

Aesthetic Values of the Elements of Jordanian Heritage and Its Use in The Interior Design of the Reception Area for Tourist Facilities

Prof. Mohammed Hassan Emam

Professor of Furniture Design, Department of Interior Design and Furniture, Faculty of Applied Arts, Helwan University.

m_emamart@yahoo.com

Dr. Sarah Fawzy

Lecturer, Department of Interior Design and Furniture, Faculty of Applied Arts, Helwan University.

wind_2020@hotmail.com

Researcher. Mohammed Zaal Al-Khatib

PhD researcher - Department of Interior Design and Furniture - Faculty of Applied Arts - Helwan University

mohammad199277@yahoo.com

Abstract:

Heritage is one of the main pillars of tourism development, The tourist facilities are one of the components of civilization and a vital element to express it, which requires the interior designer to connect the environment surrounding with the interior design to keep its originality and identity, his goal is to create a design vision attracting the tourist with the surrounding environment and interacting with it. The tourist facilities in Jordan lacks a new methods of interior design with aesthetic and formative values of Jordanian heritage elements. The research aims to study aesthetic values in the heritage elements expressing Jordan's heritage identity and used it in the interior design of tourist facilities. This study analyzed the design elements of Jordanian heritage and revive its design lines in a new and contemporary style to used it in interior design, it analyzed the heritage elements and reduce a new design lines used in interior design with aesthetic values of the place.

The study founded a design vision to use the Jordanian heritage in interior design in the hotel reception area, through a proposal of designing hotel reception area with design lines from Jordanian heritage in “a reduced style” to suit contemporary life and achieve the functional and aesthetic aspects in tourist facilities. For that, this study applied two main directions: first: studying heritage elements and analyzing its design lines and format in a new style, second: studying the engineering design of the interior vacuum and furniture to achieve functional and aesthetic standards.

Introduction:

Our contemporary life is characterized by openness to the world; Tourist facilities are one of the components of civilization and a vital element in its construction and expression, which requires the interior designer to root the culture and preserve the distinctive identity of civilization, and develop it in accordance with the spirit of the times and its requirements.

Through the aesthetic values found in heritage Elements and its analysis mechanisms, we conclude new methods of interior design and furniture based on an understanding of artistic construction and aesthetic and compositional values of heritage Elements.

problem Of Reasarch:

The lack of new methods of interior design and furniture with aesthetic and formative values of heritage vocabulary reflects the identity of Jordanian heritage, which has negatively affected the development of cultural awareness of Jordanian heritage.

Objective Of Reasarch:

The research aims to study aesthetic values in the heritage Elements expressing Jordan's heritage identity and employ it in interior design and furniture for tourist facilities, to develop cultural awareness and aesthetic sense of the identity of Jordanian heritage.

Resarch Importance:

The importance of research lies in linking the research problem to the realities of contemporary life in Jordan, which tends to establish tourist facilities, but lacks the aesthetic and compositional values of Jordanian heritage Elements.

Resarch Limits:

- 1- Time limits: modern tourist facilities during the period (2008-2018).
- 2- Spatial boundaries: Applying the results of the study to a tourist facility in Petra.

Methodology:

The research follows the historical, descriptive, analytical and applied approach to exploring the elements of the research problem, to find a design vision to employ the aesthetic values of Jordanian heritage in interior design and furniture in the hotel reception area.

Keywords:

Value, Jordanian Heritage, Interior Design.

Theoretical framework:

The first axis: study of the location of petra city (topography - historically - architecturally)
 The geographical location of Petra: Petra is located in the gathering of Wadi Musa within the Petra Brigade of Maan province, 225 km south of the Jordanian capital Amman, the brigade is located on the western side of Maan province and is far from it (36 km), and is located at the extension of the Range of The Shira Mountains overlooking On the Wadi Araba; its sloping geographical nature, surrounded by mountains within an area of approximately 900 m2, characterized by its location along a long line (37.35 east), latitude (19.30 north), average between major trade routes Arriving from Egypt and the Arabian Peninsula to the south; to Damascus to the north; and from the Arabian Gulf to the east to the Mediterranean coast to the west.



Form (1) shows Jordan's position for its neighbours
And the location of Petra city for the provinces of the Kingdom of Jordan
https://www.arab-ency.com/_/details.php?full=1&nid=14622

The second axis: the study of aesthetic value in Jordanian heritage Elements:

1- The concept of heritage:

Linguistically, heritage is what we inherited from the ancestors;

The term is a dynamic reference and a positive means of growth and change, and heritage is a collective memory of each local area or society that cannot be replaced, represents an important base for development and prosperity at the present and future time, and must include many collective aspects of society that can be transferred from generation to generation to ensure the continuity of desirable community practices.

Architectural heritage is not only linked to a collection of ancient architectural elements, but are experiences and experiences accumulated knowledge and knowledge, produced a building of value that respects environmental, cultural and social privacy.

3- The concept of value in heritage Elements:

3.1- Value in language: the word value used in our contemporary life indicates the name of the type of act "rise", meaning stop, moderate, erect, reach and level).

In Arabic, the origin of the value is the W, and it is said: I did the thing in calendar, and the baggage was adjusted to that which is, the value of the price at which it resists the baggage, i.e. it acts, and in the intermediate dictionary the value of the object is its value, and the value of the object is its price.

