

The role of interior design and furniture in the development of Egyptian tourism

"designing shows Carrying the creations of ancient Egyptian civilization In international exhibitions abroad"

Dr. Mohammad Hamed Dief-Allah

Lecturer, Department of Interior Design and Furniture Faculty of Applied Arts, Beni-Suef University

mohamad_diefallah@yahoo.com

1. Abstract

Tourism in Egypt is one of the most important elements of communication among civilizations, a source of national income And combating unemployment. Egypt is one of the most prominent tourist Unique Destinations With its abundance of tourist attractions OF all kinds With a strong infrastructure FROM Ingredients tourism And participates in the science of interior design As responsible for achieving comfort and beauty In different spaces As well as being an attraction To market various services and commodities So it is one of the pillars of Egyptian tourism Both internally and externally

And exploitation of the state of passion for research and entertainment The world of ancient Egyptian civilization Which contributed to its political and economic stability In the field of architecture And its interior design, furniture and other arts Which gave the Egyptian artist an opportunity Excellence and creativity This creativity is a prelude to the internal designers And furniture designers To confirm their contribution to the development of solutions to our economic problems Through participation in the design of international exhibitions As a kind of foreign propaganda To further define Egypt

Attracting tourism and foreign investment

The research deals with the problem of developing the national economy Communication and cultural interdependence With the aim of developing intellectual solutions for interior design and furniture depend on the vocabulary of the design creations of ancient Egyptian civilization And its response to international exhibitions To introduce Egypt tourism, industrial and intellectual The results are important for the creative heritage of Egyptian civilization The research recommends the importance of emphasizing the role of the interior designer And furniture designer in the development of Egyptian tourism And the importance of the Egyptian identity When designing Egyptian shows As well as the exploitation of those international events As promotional means to clarify Egypt's best tourist potential Whether recreational, therapeutic, scientific Or business tourism As a kind of activating Egyptian tourism in order to develop the national economy.

Key words

Ancient Egyptian Civilization - Tourism - International Exhibitions - Egyptian Identity - National Economy

Research problem:

The vulnerability of the designing ideology for some Egyptian pavilions that are participating in international tourism fairs outside the country

By depending on the divisions and elements of the traditional fairs

Interior design system lacks the characteristics of the Egyptian identity or confirming it in the fairs that are outside the country, which affects negatively on the element of the attractiveness to travel and visit Egypt.

Search goal:

To get the best use of the terms and the elements of the designing ideology, for the identity of the ancient Egyptian civilization in the interior design. To devise designing lines for the international tourism fairs.

Research importance:

The importance of the research lies in the idea that the field of the interior design is one of the foundations for the national economy. Which can give attention to the designs that will be in the national fairs to promote tourism in Egypt. That will have a positive effect on the national economy.

The Methodology:

The research study follows:

1. The historical and the descriptive method of the symbols in the ancient Egyptian civilization.
2. The analytical method of some Egyptian fairs that participate internationally.
3. The method of application to put a designing lines for the Egyptian fairs that are held outside the country, to represent the ancient Egyptian civilization.

Research limits:

From the methodology and the importance of the research, the limits of the research are shown through the frame of the spatial boundaries of the international fairs that are held outside the Arab Republic of Egypt. And that's by the modern temporal boundaries.

The assumptions:

The research study assumes that we could use the application of the production of the designing terms of the identity of the ancient Egyptian civilization in the international fairs outside Egypt. To attract the international companies that work in the field of tourism. And attract also the ones who are interested in the handicraft to promote the national economy.

The introduction:

The interior design and furniture can find solutions for the lack of the presence of the Egyptian identity in some of the international fairs that are held outside Egypt. In which the governmental and private agencies took place, that depend on the repetitive and typical

preparation system. Concerning what are those international tourism fairs, we find that there must be more working on marketing the Egyptian work on all levels. As a way of advertisement and attraction for a large sector of the international tourism movement. And as an investment for the passion for Egyptian tourism, which can help in promoting the national economy. From this prospective, the research study talks about a lot of terms that are related to tourism, international fairs, searching in the philosophy and the meanings of the symbols and lines that are used in the ancient Egyptian civilization and make from it a design to help increasing the benefits of making those fairs.

applying the designing lines inspired from the symbols and the lines of the ancient Egyptian civilization for an Egyptian tourism pavilion outside Egypt, to confirm the Egyptian identity:

The application depended on what has been summed up from the research study of some symbols, decorations and jewelry. Besides, planning the ancient Egyptian temples based on the needs of the international fairs.

Results

The research study After application for their purposes To a combination of the following positive results:

- Studying the requirements of exhibitions The definition of concepts helps interior design To achieve functional objective succesfully.
- Ancient Egyptian civilization with a wide positive response When used in promotional exhibitions abroad Given the state of passion she represents To many outside Egypt
- The vocabulary and symbols of ancient Egyptian civilization with intellectual connotations The design adds a philosophical depth and a distinctive character Speciality not found in other.
- Exhibiting traditional handicrafts in international exhibitions Contributes to the preservation of this cultural heritage and Support the national economy.

Recommendations

The research study recommends the following:

- Design international exhibitions abroad on functional and aesthetic standards Inspired by Egyptian identity
- More color studies of ancient Egyptian civilization And the extent of contemporary benefit from them With Egyptian features -Design of display units and vertical separators can be dismantled and installed
- And marketing in foreign exhibitions , -The use of modern technologies in the means of presentation Example of holograms and interactive screens.