

## 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 a gross domestic product and thus diversify the sources of national income and expand the production base, as does other economic sectors such as 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 tourists and push them to interact with the surrounding community. All the designs presented in this paper are full of details and highlight the Kuwaiti heritage 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 luxury and simplicity within its folds.

### Key Words:

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

**Introduction:** It can be said that the great updates that occurred in the tourism activity played a huge role in the jump that we are currently witnessing in the hotel industry, as well as taking into account the great development witnessed by means of travel and transportation around the world and the accompanying ease of booking and reception and the interconnected global hotel systems that always aim to provide customers with comfort in the maximum possible way. After the increase in the number of hotels and their spread around the world, some designers began to realize the idea of distinction and individuality and try to achieve a difference by giving a special character to the hotel that takes it out of the space of common stereotypes. Especially, perhaps the most important of these design trends is the inspiration from the heritage or what is called metaphor, which represents the inexhaustible pure source and where the constant bid to create hotels of a special and distinctive character.

**Research problem:** 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.

**Aim of the research:** The research aims to create designs that combine originality and contemporary with tourism facilities in the State of Kuwait, to keep pace with the rapid development in the world of design and to present the Kuwaiti identity in the best way in the field of interior design.

**Importance of the research:** 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.

### **Cultural Identification:**

In recent years, a form of identity has been identified, in which an identity can be divided into a series of cultural identifiers. They include: location, history, nationality, language, religions, beliefs, and ethnicity. Also, the culture of a nation includes many aspects. It is mixed with the beliefs and languages of the people. Anthropologist Edward Hall has described culture as an invisible but powerful force that puts everyone in one circle: "Culture is not an alien idea studied by a select group of anthropologists of the southern seas. It is a template in which we all come together, and it governs our lives in many unexpected ways" (Hall, 1959).

Defining national identity is not an easy task, especially if the nation is made up of many cultural groups, with different customs and traditions. As for the State of Kuwait, although the original citizens were groups that came from different places, such as Najd (Saudi Arabia), Iraq and Iran, with different backgrounds, they were able to unite and form strong ties because the community was small, and this led to the development of their new identity, in the eighteenth century.

In all countries, there are influencing factors that have an impact on cultural identity, which lead to either adjustment or replacement, and these factors differ from one country to another. The State of Kuwait is no exception. In fact, there was one of the main reasons for its dramatic change in the mid-twentieth century, and that was the discovery of oil.

### **Kuwait before oil:**

Before oil was discovered, life in Kuwait was very simple. The source of livelihood was fishing, pearl diving, trading with neighboring countries and livestock. The Kuwaiti people are rich in traditions that are deeply rooted and influenced by the Islamic religion and have been inherited from one generation to the next. "The identity carries the features of the land and people, and therefore the reading of the identity in the heritage product through the shape and symbol that it carries makes us read history. Therefore, it is a sincere reading of what people have agreed upon and what they found in it and adhered to it and did not abandon it, and thus identity is what provides peoples with concepts. Which give each culture its own values, and it is the national character without which the peculiarities of nations dissolve"(Judeh, 2016).

### **Handicrafts in Kuwait:**

Kuwaiti society was greatly affected in the pre-oil period, by the sea and the desert, and they had a great impact on the formation of customs, traditions and social values, but the traditional and heritage crafts and professions also have a major role in shaping the social structure and economic structure of the country.

There is the craft of Sadu making, one of the traditional Bedouin weaving industries that characterizes the life and culture of the people of the Badia, and is used in weaving tents, carpets and camels, and its decoration is characterized by simple and beautiful geometric shapes formed either by repetition, contrast, or overlap. There are the Qalafah (the craft of shipbuilding), carpentry, blacksmithing, kharraz (a manufacturer of leather products), Albannay and Alostad (who does all the work related to building houses), Alhayyak (the person who weaves clothes), and many other trades that formed the Kuwaiti heritage identity.

