

## The design process from the womb of a living urban space

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### Abstract:

There is widespread debate about another issue concerned with the nature of the perception of the urban landscape as a whole, including the syntactic and semantic design characteristics of "street furniture". On this basis, a difference and disagreement occurred on this issue: "Between the classical mental tendency that claims that the process of perceiving design subjects in the city is a mere subjective activity, and the Gestalt theory, which emphasizes the image or structure of the subject perceived in this process," This is what prompted us to our desire to investigate the truth between the two issues while adopting the balance that favors the logical result of rationalizing furniture in the public space; Therefore, it is necessary to pose the question in its following form and formulation: Is perception the outcome of a mental cognitive structure and a reflection of the activities of its functions, or is it a special perception of the system of things furnished by our external surroundings? In other words, does perception come from the efficacy of the perceived subject, or from the nature and essence of the perceived subject?

### Keywords:

industrial design, design process, theories and methods, urban space, Gestaltism, application.

### Introduction

Urban design research witnessed its heyday in the last decade of this century. However, despite this, all aspects of the process of pedestrians' perception of furniture elements in the street while walking and when stopping have not yet been fully understood. We mean that each of these two positions (stopping and walking) has its own data that they share. In them with two workers; The movement factor (apport du mouvement) and the psychomotor factor (Psychomotricité) of the observer. Here we mean the visual variables that occur to the perceiving self when it perceives the perceived subject. Accordingly, efforts are being made between the "science of design", "environmental psychology" and other useful sciences to solve such issues that are still outstanding.

In this context, it is fair to say that talking about "self-motion perception" or its mobility necessitates mentioning the most important and famous scholars who delved deeply into "the systematic description of the effect of the observer's movements on his visual scene and expanded upon it, which is primarily credited with its emergence." It developed into "Hemholtz" at the end of the nineteenth century, followed by "Jacob Jerome, Jacobs."

"Studies such as those by Heimholtz and Gibson were established to develop what is known as visual flow." This shift in the processes of thinking about the user's practices and movements, and similarly thinking about ways to solve his problems, has become the starting point for smart

design strategies, producing an alert, aware self that possesses one of the habits of the mind, which is the habit of interactive thinking.

However, during our study of the perceptual process in its relationship to design, another thorny issue emerges related to the nature of the perceived object, which is “street furniture.” Not only is a single, isolated object having its own individual characteristics and specific functions through which it is perceived, but rather Also, because the totality of perceived objects is perceived, they are grouped together to form a compound. To remove this confusion, in this scientific paper we will analyze the most important theories adopted by designers to monitor the process of observers’ perception of furniture designs in the context of the urban landscape. We will also explain and interpret the most important approaches adopted for designing furniture units, the most prominent of which we will touch upon the “Gestalt psychology” theory. Based on these points, the topic of our article emerges.

### **Giblets:**

We investigated the cognitive process and its structures from different scientific viewpoints, all of which intersect in our analysis with the field of urban design and its furniture. In parallel with that, we directed this research towards field study from its direct and living cognitive aspect in the urban space. Through theory and application, we will open the way for designers to draw inspiration and build on Loom.

Accordingly, as a priority, we analyzed how the cognitive process works, relying on what has been produced by the flourishing sciences related to the science of design and its principles, where we were exposed to the most important theories and methods. Among them are the interactive theory of perception, the theory of formal psychology, the structural and interactionist theory, and other theories. Among the most important approaches that require deviation are the phenomenological approach and the behavioral approach. Then we delved into analyzing the relationship of Gestalt theory to the field of designing furniture units (as an installation) and the techniques that are used to produce the overall urban landscape and plot it intelligently.

### **Results:**

Among the most important results reached by this study, we mention:

- We raised cognitive philosophical issues that we thought we had abandoned, as delving into their secrets opened a fertile field for us - the designers - to draw from them theoretically and procedurally.
- We showed the intersections of Gestalt theory with other theories and scientific methods, through the street furniture blog, and its practical prospects.
- In the cognitive issue, we moved beyond the theoretical stage to the applied stage. On the basis of what has been produced by the flourishing sciences related to design science (among the most important of these sciences, we mention cognitive sciences, philosophy), we investigated the most important theories and theoretical cognitive approaches. We began their applications, and then demonstrated the implications of their employment within design. “Street Furniture.”

## Recommendations:

This study recommends being open to “interaction theory” (and its branches, especially “symbolic interaction theory”) and researching its possible applications in the field of design.

## Conclusion

In this scientific paper, we sought to present a “systematic cognitive model” of urban perception and its designs. It is a model directed to the product designer, and it also serves as an empirical epistemological guide to perception that includes what is industrial and what is urban that can Approval during and after the design process

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