

Developing the visual image of the interior of Egyptian furniture exhibitions

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Abstract :

Exhibitions are considered one of the systems that have an important role in human life and the link between different cultures and their development, so it is necessary to develop the visual image of Egyptian furniture exhibitions by studying the form, its elements, types, sources, content and concept, the basic elements and standards for it, the relationship between form, content and visual perception and linking them and studying the constituent elements of the exhibition Determining the areas of weakness in the exhibition halls, the movement corridors, the design of the pavilions, the general design of the exhibition and the extent of its relationship to the environment And studying design considerations in forming the space in exhibitions and paying attention to organizational standards for the stages of the cognitive process in interior design and adopting the foundations of modern design to re-modernize and develop exhibition halls and raise their efficiency. Interior design with the surrounding environment and taking advantage of all the factors available in it.

Keywords:

Form, content, visual perception, Egyptian furniture exhibitions.

The Introduction:

Exhibitions are considered one of the systems that play an important role in human life since their inception until our present era because they have an important role in cultural life and the transfer of cultures between peoples. Scientific and medical exhibitions, furniture exhibitions, international exhibitions appeared ... etc. There is a definite relationship between the exhibition and what it contains and who visits and enters it, as the form matches the content and the theme of the presentation. Aesthetic.

Research problem :

1- The problem of the research lies in the lack of interest in the interior design treatments of the furniture exhibitions in accordance with the surrounding environment and the utilization of its elements and raw materials and the surrounding factors to make the most of the best aesthetic and functional form with the least available resources.

2- Lack of interest in the interior design of the furniture showrooms in Egypt, and how the pieces of furniture displayed are compatible with the interior design of the exhibition.

Research Importance :

The importance of the research lies in the fact that it deals with the idea of the link between the form and the content of the interior design of the furniture exhibitions, not only at the level of aesthetic form and function, but also the connection of the interior design with the surrounding environment and benefiting from all the factors available in it.

Research Objectives:

Studying the interior design of furniture showrooms in Egypt, and clarifying how the pieces of furniture displayed are compatible with the interior design of the exhibition to develop its visual image.

Research Hypotheses :

The research assumes that the relationship between form and content and their environmental and visual compatibility leads to the development of the interior design of furniture exhibitions and the emergence of new innovative ideas.

Research Methodology :

The research follows several approaches:

- 1- Inductive method: through historical studies of exhibitions.
- 2- The analytical descriptive approach: during the analytical studies of furniture exhibitions

Research Results :

Through the research, several results were reached, which are as follows:

- 1- A good interior design for furniture exhibitions depends on many principles and design criteria that must be well known.
- 2- The importance of linking between the visitor (recipient) and the design of the exhibition through guidance, movement paths, viewing angles, and the visitor's relationship with the exhibits.
- 3- The importance of linking form, content and style of presentation, which leads to the development of the visual image.

Recommendations:

- 1- Recommend the study of modern display methods and exhibition design in accordance with the environment and subject of display according to products or models to develop the visual image and raise the efficiency of the exhibition.
- 2- It is recommended that the form and content of the exhibition design be linked to the surrounding environment to enhance the Egyptian cultural heritage and increase its connection with the visitor.
- 3- He recommends the importance of developing the visual image of the interior spaces because of its impact on the recipient by linking the form, content and relationships between all the

elements of the exhibition, including (lighting, colors, materials, textures, holdings and the design of the wings).

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