Contemporary interior design between the currents of change and the origins of Egyptian identity

Assist. Prof Dr. Dalal Yousrallah Mohamed
Assistant Professor of Higher Institute of Applied Arts 6th of October City
dalalyousrallah@gmail.com

Summary:

The research deals with the historical development of the concept of interior design in the period in which the stream of change and the movement of modernity and postmodernism were formed.

The aim is to identify the most important aspects which define the concept of interior design in order to determine the characteristics of each stream in terms of its vision of interior design concerning (the nature, its essence, its objectives, design indicators, the source of interior design in terms of association with its roots).

Modern design was born with universal evolutionary approach in various aspects of human knowledge (scientifically, philosophically, morally and culturally).Specifically, at the beginning of the second half of the nineteenth century when art's influential movement and its revolution fired against European art tradition since Plato's era which lasted three thousand years.

This happened when Plato launched his famous theory of fine arts, in the framework of the philosophy of right, goodness and beauty, and described it as a rework of the surrounding views, in works characterized by simulation and imitation, which gave this modern art the keys to expression by constant experimentation in thought and application, There are distinctive artistic signs, with names that have never been before, such as expressionism, barbarity, cubism, surrealism and futurism, which included all the styles of plastic art.

The interior design has been influenced by the intellectual and theoretical orientations of architecture in its attempt to form a modern architecture since the beginning of the twentieth century.

We can reach the contemporary design when we recognize our identity which is defined by the essence of heritage in the contemporary design industry which is part of the heritage in the future.

Therefore, the designer must find the appropriate way to keep pace with the development and modern technology surrounding him to make sure to produce a renewed identity.

Keywords:

Modernity – Post modernity – Identity – Contemporary Design

Research Problem:

• Control of technology over the design and disregard of design thinking in most artworks as well as the absence of the Egyptian identity stemming from the Egyptian identity.

Research Goal:

• Linking the streams of change, modernity, postmodernism and Egyptian identity, and taking advantage of the heritage in design.

• Link heritage and contemporary design.

Research Importance:

• Emphasize the use of the Egyptian heritage in design and try to interact with the foundations and principles of modern and postmodern thoughts.

Research hypothesis:

• Reaching a design thought that combines identity and modernity.

• One of the concepts that accompanied the architectural practice was the interior design which was a manifestation of architecture, which was influenced and influenced the intellectual and theoretical approaches of architecture in its quest to form modern architecture since the beginning of the twentieth century.

Research Limits:

• Temporal limits (modernity and postmodernity)

Research Methodology:

Design types:

• **Common design:**

In order for the designer to come up with a design in this design type, elements are directly replicated

• **Uncommon design:**

In order for the designer to come up with a design in this design type selected items should be of odd or irregular nature.

Modern design movement:

• The identity of modernity and the reasons for its emergence and the most important principles

• Emergence of modernity

The emergence of modernity was a revolution against all that has been. It re-examined life but with a strange vision. And due to the variance in these trends and visions of modernity, some considered it an explosion of knowledge which paved the way for the potential mental energy to explode and for ideas and innovations to wrestle.

• Modernism ideology

It is a western term that expresses the five centuries of the renaissance and the prevailing philosophical thought, scientific production and technological development illuminated the dark European ages after the mind became free. Scientists, thinkers and philosophers played a role in generating knowledge.

• Design within modernity.

With the end of the First World War, the need to compensate war-affected countries for what they need to help thousands of displaced people has intensified.

Modernism in design was the solution to confronting human tragedy. Where the need for reconstruction of housing with very limited possibilities. Which resulted in the implementation of functional designs and simple to meet the needs of users without the need for cosmetic decorations and modern materials with low prices.

• The most important theories of the trend of modernity:

Abandonment was the most important principle of the trend of modernity in addition to not using the legacy of the old models and decorations and other ideas that may deviate from the designer of the main purpose of design, which is the function designed for them. The most important theories were:

• The Dystyle Movement

This movement evolved through some of the artists, such as Mondrian and some of the architects that took on the artistic philosophy, whose most important artistic symbols were horizontal, vertical and rectangle intersections using black, white, gray, and blue, yellow and red.

• The Functional Theory

Functional theory is one of the most important theories of design in the modern world. The designers of the functional theory were to study the human needs of what is required to design and study the dimensions of the human body as well as study the raw materials used for implementation before starting the design.

- The Bauhaus School

The Institute of Applied Arts was established in Germany in 1906 under the direction of "Henry Van De Velde", which he called the Bauhaus School of Arts and Industries.

- Design in Art Nouveau

Art Nouveau designers thought it necessary to cover the interior with different decorations and finishes, considering that the beauty of the elements comes from natural shapes, simplicity and good craftsmanship, which has left its mark on interior design and its everyday areas.

Art Nouveau designers adopted an asymmetrical curved line that gives the two-dimensional shapes a sense of the overall dynamic movement of furniture, wall wrapping, ironwork and even stained-glass designs.

- Design in Art Deco

This style is not associated with the past nor with the functionalism that characterizes the global style of modernity; it is simply a fashion with an oriental spirit and exaggerated decoration. In his concept of interior design, the effect of the machine was demonstrated by its use of modern materials such as aluminum, glass and iron.

The internal designers of the Art Deco loved everything that was strange and repeatedly showed geometric shapes influenced by Cubic formations.

Design movements following modernism including: The doctrine of brutality, Late modernity, Abandonment, Advanced Technology, Post-modernity and Identity and Culture.

Properties of contemporary design:

1. Contemporary design develops constantly and quickly unlike classic and traditional design.
2. The simplicity and clear clean lines and focus on the contactors (wood, glossy metal and glass) and use as part of the design is one of the most important features of contemporary design.
3. Use of lighting both natural and industrial in the design as part of the design.
4. Contemporary design combines function and shape
5. Contemporary design integrates straight and curved lines

Results:

1. Art Nouveau was characterized by the appearance of plants and animals affected by tools, fabrics and furniture.
2. Art Deco is characterized by the use of geometric lines in design.
3. Postmodernism is the trend that has succeeded in linking and connecting history and modern design.

Recommendations:

1. It is recommended that the characteristics and advantages of modernity and postmodernity be combined with the contemporary design of interior design and furniture in line with our authentic Egyptian identity and culture.

It is recommended to apply both function and shape in the design and not for one to overshadow the oth