

Contemporary Furniture Design between the Designer's vision and the Capabilities of the Furniture Industry corporations

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Abstract:

The added value in the furniture sector is based on the designer's vision which is the basis in the furniture industry, that demands the interaction between designer and industry. The role of the designer depends on innovation of ideas for practical application in which technical capabilities and general trends of corporation must be considered to produce contemporary design and achieve sales and marketing. The importance of the research lies in achieving the link between the beauty and modernity of design and the capabilities of the furniture industry corporation and achieve expectations from the graduates of the Faculty of Applied Arts through a case study of one of the corporations in the field of furniture by making questionnaire studies. The research hypotheses that there is a positive relationship between the designer's vision and the corporations capabilities in the labor market that contribute to reaching a contemporary design.

Research problem: 1- Is it possible to design a contemporary furniture that achieves compatibility between the designer's vision and the capabilities of the furniture industry corporations?

Research aims: 1- promoting the linkage between furniture design and technical capabilities available in the furniture industry corporations and their effect on the designer's vision to achieve contemporary designs.

2- Monitor and analyze the designs and measure their success and sales achievement.

Keywords:

Contemporary Furniture - The designer's vision - the furniture industry corporations.