



## **Title: Strategies of creative thinking in interior design operations**

**Name:** Hala Salah Hamid

**Job title:** lecturer in, Faculty of Applied Arts, arts – 6th Oct.

University

### **Abstract:**

The creative vision of the individual to the phenomenon as a new way so we can say that creativity requires the ability to sense the existence of a problem that requires treatment and then the ability to think differently and creative and then find the right solution, then Creativity combination of flexible imagination, to develop an old idea, or to find a new idea, resulting in the production of privileged unfamiliar, it can be applied and used.

Overall, creativity can be defined as a new and useful ideas and connected to resolve certain problems or assembly and re-installation of the known patterns of knowledge in the form of a unique design while knows that innovation and creative thinking to mix the elements of the environment to give the image of a certain aesthetic and practical significance.

We find that the interior design Interior Design Art addresses and plans based on placed specifications for space in the vacuum to be filled by the use of all the design elements and be output range of creative ideas with aesthetic value and using interior design elements and basic influential and complementary, different materials , and appropriate costs.

And knew the creative thinking that kind of thinking is designed to discover relationships and new ways and unfamiliar to solve a problem flexibly and in a new form is characterized by diversity and the benefit of social acceptance in general

Accordingly, the creative thinking in interior design, I mean the ability to create a mental image forms or group elements, did not come into being at the design, and was born out of the imagination, who came to offer new forms and models, so that integrates creativity and imagination in interior design knowledge, to find relevant design solutions specific strategies.

Because the strategy are plans for the implementation of specific objectives of the near-term, medium or long term, we can not rule on the idea of design as a follow strategies creative thinking, but if it could be implemented successfully because the interior design does not mean aesthetic appearance only, but is its ability to meet the different requirements and so achieve different standards of physical, intellectual and monetary standards and including works to bring about unity and integration with architectural thought and consistency with the surrounding environment.

Therefore, there are many strategies that will achieve the creative thinking of interior design and the most important of which make way for new ideas to grow as long as in the right direction and keep pace with the thought on the global and local level alike, and there are innovative which confirms that creativity in the idea of the strategy makes it a leader, not duplicate, as well as not to leave the good ideas that lacks enforcement mechanisms in the current time strategy, but put the focus of the review



is often the ideas With the development of the incident can be implemented, these Strategies and others are the subject of research to identify them and their knowledge and study in the field of interior design to reach a Creative thinking.

**Keywords:**

Creativity - inspiration - creative thinking - strategic

**Study body:**

**Introduction:**

The interior design specialty technically and practically the designer needs to intellectual energy and mental and cognitive integrated pay to put his ideas and designs according to the system balanced between aesthetic and functional values, which at that faces a conflict between the direction to the simulation and the capacity to innovate, is determined by cultural subjectivity and identity of civilization. The essence of creative activity in the interior design in the struggle with the vocabulary (objective) - turn on the track Phantoms own processes and ideas into bodies kind invisible, and thus requires creativity in interior design effort and organized, and the performance and activity voluntarily, in order to dissolve the relationship between the abstract and subjective vision and objective investigator creativity. Must interior design be one of the manifestations of cultural creativity which expresses the identity and opens new horizons for infinite keep pace with the new concept of the era of modernization and globalization, so you must develop strategies to think of creative interior design and be with clear parameters and mechanisms that can be implemented which enables researchers in this field of use and application of order to reach the limit creativity, so you need to study the concept of creativity and its impact on interior design and, identify key concepts to think about creative interior design, which works to lay the foundations and determinants own strategies for creative thinking in interior design, where it is assumed that there are grounds for thinking creative in Interior operations, also presupposes the existence of several strategies to think of creative interior design, also presupposes the existence of the determinants and mechanisms for The implementation of these strategies to reach the limit creativity in interior design. Where the dilemma lies in the absence of a clear concept of creative thinking in interior design in the absence of knowledge of strategies for creative thinking in interior design which can be accessed creative design

**Objectives:**

- Study the concepts of creativity and its impact on interior design
- Identify basic concepts of creative thinking in interior design.
- Lay the foundations determinants own strategies and creative thinking in interior design.

**Methodology:**

Find follow the descriptive approach - analytical: Includes view and analyze information and concepts associated with innovation and creative thinking as intellectual system which will lead to strategies for creative thinking in interior design development processes

Action interviews to identify the most important creative thinking strategies which followed by specialists in the field of interior design in order to reach the design to limit creativity.

