The Importance of influence of Interior Design in Promoting the Arabic Cultural Identity of Internal Space

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Summary:

As a result of the great technological development and the consequent rapid change in human lifestyles in various aspects of cultural, economic, technical and scientific ....., which was reflected in his way of expressing himself and his needs and culture. This was reflected in the ways of expressing the arts, which in turn were influenced by the new world order "globalization" and thus became subject to the standards of this system, which is characterized by universalism and indifference to cultural identity.

Therefore, the problem of research is the absence of the cultural identity of the interior spaces in terms of the style of design used furniture and used materials and different functional patterns.

The research will examine the mechanisms of enhancing cultural identity in the interior spaces and analyzing the different design patterns in order to highlight their role and effectiveness in order to achieve an internal design that enjoys a distinct cultural identity.

The most important results of the research, the clarity of the cultural identity of the internal space is one of the most important aspects that distinguish a civilization from another, because it is an extension of cultural heritage and cultural extension of the culture and experience of parents and grandparents.

Keywords: cultural identity, interior space, interior design.

Introduction:

As a result of the great technological development and the consequent rapid change in human lifestyles in various aspects of cultural, economic, technical and scientific ....., which was reflected in his way of expressing himself and his needs and culture. This was reflected in the ways of expressing the arts, which in turn were influenced by the new world order "globalization" and thus became subject to the standards of this system, which is characterized by universalism and indifference to cultural identity.

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1. Search Problem:

The problem of research is summarized in the absence of cultural identity of the interior spaces in terms of style of design and the furniture used and materials and different functional patterns.

3. Research Objectives:

The research aims to highlight the importance of the role of interior design in enhancing the cultural identity of internal space and adapting all elements of design, furniture, colors and materials to achieve this aim.

Importance of research:

The importance of the research is to highlight the importance of the role of interior design in promoting the cultural identity of the interior space and the adaptation of all elements of design and furniture, colors and materials to achieve this end.

5. Search limits:

The research is determined by the following:

-The spatial border / Palestine - Nablus.

-Time limits / during the period 2000-2017.

6. Study community:

The study community consists of elements of the design of the interior space of art formations with walls, floor, ceiling and furniture.

7. Study Sample:

The researcher chose a collection of his interior designs as samples from the various interior spaces, the design and the function.

8. Study Methodology:

The analytical approach was used to analyze case studies as well as the inductive approach to arrive at the correct knowledge by extrapolating all available information to reach the truth.

. Search terms:

 - **Cultural identity:** Cultural identity in its general sense means: "It is the process that distinguishes the individual himself from others, namely the identification of personality. The characteristics that characterize individuals from each other are name, nationality, family and professional status that are, habits and customs and urban treasures and the arts ". As defined by the French thinker (Alex Mikfili) as: an integrated system of physical, psychological, moral and social data involves a pattern of processes of cognitive integration, characterized by the unity embodied in the inner spirit that involves the sense of identity and sense of it.

- Internal space:

 is the three-dimensional space (length, width, height) in which the process of interior design based on the functional and aesthetic purpose.

- Interior design:

 It is the planning and innovation and the establishment of the internal space to perform its functions with the least effort, and treatment and the development of appropriate solutions to enough difficulties in the field of movement in the vacuum and ease of use of the furniture

and equipment and make this space comfortable and quiet and distinctive all conditions and aesthetic standards and methods of fun and glamor.

Conclusions and recommendations.

1. The most important determinants of the absence of cultural identity from internal spaces are that most ruling elites have undergone a process of separation from their cultural roots, which has created a great challenge between internal designers and society.

2. The clarity of the cultural identity of the internal space is one of the most important aspects that distinguish a civilization from another, because it is an extension of cultural and cultural heritage and an extension of the culture and experiences of parents and grandparents.

3. Diversity in the design of internal space plays an important role in emphasizing the intellectual content of the internal designer that seeks to achieve within the internal space.

4. Creativity and creative imagination depend on the ability of the interior designer to introduce new forms, to portray new models and to use new elements. Thus innovation and creativity are synonymous in the science of interior design.

5. The symmetrical balance is a double edged sword. It feels like there is an imaginary line dividing the inner space into two parts that can lead to our feeling of boredom if it is exaggerated.

6. The interest in the harmony of colors in the interior space is a natural reflection of a high culture that expresses the aesthetic and the human taste and the spirit.

7. The psychological impact of colors on human beings is related to the customs, traditions and cultural and social resources inherent in society.

8. The promotion of the cultural identity of the internal space through the internal design of society is the image that reflects technological, technical and artistic progress.

9. The role of internal designers to convince customers alternative solutions that serve to promote the cultural identity of the interior spaces, which means the consolidation of the cultural identity of urban in general, because the interior designer, when he adds his artistic touches to promote the cultural identity of the interior space, it seeks to integrate and compatibility designs With the design style of the building from the outside and thus get a cultural identity of the community.

10. When looking at or visiting heritage buildings, we feel the memories of the past through the fine details of the interior space, which is of great importance to any society.

11. The harmony of the architectural style of the modern facilities with the heritage and archaeological buildings from outside and inside is the goal that is sought by the interior designers and architects.

12. The success of interior space design depends on the skill and experience of the interior designer in dealing with the various blocks and elements contained in the interior space "design space" and adapting them to enhance cultural identity.

13. The internal designer must take into account the psychologically and physiologically confirmed effect of color during the design process to take advantage of this in promoting cultural identity.

14. The interior designer should benefit from the previous scientific experiences and learn about the latest technologies, materials, and intellectual and artistic trends in this field, and employ them to serve civilization, culture and identity.

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