

The Intelligent System of Role of Cultural Heritage in Promoting Intellectual Trends of Contemporary Interior Design

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Nowadays, there has been significant interest on Vocabularies of cultural heritage is the first pillar in determining the different intellectual trends of schools of interior design as they are derived from human needs associated with customs, traditions, religion, culture and popular arts that distinguish one group from another. Therefore, the problem of the research is to determine the role of elements and determinants of cultural heritage in shaping the intellectual trends of interior design especially contemporary ones. The research aim is to highlight the role and importance of vocabularies of cultural heritage by influencing the formation and formulation of different conceptual schools of intellects.

The research will also clarify determinants and mechanisms of enhancing elements of cultural heritage in the generation of contemporary intellectual trends in interior design. The most important results of the research are that one of the most important determinants of cultural heritage influence in shaping trends of interior design folklore elements and tangible folklore. The research also reviews the most prominent intellectual design schools, study their design direction and intellectual philosophy, and clarify determinants and mechanisms for enhancing materialism of cultural heritage in generating contemporary intellectual trends in interior design cannot be proven, as they are influenced by the cultural heritage, which is linked to a set of determinants that are characterized by instability and difference from one society to another (religious dimension, technological dimension, social dimension, political dimension, economic dimension, philosophical dimension).

Keywords: intelligent system, cultural heritage, design styles, interior design, design theories, research methodology

1. INTRODUCTION

Cultural inheritance is considered of the basic determinants in formation of societies, that each country in the world must have, hence it reflects artistic, designing, technological and civil progress of a society [1]. As maintaining the materialistic cultural inheritance that involves all visible elements (buildings, antiques, paintings, etc.) and the unmaterialistic as well, it is a protection for cultural identity of any country in the world. Which includes for example; costumes and traditions, styles of living, urbanism. The concept of cultural heritage has been widening throughout the last century to also include, natural scenes, artificial monuments and other various shapes that are related to the concept of global heritage, as they include all unmaterialistic cultural heritage such as religious norms, seasonal traditions of dancing, verbal poems, music, wandering Muppets theatres, handicrafts and traditional kitchen recipes [2].

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2. THEORETICAL RSSI MODEL

(1) The Research Problem

The problem is summed in the un-clarity of the influence of the determinants and elements of the materialistic cultural inheritance (specific area) in the formation of intellectual trends for interior design in particularly the contemporary ones.

(2) The Research Goals

The research is aiming to identify the role and the significance of the determinants and elements of the materialistic cultural inheritance (specific area) in the formation of intellectual trends for interior design in particularly the contemporary ones.

Methodology

A descriptive approach has been used in analyzing the case studies, and an inductive approach to obtain the correct knowledge through inducting all the available data to reach the truth.

First; what is the essence of cultural inheritance?

Cultural heritage is the means of living that have been put by the society and have transferred from one generation to the other, it is the inheritance of both material and immaterial belongings that belong to a certain group or society that has inheritances from previous generations which have remained till the current time then have been gifted to the coming generations including rituals, practices, places, artistic expressions, values, costumes and traditions [3].

Second; intellectual trends of design:

Simply; design trend is a group of characteristics and qualities than enable us to recognize any design easily, it could include the used materials in the execution or the way of execution itself [4].

That is clarified by showing the most prominent schools of design intellect and study their design trend and intellectual philosophy:

(1) Contemporary Design School (post modernism)

It is known as the 21st century design school, it is based on employing the various design styles in building instead of counting on one style. The aim of the contemporary design school is constructing designs that challenge expectations with their amazing and expressive nature.

(2) The Modern Design School

It has appeared for the 1st time in the 1st half of the 20th century. It relies on using the most modern, available techniques like glass, steel, concrete, *etc.* it is considered as an honest rejection to all previous design schools and styles especially the new-classical style [5].

(3) The New-Classical Architecture

During the middle of the 18th century, with the appearance of new classical movement, a new design school was born and was called the new-classical school. In its essence; it was trying to return some of the styles that were used in the ancient Greek and Roman schools.

(4) The Classical Design School

It is inspired from the old design schools like Greek and Roman schools, in particularly after the collapse of the Roman empire. It has witnessed the appearance of new styles and means that are different from styles of classical interior design as most of them depend on using elements of decorations and integration of elements.

It appeared during the end of the stone age, people of America and the pacific till the European communication.