**Research work**

**Creativity:**

Human phenomenon is complex and multifaceted, and some considered the hallmark of the human being from all other organisms, and despite the fact that this phenomenon is due to appear at the history of the presence of man on earth, but that creativity as an area of knowledge-based, only appears with the mid-twentieth



century, after being confined address this issue on some philosophies to go into this subject. (Herbert Reed / p. 43)

The definitions and concepts of Creativity reached for multitude and overlap the degree to which it may be difficult with them to choose one of them to work there under, and states that on the English word (Creativity), which means creativity is derived from the Latin word (Kere) and the means to achieve the presence of something. (Reference 6)

#### **Definition of creativity:**

Creativity is the word in the Arabic language is rich with meaning related to the word in the sense of creation which is linked to the word in the English origin, which means creativity. It creator innovations, and coined: any non-invented the example.

#### **Another definition of creativity:**

As can be defined creativity as ideas characterized as new and useful and connected to dissolve optimized for specific problems or develop methods or goals or the deepening of vision or assembly or re-installation of the known patterns in the administrative behaviors in a distinct and sophisticated forms of jump holders forward, but that the definition alone does not bring creativity what not reflected in the work; so it may be said that the real innovation is in the creative work is not in thinking, though creative work preceded by a creative thinking. (Net / 11)

The creative interaction of several mental, environmental and social and personal factors, and the result of this interaction by new has been invented for the positions of the process or theory in any of the scientific or fields of life, and what distinguishes these areas is modernity, originality and social value influential; it is one of the processes that help the human sensation and perception The problem, and the sites of weakness, and the search for solutions and test their validity, and an amendment to the results, as it aims to create new useful and acceptable ideas socially when applied, also enables the owner to reach him to new ideas and uses unfamiliar, and that has the characteristics of fluency, flexibility, and verbosity, and sensitivity to the problems, and re-definition of the problem and clarified. Creativity is one of the processes that lead to the development of the products of modernity is characterized by seriousness and through the funding of things in the human environment, and must be based on norms and principles of human developed based on.

#### **The study of the evolution of creativity:**

Psychological studies of creativity the late nineteenth century began, or the selection in 1876, but the psychological studies of early creativity were not the same degree of methodological precision that characterized the beginning of the mid-twentieth century, and the initial studies under headings such as: creativity, imagination and thinking, and some tests that are used in these areas.

Creativity is one of the processes that lead to the development of the products of modernity is characterized by seriousness and through the funding of things in the human environment, and must be based on norms and principles of human developed based. (Net / 8)

Stages of innovation and creativity, which are divided into four basic themes are as follows:

#### **The first phase preparedness or readiness:**

From the stages of the creative process first phase, a preparedness or on standby, a role that is determined by the how to collect and analyze all data and information and taking notes and management dialogue and discussions and the abolition of the



questions and the collection of evidence and recorded.. to other matters for the problem faced by the individual or the new that is going on in his head and He knows what it is.

### **The second stage fermentation:**

The second phase is the fermentation idea here perched between now and then on the mind of the individual and feel as approaching him, and coming to an end; therefore feels very deeply concerned and tension with the chaos in the agitation and instability, he says «Van Gogh» person eroding his heart to do extreme thirst for the work cannot be done by actually, because it is impossible for him to move a prisoner of something, and noted here that the individual does not stop reading and collecting observations and data and information, it has changed the course of his thinking.

### **The third stage of inspiration:**

Now reached the summit of his creativity and his innovation, he brightened the whole idea on his mind, at that moment; all things are organized in the correct locations.

But can that controls the process of inspiration?

If it can be made available to him the following circumstances:

- If the problem is very complex and pay the individual to the challenge.
- If his thinking and intensified its efforts and use all the logical and analytical processes.
- If given his mind a period of relaxation and the best means of relaxing sleep.
- Inspiration reached by the individual it must quickly notation made time to obtain.

### **The fourth stage validation innovation:**

Now in the final phase of the individual it was able to put through the inspiration of the raw material in the formulation of a relatively well-defined.

Role of the individual is at this stage that prevents that article to an integrated and final form, and that the idea should be put to the test while making sure the feasibility of the idea and how good.

We emphasize here that the creative process should be characterized by ideas too, but the mere idea Semitism without the possibility of achieving incomplete

### **The discovery of the creative elements of the four basic themes is, to:**

#### **First: the discovery of the creative elements:**

The innovation and creativity refined form of human activity, has become since the fifties of the last century an important problem of the problems of scientific research in many countries and institutions, having replaced the machine in the factories, departments and institutions, is no longer the need for human muscle that important, but carving necessary to Notepad creative energy technologies as machine exceeded the time and place in the speed achievement in factories and industrial and commercial companies, as well as the workmanship and quality, also exceeded the constraints of communication and association and the transfer of concepts and effects in human and intellectual institutions.

