

The role of the conceptual idea in developing designs to equip the architectural space units for commercial malls

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Abstract:

The idea in the design process is one of the most important problems faced by the contemporary designer. The design idea is the story that the place tells. The design idea is the general idea in its initial form, which includes several aspects and continues in the design process until the end. It was found that the design process takes a large and important part of contemporary architectural projects. The architectural void of our time has become in constant competition in terms of shape and dazzle for the recipient, categorizing ideas may be difficult as the way of thinking and expressing it differs clearly from person to person. But there remains a link between each group of ideas that makes them have a similar orientation in its general framework and certain characteristics that lead us to say that this idea follows it first. Also, the classification is not for the idea itself, but it can be said that the classification is according to the source of the idea or how it is applied. Each project has its own unique concept. Hence, the research turned to a study on the concept of conceptual art, its main trends and its general philosophy, with the aim of creating steps that help the contemporary designer to start thinking about his own project and how to get a distinctive and special idea for him. A design study was carried out to form the space of the plaza area, following the methodology and methods of conceptual art, to achieve the goal of creating a design idea and applying it in beautifying the courtyards of the malls.

Key words:

Conceptual art - formation in space - art and body - art and language - art of the earth.