



## أهمية دور المصمم الداخلي من خلال معالجاته التصميمية وتطويره للمنتج التطبيقي في دعم وزيادة التنافسية

**The importance of the role of the interior designer through it is design  
treatments and development applied product in support and increase  
competitiveness**

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## The importance of the role of the interior designer through it is design treatments and development applied product in support and increase competitiveness

### Introduction:

One of the major challenges facing the designer and design institutions is a year at the moment is their ability to adapt and keep up with scientific and technological developments in various fields.

The institutions design and through its designers who do not realize the fact that to keep up with developments in the desires of their customers or their competitors developments will result out of the race competitive or write off, which put the designers in the search for a permanent trip optimal means for the continued development and increase competitiveness in general.

In interior design in particular it has become necessary internal designers to work on the development design models in line at the same time with their development of the product Applied which falls within these visions and design treatments.

The applied product development through applied research and theoretical knowledge acquired by designers, and validation of art with the intention of designing a new product or improvement of the product.

Its research and development is a process that starts from the basic research or applied and use the results to design a product or develop a new design process in a systematic way.

### Keywords:

**Design treatments:** are changes or additions to the design can improve attributes or properties in order to achieve the purpose of change.

**Quality design:** Are product design, process design, superior properties, and high durability, greater durability, and providing benefit and achieve security for its users.

**Product development:** gradual change that occurs in the product structure with a view to promoting events or set of objects on this product.

**Creative thinking:** mental process is designed to collect facts and see items and experiences and information on buildings and new structures to clarify the solutions.

**Competitive advantage:** the possession of institutions or organizations for a variety of properties may be internal or external institutions or organizations excellence competition.



- **Aims of research:**

- 1- Clarify your strategic it increased fibrous best innovative design solutions and continuous product development processes applied to support and increase competitiveness .
- 2- Access for distinct development design philosophy through the various design phases and processes can contribute to and support the product development processes applied and more s his pearls.

- **Problem of research:**

- 1- How to activate the role of the mechanisms and elements of Interior design in the unconventional design solutions can help with interior designer in business models and design solutions that may contribute to support and increase the competitiveness of products.
- 2- Not benefit design and production institutions of design solutions and continuous development of products applied in support and increased competitiveness for local product world.

- **The importance of research:**

The importance of the search in the utilization of solutions and innovative design and traditional for interior designer continued and the development of applied product to help in its support and increase its competitiveness.

- **Research methodology:**

- Follow Finder descriptive analytical description and analysis and fact-checking information that he could get it through models and samples.

- **Results:**

1. To provide solutions to interior designer and design treatments and innovative and sophisticated furnishing elements as applied products amenable to implementation on the ground will contribute to support and increase the competitiveness of their products, the quality of design thinking is investigating product design and high performance application, which means superior qualities and greater capacity for implementation and enforcement and provide mutual benefit and achieve security in operational design that determines the performance of the processes required for the applied product and supports and increases the competitive abilities.
- 2.The applied product development but through ideas, solutions and new design treatments and turn them into valuable marketing and competition in the form of product design and a new application or new techniques, as well as to improve the quality and performance of existing products through design modifications to them.





3. The impact of the quality of the product design and application (design high-performance) contribute to certainly helps in support of increased competition in the market for the rest of similar products to him, and also helps this product design type high-performance in improving corporate reputation and the design and production of design, in addition to politically full consent for clients.
- 4- The interior design and architectural quality that can be achieved through the design solutions through which factors the durability and utility and beauty, the three basic pillars are for interior design and high performance architectural and product design that is capable of achieving competitive advantages in their respective fields.
5. The companies and institutions in design and production which seeks to reach the lead must adopt the thought of the mechanism for a strategy based on the development of products that introduced it , since the submission of new or improved what exists, whether in the field of applied product or design processes will contribute to the creation of the economic profits and the value of the desired Customer, the development of applied product is an effective way to create a competitive advantage sustainable and help to survive in the market access and support and increase competitiveness.

**- References:**

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