#### **Second: the need for innovation and creativity:**

Including making do without a lot of energies and competencies muscle and functional considered normal. In contrast, more demand increased on innovation and creativity feat activity, shreds necessary for each institution to find creative capabilities of its members appointed to keep up with the rapid development as a necessity interest in the development of creative capacity to do more to remain always at the top.

#### **Third: the invitation to the discovery of the creative elements:**



This is what calls to the discovery of the creative elements of the creative in each congregation and the community, each group does not execute that exist between elements of many of the creative energies, but at birth or latency phase would need to be appropriate opportunities and care enough even breed and grow and grow and take its place in different areas of work.

**Fourth: to go to the qualities of individuals:**

Hence should be - always - to go to the qualities of individuals and their privacy to discover the creative energies in them so as not to deny them care, does not deny the work of the best to offer opportunities, and its recipes creators inter appearances in behaviors and daily activities at home, at the workplace and the street and the club and other activity sites. The reasons for the adoption of creativity in organizations:

- Changing circumstances faced by organizations today, whether political or cultural, social or economic conditions, which makes it imperative for organizations to respond to these variables creative manner that ensures the survival of the organization and continuity.

- Artistic creativity and technology in the field of goods, services, production methods and the short life cycle on organizations makes it imperative to respond to this technological revolution and the required that changes in the structure of the organization and management style in creative ways as well, enabling them to increase their profits and increase their competitiveness and continue to market through guaranteed market share to the competition between organizations. (Net / 7)

The definition of innovation in the field of art and design: -

"activity or process results in a new product, and grandmother here attributed to the person and not to the field."

produce something, that this thing is new in its drafting, though elements of pre-existing "

the ability of the human mind to form new relationships in order to change reality."

"Expression of the complex interaction between imaginative thinking and realistic thinking.

"The final outcome resulting from new behavior by a designated person through several new operations and the consequent emergence of new products of gaining social acceptance"

**Creative thinking :-**

Creative thinking usually starts with a problem, and specifically those representing aside incomplete - less one way or another - and when drafting the solution to the problem should be taken all into consideration either the parts must be checked and audited within the framework of all, there is a difference between the existing solutions on the basis of learning, and solutions that come coincidence and the creative solution, some believe that the creative idea is that suddenly appear on the basis of intuition and understanding of the problem, not which comes on the basis of logical walk

**Definition of creative thinking: -**

There are several definitions of creative thinking, including:

- "As a mental process in which the generation of ideas and modify ideas from previous experience and existing knowledge of the individual cannot create new solutions to the problems."

- "Creative thinking as a mental process designed to assemble the facts and see the materials, expertise and information in buildings and structures for a new lighting solution."

- "its thinking in an open format is characterized by the diversity of production and



producing answers that do not specify the information given."

- "It is a process in which a person becomes sensitive to the problems, recognizing gaps and information and search for evidence of knowledge, and to develop hypotheses and test validity, then an amendment to the results."

- "It's an intellectual technique used by the person in the production of the largest possible number of ideas

the problem is exposed, and characterized these ideas fluent, flexibility and originality."

- "It's the ability to imagine or invent new things by synthesis of ideas and modified or changed."

- "It's kind of thinking is aimed at discovering new relationships and unfamiliar and methods to solve a problem."

- "It's my brain activity is multifaceted and includes a new productive and The inherent value by persons and groups."

- "That he try to find unfamiliar to solve a new problem or old ways and requires versatility and flexibility of thought."

- "Is a pattern of thinking consists of two components thinking convergent, which includes the production of accurate and specific information identifying a preset or agreed-upon terms of declining freedom in this mental activity either divergent thinking is used to generate, produce and inspired by different ideas and new information from the Visions given any production of new things depending "

- "It's a high-grade components thinking as it represents the thinking skill of high-grade and requires multiple knowledge sources in the case of dealing with the difficult task so that there is a high possibility of some failure." (NT / 10)

Determinants of innovation: research and studies found that creative freedom ends at the limit of what overcomes beyond the requirements and conditions of spatial and temporal reality, the creator is always surrounded by several determinants of control in the formulation of the product of which is as follows

-Exact spatial creativity and is a set of physical environmental conditions that contain social entity, as well as the culture and customs and beliefs handed down.

