- intellect- modern design.