#### **Tourist and hotel activity in Kuwait:**

Kuwait has many elements that can be placed on the list of countries that attract foreign tourism, but the obstacles that stand in the way of making a qualitative leap in this field must first be overcome. And because any country needs a set of the main constituents, which are geographical, environmental and service elements, in addition to that Kuwait's geographical location in the Arabian Gulf distinguished its shores from the Gulf countries in terms of lack of salinity in order to pour the Shatt al-Arab in the Gulf, which leaves a distinct environment on these beaches, in addition to the marine currents are not as strong as the currents in the rest of the Gulf countries, which are near the Indian Ocean, in addition to Kuwait enjoying a large and deep jungle, which allowed the establishment of many recreational waterfronts, and the climate of Kuwait is better than other countries as humidity does not accumulate in the air for long periods of days. The Sunnis, unlike other countries, and because tourism in the Gulf region is a new industry, the obstacles facing it must be overcome in order to embark on the right path.

Tourism is made by the people of the country and with continuous planning from the authorities in the government of this country to create a tourism climate that will benefit the country and its people. Hence, we find realistically that tourism is the great motivation for any economy in the world and for any country, whatever the wealth of this country. When there is tourism in the country, there is a material income that will be brought into the country through the establishment of many hotels with a modern comprehensive design, stimulating air traffic to and from Kuwait, and raising the level of buying and selling in Kuwait's markets, which leads to stimulating trade, attracting capital and increasing the investment factor inside the country. For example, the annual Hala February Festival, which is held at the best time of the year, it is a good idea to attract the large number of people who flock to Kuwait for this festival, although this festival needs development and refinement, but there is no doubt that it is a material and moral gain for the country.

#### **International indicators for the hotel and tourism sector (Al-Harbi, 2011):**

- The fastest growing economic sector, at a rate of 8% annually.
- It contributes about 11% of the GDP at the global level.
- It provides jobs with 16% of the total workforce.
- The hotel and tourism sector accounts for 9% of the total investments.

One of the most important elements of tourism is the provision of a distinguished hotel service level with a special identity. "The hotel sector is one of the important branches of tourism activity, which means providing tourism accommodation services in all its forms mainly to tourists in addition to other services such as catering, entertainment, rest and

marketing services. The hotel sector constitutes a very large percentage of tourism activity, so tourism cannot exist without the presence of the hotel sector” (Al-Zubaidi , 2016).

The interior design of the hotel depends on the presence of several components that form the space, and these elements play roles, whether functional or aesthetic, and these components harmonize in order to produce a design that fulfills the functions of the different hotel spaces. But what if we add to the hotel design process the style and identity of the country in which this hotel will be established? "The relationship of the interior designer with his environment is continuous and is reflected in his work in order to preserve its originality, for most of the time his response to the cultural legacy he has established in his heritage is reflected in the contemporary innovations he presents that work to achieve belonging and development to the homeland." (Al-Ashawi, 1999).

### **The design of the reception area for a hotel inspired by the Kuwaiti environment**

“Nature is the primary inspiration for most designs, for divine creativity is miraculous and endless, and the natural art of any creative designer is affected, as nature is the strongest and richest source of the designer's ideas, as it offers him, through its states and the different environments, a fertile field to derive the design idea and impart a character. Especially for its design, the eco-hotel is a tourism facility that has been designed in harmony with the natural context of the surrounding area” (Gharaibeh, 2012).

### **The design allegorical trend and its impact on giving the hotel a special character:**

Sometimes some designers derive their ideas on which the design is built from material or intangible things that are affected by them and be the motivator or engine of the design process and take several stages of development until the production of the final form of the design and the process is called (metaphor) and can be classified into the following:

- The sensory-moral metaphor
- Physical metaphor

### **The physical form metaphor is divided into:**

A - A figurative metaphor (imitation): it is considered a direct quote from the shape and the use of its lines and details in a very identical way. Anyone can translate that design and deduce its idea easily.

B- Structural metaphor (abstraction): It results from the abstraction and development of the form or element borrowed from it, adding to it and deleting some of its details in order to obtain a different result that is not identical with the original form but it is derived from it.

To illustrate how the knowledge was gathered in this research, it 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.

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