-Specified time for creativity and is a set of modern needs and technology that can provide in these needs.

-Specific expressive creativity which assets and the basis on which it has spent to be the vocabulary of the product of the creative group. (Iman Ibrahim Badr / r 85.121)

#### **Definition of creative thinking: -**

There are several definitions of creative thinking, including:

- "As a mental process in which the generation of ideas and modify ideas from previous experience and existing knowledge of the individual cannot create new solutions to the problems."

- "Creative thinking as a mental process designed to assemble the facts and see the materials, expertise and information in buildings and structures for a new lighting solution

- "That he try to find unfamiliar to solve a new problem or old ways and requires versatility and flexibility of thought."

- "Is a pattern of thinking consists of two components thinking convergent, which includes the production of accurate and specific information identifying a preset or agreed-upon terms of declining freedom in this mental activity either divergent thinking is used to generate, produce and inspired by different ideas and new information from the Information visions given any production of new things depending "



- "It's a high-grade components thinking as it represents the thinking skill of high-grade and requires multiple knowledge sources in the case of dealing with the difficult task so that there is a high possibility of some failure." (NT / 10

Creative thinking characteristics:

- Reflects the creative thinking and multi-faceted aspects of the phenomenon, where he was the ability of the new production.
- It can be described only in Jeddah redressed intellectual flexibility and fluency or originality and sensitivity to the problems.
- Reveal itself in the form of new product features and is characterized by diversification benefit and social acceptance in general.

**The creative thinking on a number of the following basic assumptions are:**

- Creativity skill that each individual has a willingness to learn through educational material or training, for example, the position of the text or a lesson
- Creativity is not restricted to outstanding students or people with high intelligence as it depends on the individual goals and processes and mental experience and personal characteristics
- Creativity means freedom from fear and prevention so the finding of the individual creator depends on the proper environmental center and a good teacher
- Creative idea is the idea of a weak fragile does not stand up to criticism in the beginning and if it issued a ruling quickly, you would kill her
- The individual creator is supposed to be the other creators ( El atoum, Adnan Yousef, Abdul Nasser el garah)

**The process of creative thinking:**

is like a biological activity carried out by the interior designer in light of his knowledge and experience of the previous addition to the information associated with resolving the problem according to a set of successive actions to shape or formation (synthesis) of the elements in old age as many of the alternatives (thoughts or perceptions) to find to find configure, install or structure to satisfy some of the humanity and the functional needs of the interior design and furniture, whether physical or sensory so that the combination or incomplete bonding, organization structure, characterized by modernity and originality. (Mohammed Abdullah, an intellectual preferred / p. 16)

**Stages of creative thinking:**

First: the mental stage work (Mental Labor)

Second: the incubation stage (Incubation)

Third: inspiration phase (Illumination)

Fourth: stage access to details Elaboration Access and purification ideas Refinement of an Idea (net /13)

**Concept of intellectual creativity in architecture and interior design:**

The different philosophers and theorists in the understanding of the meaning of creativity in design and they fail to agree on a definition clearly defined in itself is a sign of the difficulty of the subject. (Ahmed Abu Zaid / p. 7)

It confirms some of these commentators that creativity in design is the ability (Ability) to create something new or innovative and take it out into existence, while others are intended to process call (Process) or processes - especially psychological - that is by the creation and innovation of this new thing is high-value, so in time as some commentators creativity in the range of creative work itself or the outcome or output arising from (the ability) to innovate and the (operation) creative that lead eventually to get it done creative work and achieve

**Strategy definition:**

It refers to an integrated college plan in order to achieve specific objectives and correspond to the word (technique) that refer to the detailed processes.



The strategy in psychology and education are among other methods that control human activities and identifies him how the operations of attention, education, learning and memory, and strategies arising from the development of those capabilities that are difficult to determine the nature and included learning thinking and innovation, discovery and remembrance

Brainstorming strategy (Brainstorming):

- Uses a strategy (User For):
- Inverse strategy (Reversal):
- Improvements strategy (Improvements):

Strategy - What if (What - If):

- Only strategy questions generate ideas (strategy Idea Generating Questions):
- Role-playing strategy (Role Playing Strategy) :( Net / 9)

There are also some strategies that encourage creative thinking abilities interior design operations and that the most important development: -

area give new ideas to grow in the right direction and keep pace with the thought on the global and local level alike strategy.

