

## **The trend of metaphor in the interior design of hotels with Kuwaiti identity**

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### **Abstract:**

The hotel and tourism sector in the State of Kuwait is one of the promising economic sectors that can contribute to generating the gross domestic product and thus diversify the sources of national income and expand the production base, as does other economic sectors such as the industrial, commercial, financial and agricultural sectors. And because the national heritage in many countries of the world is a fundamental pillar for tourism development, just as tourism is considered a means for gaining knowledge and spreading and exchanging culture, here comes the role of the interior designer in creating a design derived from this heritage in order to attract the tourist and push him to interact with the surrounding community. All the designs presented in this paper are full of details and highlight the heritage Kuwaiti identity. Where the classic style was developed and modernized through the pictorial metaphor (imitation) or the structural metaphor (abstraction), and the addition of some touches and details that combine in its folds luxury and simplicity.

The declared trend towards transforming Kuwait into a global trade center and the required openness to the outside world and allowing foreign capital to participate in economic and social development projects, must be one of its most important components providing a level of distinguished hotel service with a special identity with regard to designing Interior of hotels, and this will certainly be one of the most important factors attracting the foreign investor. But despite the presence of the cultural heritage of the State of Kuwait, we still find it difficult to define the features of the heritage identity in the designs of its hotels. This prompted the researcher to find a new creative vision to revive the Kuwaiti identity to produce contemporary treatments for interior design and furniture.

To illustrate how the knowledge gathered in this research can help create a design that embodies the Kuwaiti heritage identity while at the same time producing creative designs, the researcher used the metaphor of abstraction in designing a hypothetical hotel. The proposed interior design for the public areas of the hotel, which is the lobby and reception, produces the Kuwaiti identity in an allegorical design style.

### **Key Words:**

Identity - Heritage - Tourism - Hotels - Metaphor - Design.