

Applying design trends and modern techniques in interior design for Exhibition Halls

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Abstract

When studying the current situation of the major international fairs, we note the presence of design features that distinguish them at the architectural and urban level, as well as their connection to distinctive features as a result of being affected by the current modern developments, which led to the emergence of design features that distinguish those exhibitions that link people to each other. Therefore, the field of study was determined in the exhibition halls where the research identified the pillars of the system affecting the design of exhibitions, which greatly affected different methods of presentation and made a breakthrough through the concept of interactivity.

Modern technology also represented opportunities to develop the techniques used in exhibitions and the transition of design from the second dimension and third dimension to other dimensions that are more profound and interactive with humans. Interactive display methods are one of the important means to attract attention and effectively display the exhibits to deliver a message and achieve the goal for which the exhibition was held in a modern and innovative way, through the participation of the visitors through interaction with exhibits.

Despite the tremendous progress in the digital revolution and the effort expended in developing exhibitions, Egyptian exhibitions may not keep pace with international exhibitions in the desired and hoped-for way in terms of employing modern technologies in display methods.

Therefore, the importance of the research came to determine the most important design criteria for international exhibition halls and exhibitions, including determining the impact of technology, digital and environmental dimensions on the interior design of those exhibitions, which the architect and interior designer must take into consideration to achieve an integrated exhibition design.

The research problem is identified and becomes clear, as many exhibition designers tend to achieve the requirements of space only without looking to keep pace with the development of modern interior design trends that depend on advanced technologies and raw materials. It fits with the general characteristics of the exhibits by taking advantage of the design trends and modern technology in finding practical solutions to the design problems of the major exhibitions at present.

The research aims to shed light on modern technologies and link them to practical reality to raise the awareness of designers to contribute to the civilized development that we are witnessing.

Keywords.

Major exhibitions - Interior design - Virtual and augmented reality - Interactivity – Sustainability.