Innovative strategy that emphasizes that creativity in the idea it a leader and not duplicate not leave the good ideas that lacks enforcement mechanisms in the current time strategy, but put the focus of the review of the ideas often and under development can be implemented incident

**The work of the interviews with some specialists in the field of interior design, according to the different years of practical experience, which represent a set of successive generations to identify the most important creative thinking in interior design and strategies that have influenced their designs and the discussion was as follows:**

**Prof. Dr. / Ahmed Ata - a professor of interior design and furniture:**

**Prof. Dr. Ahmed Ata thinks that the internal creative designer: -**

- With ideas thoroughbreds, which crystallize in confirming the identity.
- Has the ability to re-organize the art of interior design inputs, which can reach to use the stuff available in new ways and methods give luster different from what is a trader or an agreed.
- Which works on the export of knowledge and not simply its reception.
- Who owns (the power of imagination - the power of meditation - spiritual breakthrough - the focus is better to draw - sensitivity to the problems - cognitive curiosity).

Those qualities that give the strategy is to put a certain vision of the desired design in a specified period with the need to achieve specific goals, take that strategy in several stages:

- Interior designer begins with setting all the functional and aesthetic, economic and other requirements.
- Work and thorough study of the surrounding environment to link the design vocabulary of design, both internally and externally to become like stems from the environment.
- Work of many sketches that take several design solutions.
- Getting initial sketches of the idea or the general shape or principle or symbol that will be launched from the thought of the design process.
- Imparted the desired functional requirements to achieve the initial idea to bring it to achieve the principles of function and beauty

**Prof. Dr. / Ismail Awad, professor of interior design and furniture:**

It underlines Prof. Dr. Ismail Awad to think of creative several determinants: -

- Vision: is the mental picture of the future desired vision creative seeks to achieve certain goals, and is the philosophy of vision in the creative business is that serves as the fingerprint excellence act without the other, the creator is an individual capable to see things from different third-party perspective, and based that view Ali and ancient heritage and experiences that make creative designer on the consciousness and awareness of the fact that they want





change.

- A scientific approach: This approach builds on the building on the vision and support a plan to reach the ideal design.

- Application: It means the application of the scientific method and tested in order to reach to achieve the desired vision of the design, which may amount to creativity.

- Work and thorough study of the raw materials used to harmonize them and to achieve the functional, aesthetic and economic requirements.

- The production of the largest possible number of innovative ideas to the design and in the specific unit of time, so as to meet the wishes of others and meet all physical and intellectual standards for interior design.

- Creativity for creativity without any restriction selectors

**Prof. Dr. / omayma kasim Ibrahim - a professor of interior design and furniture: -**

Dr. omayma chose to deal with the creative thinking in terms of teaching for students of Department of Interior Design strategies to get them to the stage of creativity in interior design: -

- It is essential not to dictate to the student that is pursuing the thought of a teacher or a member of the assistants, but should be left to the ideas of the student himself space with the availability of a variety of ideological positions to deal with many of the ideas of faculty members, so that the student selects some of which fits the idea and improves his performance and is permitted to scientific research as one of the researchers, which will provide a field of creativity discovering different ways of modern science.

- The need for the idea to be individually and leading non-recurring order to reach the idea be presented include: (unfamiliar - unexpected - palatable - unconventional - a good employee from the place - accepted by public and private) that limit creativity.

- There is a general strategy for the classification of the designs submitted:

• There is no bad design, but if it goes against conventional foundations.

• There is a good design applied to conventional foundations.

• There is also a high-design exceed all conventional foundations comes new foundations being able to reach the limit of creativity

- Involves self creativity subset capabilities needed her interior designer while addressing the design idea:

• Fluency: which means the largest number of ideas in a specific time and production unit

• Flexibility: means the ability to change the state of mind or mental attitude and thoughts change

• Originality: means the ability to produce new solutions, so that these solutions are appropriate to the target, and creativity here does not mean to step down from the old ideas but are off of them and depend on them, how much indicate originality to the designer's ability to discover relationships and correlations may seem strange and contradictory for the layman.

**As for the design strategies in practice from the perspective of Dr. omayma:**

- Lack of self-repeat strategy to reach pleasing to the receiver with the achievement of all basic human needs.

- The traditional strategy in unconventional submission include elements of change and surprise

**Prof. Dr. / Ola Hashem - a professor of interior design and furniture: -**

Prof. Dr. sighs / Ola Hashem several stages in order to reach the stage of creativity:

- Perceptive phase: Perception is the process simple connection between the mind and the visual impact of the spatial environment, which is already governed by the laws of natural and physical facts and data for self-designed and cultural background stemming from his operation,

- The stage of analysis of the perception of others: as the beauty of form is the first thing that



attracts the viewer or user, comes first overall outlook as a whole, then comes the analytical outlook and that the decomposition of the vacuum to the components and elements can then be aware of non-subjective.