Third; factors that affect cultural inheritance of interior design:

Cultural inheritance expresses ways of living that have been developed by society and have transferred from one generation to another, it includes places, stuff, habits, practices, and artistic expressions and values. Cultural inheritance could be distinguished among civilizations according to:

- Built environment (remains-monuments).
- Natural environment (countryside, coasts, beaches, agricultural heritage).
- Artifacts (books, documents, embodiments, photos).

4. STUDY RESULTS AND DISCUSSION

It includes archeological antiques (paintings, drawings, prints, mosaic, sculptors, historical sights, buildings, other archeological sites in addition to all humane evidences and expressions, *etc.*).

Immaterial cultural heritage

It is the humane activities that have been left by consequent generations, that kind of cultural heritage includes immaterial elements which include costumes and traditions, verbal history, social practices, rituals, knowledge and skills that transfer from one generation to the other within a certain community, also music, dance, *etc.* [6].

Factors that affect cultural inheritance are divided into**(1) Religion Dimension**

It is noticed that the religion dimension is the most fixed and significant determinant on the design intellectual direction of buildings of a certain society. Human since ancient time has been looking for a place for worshipping whether in natural places or which he has built, we can see symbols, drawings, motifs, engravings and design determinants that are necessary to practice various religious rituals which don't change along time as religious instructions most probably stay clear and fixed.

(2) Political Dimension

It is clear in archeological sites that witness those polices and legalizations that were spread at those geographical regions which led to appearance of those archeological sites as a crowning to those polices and legalizations that were common during that time, including (religious temples, military sites, palaces, *etc.*) which in turn reflected the design style that was followed while building them [7].

(3) Social Dimension

It comes in second place affecting the intellectual trend of the interior design, it is clear

that this dimension is linked some way or another to the religion dimension which clearly affects it. We can notice the design requirements of buildings that followed a design system that matches the common norms, traditions and religious instructions.

(4) Economic Dimension

It plays a prominent and effective role in determining the followed designing style to accomplish the cultural inheritance. As for materialistic cultural inheritance [8], we could tell by the level of luxury, caring for details, and exaggeration in extravagance while executing or vice versa, which pushed the interior designer and the artist to look for design styles and materials that are matching the required level.

(5) Technological Dimension

We can notice the reflection of those motifs on the floors which added an artistic, aesthetic and designing touch that combines both Islamic, cultural identity and the spirit of the current age (Figs. 1 and 2).



Fig. 1. Geometrical motifs in the exterior facades.



Fig. 2. Light reflection through the geometrical motifs in the exterior facades.

In Fig. 3 we can notice the designer use of the vocabulary of Arabic calligraphy which is considered one of the most important determinants of the Islamic, Arabic, cultural identity as it expresses the Arabic language which is linked only to the Arabian civilization, that confirmed the Arabic identity in a clear and un-doubtful way around the halls of the building [9].



Fig. 3. using Arabic calligraphy in the interior facades.

Using modern materials that are linked to modernity and modern life such as glass blurred with motifs and Arabic calligraphy inscriptions (Fig. 4) adds an atmosphere of modernism and sense of the design modernity with the presence of Arabic calligraphy.



Fig. 4. Using modern materials in the building.

5. RESULTS AND RECOMMENDATIONS

- (1) A cultural inheritance is considered one of the basic determinants in formation of societies that each country in the world should have, which in turn reflects the artistic, designing, technological and civil progress of certain society.
- (2) A cultural inheritance is one of the most influential factors in formation of the various interior design trends in particularly the modern ones.
- (3) The effect of materialistic cultural inheritance of the intellectual interior design trend is reflected clearly on the cultural identity of interior space through the various design results (buildings, furniture, artifacts, *etc.*) it is clearly shown in the research case study of (Sheikh Gaber Al-Ahmed cultural center).

- (4) Intellectual trends of interior design can't be fixed as they are affected with cultural heritage which is linked to a group of determinants that are characterized with instability and variation from a society to another due to various dimensions (religious, technological, social, political, economic, philosophical).

6. CONCLUSIONS

Caring about designing general buildings in particularly (architectural and interior) according to a design idea that is based on enhancing the cultural identity among various parts of the design, through application of materialistic vocabularies of the cultural identity within the designs. That was confirmed by the designer of Sheikh Gaber Al-Ahmed cultural center when he used the most modern constructing materials such as glass and stainless steel, as he used Islamic motifs and Arabic calligraphy to decorate interfaces and exterior and interior walls.

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