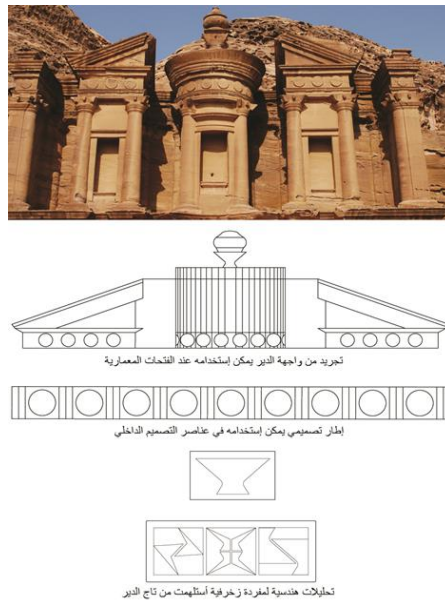
3.2. Value in terminology: it is defined as the main pillar in the cultural construction of civilized societies, and has principles and foundations originating from the Qur'an and sunnah that man is represented and committed to.

4. Aesthetic value:

Includes characteristics and features through which the traditional building becomes an important element in spiritual terms; or national; or cultural, the community sees heritage buildings as a source of pride or a symbol of local urban culture, and the aesthetics of the past derive their value from themselves and the importance of heritage sites stems from the importance of old buildings with rare vocabulary and heritage elements derived from their originality and skill of manufacture, and aesthetic value is the most objective criterion for

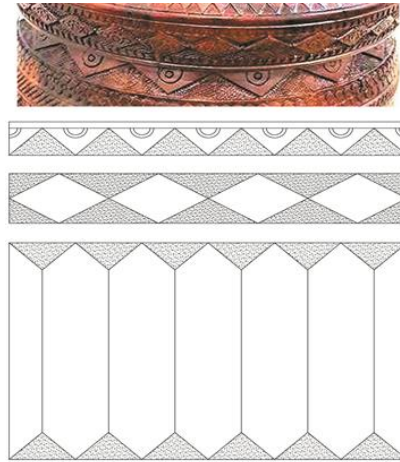
determining importance, in terms of their association with cultural background and personal taste; For urban heritage sites, heritage buildings and historic cities are an aesthetic work, a value that reflects the culture of the community through the design of the building, the level of craftsmanship in it and the quality of the materials used in its construction, and we will learn about the aesthetic values and their characteristics in the compositions of the form in the heritage vocabulary, as follows:

4.1. Abstraction: In art and design, it is intended to keep the designer away from representing nature as it is in its forms and directions; to extract the essence from the natural form; to present it in a new way to obtain artistic results through form, calligraphy and color, and to reach the content and fundamental value of the place of natural form, whether it is a comprehensive geometric abstraction or in part by simplifying the arches and curves, it gives inspiration to the content of the idea underlying the artwork; which reflects the desired goal of abstraction.



Form (2) The façade of the monastery illustrates one of petra's heritage vocabulary with geometric shapes inspired by an abstract style to employ them with interior design elements

4.2. Balance and stability: Balance is one of the most important foundations of design and has an important role in evaluating the artwork, achieves visual comfort for the viewer when the artwork is balanced and stable, and the feeling of balance is achieved when the design is divided into two equal parts; each section is equal to the second in terms of design lines or mass size, and the design is in a state of comfortable stability according to the rules of visual perception.



Form (10) shows an engineering analysis of the heritage mahbash that shows the value of the similar balance in the design lines

• Application framework:

In this study we find a design vision to revive and employ the aesthetic values of the vocabulary expressing Jordan's heritage identity in interior design and furniture through the application in the reception area of one of the tourist facilities in Petra, to develop cultural awareness and aesthetic sense of the identity of Jordanian heritage.

Below we will present perspective footage to illustrate the idea of the proposed design of the hotel reception area of a tourist facility in Petra.



Image (1) A perspective snapshot of the reception counter area in one of the tourist facilities in Petra city explains the inspiration of the vocabulary of heritage and its employment in the elements of design, the counter was designed in the form of a carved block inspired by the idea of sculpture from petra city, and was directly employed for heritage columns with the cranes used in the interface of Petra in a simple and simple style of the background of the counter as an element of sovereignty and attention of the visitor, as well as the design of the ceiling and floor of the popular rug lines, which achieved symmetry between the ceiling and the floor, A decoration of the vault crown was used, analyzed and formed to produce new design lines that were used as walls binding.

Search results:

Through the researcher's analytical study of heritage vocabulary and an applied proposal to employ it in the hotel reception area in one of the tourist facilities we can define the design method to find a design vision to revive and employ vocabulary expressing Jordan's heritage identity in interior design and furniture for tourist facilities, to develop cultural awareness and aesthetic sense of the identity of Jordanian heritage, through the results that are determined in the following points :

- 1- Heritage is the cultural foundation that reflects the cultural identity, and is the bridge of communication between generations and one of the main pillars in the process of development, development and construction to promote belonging to the place where the content of the heritage.
- 2- The study of heritage lies in the present and bright future in the field of interior design to emphasize the authenticity of the past by inspiring the positive aspects of heritage and making it suitable with our contemporary life, and may help to create modern interiors that have a scientific basis when we recognize aesthetic values in design.

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