- Inspiration phase: inspiration depends on two sources: -

- the nature and laws and characteristics

- production of human art, including the (arts - architecture - literature - poetry.)

- The completion of the previous stages the most important creative thinking strategies subconscious mind is organize itself first, and he realizes that the inspiration to go the creative phase.

- Creative thinking in interior design from other fields strategies differ comes Position First, where it has many dimensions to the other, such as the physical, intellectual and monetary dimensions which must be fulfilled then comes the testing phase and is developing the idea that have been identified from among the alternatives design and other that have achieved all the functional requirements phase technical, aesthetic and economic.

- This strategy is suitable for application both in the academic life they are working on creating a student or researcher thought to cope with working life.

#### **Assistant professor / Ashraf Hussein Interior and Furniture Department:**

According to Dr. Ashraf Hussein, said the design strategies in the process from the point of view are: -

- A set of parameters that will help you determine what needs to be done and why - with how innovation and intellectual creativity, whether in the long or short term ..

- The interaction of interior design with all the factors surrounding the inner emptiness

- Adequate and thorough study of the site.. (Field studies - previous studies - note card to reduce the risks and mistakes - the interaction with the owner - the nature of the job and the requirements of use - behavior)

- Conceived the idea of an initial design

- Visualize the appropriate raw materials to the site - the design - the user - the nature of the Occupation

- Choosing the right technology and compatible with all of the above

- Design final form, the ability to compete in their respective fields in terms of meeting the future needs

The designer adopt a comprehensive strategy to change the details in accordance with the target of the product, and adopt a variety of strategies designed according to the conditions of the product (the place - Time - target individuals) get it

After discussing the gentlemen who specialize in the field of interior design and then make the necessary studies in the field of creative thinking in interior design strategies has been reached several points: -

can devise a comprehensive definition of creativity as follows:

"Creativity is an intellectual exercise carried out by people with features and capabilities designed to provide outputs suited to the community and offer solutions to the problems already in existence."

sources of creative thinking in interior design:

The power of imagination is the first step towards creativity in design, the second step is to put this imagination as part of the design development and implementation even get the final product, and the creative thought, but while the yield effective response between the feelings of the designer and live experiences and external influences perceived by a particular and his intellectual and even can develop those perceptions and re-formulated in a new self-template which integrates between the simulated with his own feeling and subjectivity as he passed the several stages:

- To respond to external stimuli, which is the (Environment - Heritage - human activity)



- Imagine a new idea and interact with them in a self-designed framework and experience
- Refine the idea and functionally and aesthetically
- The ability to self-criticism during the various stages of design to the final production stage. (Mackinnon, D.W\_ p.48))

creative activity in the interior design is an intellectual process based on thinking and imagination in terms of coherence and organization of the constituent elements (visible and invisible) relations and new regulations, the beginning of the crystallization of ideas resulting from a sense of environmental problems and research in methods of this thought to get a structural concrete in the forms of innovative products check functional and aesthetic purposes, environmentally friendly and user.

Followed by specialists in the field of interior design many of the strategies that converge in form and substance and that would desire to improve in this area but which were found to provide all means of comfort to humanity.

To implement these strategies must lay the foundations and principles of both of them and that lead to the implementation of mechanisms followed by researchers in the field of interior design in the field of scientific and practical alike to reach the limit creativity.

Can be some general principles for the development of strategies with the possibility of change or addressed as they are:

- Discuss possibilities for the design of (economic - environmental - Technology)
- Work in several design trends to create a variety of ideas used in the access to the best design fonts that are suitable to solve the problem list.
- Attention to all that is new in the field of interior design from the design lines and raw materials and means of formation offered by modern technology, which gives the opportunity to break free of traditional ideas and to reach a creative design that achieves all the desired requirements.
- Familiarity with sub capacity for innovation needed by interior designer while addressing the design idea and work on their development to reach that end design that creativity in design (originality - flexibility - Grandma).

Reliance on feeling and emotions with the use of existing expertise in a self-designed and started working on a self-criticism during the various stages of design in order to reach the final product much creativity.

Lay the foundations determinants own strategies for creative thinking in interior design.

#### **Results:**

- Emphasizes the concepts of creativity that interior design is compatible creative blend of fiction, autobiography, and really carries harbingers presence in the abstract image.
- There are several key concepts for creative thinking in interior design.
- There are the foundations and the determinants of private strategies, creative thinking in interior design and on which can be put in place mechanisms to implement these strategies.

#### **Analysis of the results:**

There is no doubt that the interior design strategies to think about creative dealt with theoretical studies and confirmed by specialists in this area and the various experiences in attempts to reach with their designs to limit of creativity, there is for these strategies foundations and determinants required for researchers in the field study and applied in order to achieve physical and intellectual standards for interior design.

#### **After discussing the results, we recommend the following:**

##### **Recommendations:**

- Work on the study of the foundations and concepts of creative thinking for interior design.
- Tracking the strategies followed by the need for specialists and the study of the most important foundations and determinants of these strategies to assess the implementation mechanisms for use in scientific and practical life alike in order to reach creativity in design



## References:

- 1) (El atoum (d), Adnan Yousif, (d), Abdel Nasser surgeon (d), Muwaffaq Bishara (2007), the development of thinking skills, theoretical models and practical applications, publishing, distribution and printing i 1 Amman, Jordan)
- 2) (Iman Ibrahim Badr philosophy of interior design in contemporary architecture between simulation and creativity - PhD - Department of Interior Design and Furniture - Faculty of Applied Arts - Helwan University - 2007)
- 3) Ahmed Abu Zaid (d) - the creative phenomenon - the magazine world of thought - Kuwait Number 4 - March 198
- 4) Herbert Reed - aesthetic values hostile violence - translation Fouad Daora - House of Culture - Baghdad
- 5) MACKINNON, D.W. "The nature of creative talent" American Psychologist, 1962
- 6) A contemporary Interpretation of the traditional Paradigm IASTE Conference, Tunis
- 7) <http://iefpedia.com/arab/>
- 8) <http://mawdoo3.com/>
- 9) <http://uneas.freehostia.com/estrategies.htm>
- 10) <http://www.alnoor.se/article.asp?id=91424>
- 11) <http://www.hrdiscussion.com/hr12065.html>
- 12) <http://www.gulfkids.com/vb/showthread.php?t=5185>



## **Title: Strategies of creative thinking in interior design operations**

**Name:** Hala Salah Hamid

**Job title:** lecturer in, Faculty of Applied Arts, arts – 6th Oct.

University

### **Abstract:**

The creative vision of the individual to the phenomenon as a new way so we can say that creativity requires the ability to sense the existence of a problem that requires treatment and then the ability to think differently and creative and then find the right solution, then Creativity combination of flexible imagination, to develop an old idea, or to find a new idea, resulting in the production of privileged unfamiliar, it can be applied and used.

Overall, creativity can be defined as a new and useful ideas and connected to resolve certain problems or assembly and re-installation of the known patterns of knowledge in the form of a unique design while knows that innovation and creative thinking to mix the elements of the environment to give the image of a certain aesthetic and practical significance.

We find that the interior design Interior Design Art addresses and plans based on placed specifications for space in the vacuum to be filled by the use of all the design elements and be output range of creative ideas with aesthetic value and using interior design elements and basic influential and complementary, different materials , and appropriate costs.

And knew the creative thinking that kind of thinking is designed to discover relationships and new ways and unfamiliar to solve a problem flexibly and in a new form is characterized by diversity and the benefit of social acceptance in general

Accordingly, the creative thinking in interior design, I mean the ability to create a mental image forms or group elements, did not come into being at the design, and was born out of the imagination, who came to offer new forms and models, so that integrates creativity and imagination in interior design knowledge, to find relevant design solutions specific strategies.

Because the strategy are plans for the implementation of specific objectives of the near-term, medium or long term, we can not rule on the idea of design as a follow strategies creative thinking, but if it could be implemented successfully because the interior design does not mean aesthetic appearance only, but is its ability to meet the different requirements and so achieve different standards of physical, intellectual and monetary standards and including works to bring about unity and integration with architectural thought and consistency with the surrounding environment.

Therefore, there are many strategies that will achieve the creative thinking of interior design and the most important of which make way for new ideas to grow as long as in the right direction and keep pace with the thought on the global and local level alike, and there are innovative which confirms that creativity in the idea of the strategy makes it a leader, not duplicate, as well as not to leave the good ideas that lacks enforcement mechanisms in the current time strategy, but put the focus of the review



is often the ideas With the development of the incident can be implemented, these Strategies and others are the subject of research to identify them and their knowledge and study in the field of interior design to reach a Creative thinking.

**Keywords:**

Creativity - inspiration - creative thinking - strategic

**Study body:**

**Introduction:**

The interior design specialty technically and practically the designer needs to intellectual energy and mental and cognitive integrated pay to put his ideas and designs according to the system balanced between aesthetic and functional values, which at that faces a conflict between the direction to the simulation and the capacity to innovate, is determined by cultural subjectivity and identity of civilization. The essence of creative activity in the interior design in the struggle with the vocabulary (objective) - turn on the track Phantoms own processes and ideas into bodies kind invisible, and thus requires creativity in interior design effort and organized, and the performance and activity voluntarily, in order to dissolve the relationship between the abstract and subjective vision and objective investigator creativity. Must interior design be one of the manifestations of cultural creativity which expresses the identity and opens new horizons for infinite keep pace with the new concept of the era of modernization and globalization, so you must develop strategies to think of creative interior design and be with clear parameters and mechanisms that can be implemented which enables researchers in this field of use and application of order to reach the limit creativity, so you need to study the concept of creativity and its impact on interior design and, identify key concepts to think about creative interior design, which works to lay the foundations and determinants own strategies for creative thinking in interior design, where it is assumed that there are grounds for thinking creative in Interior operations, also presupposes the existence of several strategies to think of creative interior design, also presupposes the existence of the determinants and mechanisms for The implementation of these strategies to reach the limit creativity in interior design. Where the dilemma lies in the absence of a clear concept of creative thinking in interior design in the absence of knowledge of strategies for creative thinking in interior design which can be accessed creative design

**Objectives:**

- Study the concepts of creativity and its impact on interior design
- Identify basic concepts of creative thinking in interior design.
- Lay the foundations determinants own strategies and creative thinking in interior design.

**Methodology:**

Find follow the descriptive approach - analytical: Includes view and analyze information and concepts associated with innovation and creative thinking as intellectual system which will lead to strategies for creative thinking in interior design development processes

Action interviews to identify the most important creative thinking strategies which followed by specialists in the field of interior design in order to reach the design to limit creativity.

**Research work**

**Creativity:**

Human phenomenon is complex and multifaceted, and some considered the hallmark of the human being from all other organisms, and despite the fact that this phenomenon is due to appear at the history of the presence of man on earth, but that creativity as an area of knowledge-based, only appears with the mid-twentieth



century, after being confined address this issue on some philosophies to go into this subject. (Herbert Reed / p. 43)

The definitions and concepts of Creativity reached for multitude and overlap the degree to which it may be difficult with them to choose one of them to work there under, and states that on the English word (Creativity), which means creativity is derived from the Latin word (Kere) and the means to achieve the presence of something. (Reference 6)

#### **Definition of creativity:**

Creativity is the word in the Arabic language is rich with meaning related to the word in the sense of creation which is linked to the word in the English origin, which means creativity. It creator innovations, and coined: any non-invented the example.

#### **Another definition of creativity:**

As can be defined creativity as ideas characterized as new and useful and connected to dissolve optimized for specific problems or develop methods or goals or the deepening of vision or assembly or re-installation of the known patterns in the administrative behaviors in a distinct and sophisticated forms of jump holders forward, but that the definition alone does not bring creativity what not reflected in the work; so it may be said that the real innovation is in the creative work is not in thinking, though creative work preceded by a creative thinking. (Net / 11)

The creative interaction of several mental, environmental and social and personal factors, and the result of this interaction by new has been invented for the positions of the process or theory in any of the scientific or fields of life, and what distinguishes these areas is modernity, originality and social value influential; it is one of the processes that help the human sensation and perception The problem, and the sites of weakness, and the search for solutions and test their validity, and an amendment to the results, as it aims to create new useful and acceptable ideas socially when applied, also enables the owner to reach him to new ideas and uses unfamiliar, and that has the characteristics of fluency, flexibility, and verbosity, and sensitivity to the problems, and re-definition of the problem and clarified. Creativity is one of the processes that lead to the development of the products of modernity is characterized by seriousness and through the funding of things in the human environment, and must be based on norms and principles of human developed based on.

#### **The study of the evolution of creativity:**

Psychological studies of creativity the late nineteenth century began, or the selection in 1876, but the psychological studies of early creativity were not the same degree of methodological precision that characterized the beginning of the mid-twentieth century, and the initial studies under headings such as: creativity, imagination and thinking, and some tests that are used in these areas.

Creativity is one of the processes that lead to the development of the products of modernity is characterized by seriousness and through the funding of things in the human environment, and must be based on norms and principles of human developed based. (Net / 8)

Stages of innovation and creativity, which are divided into four basic themes are as follows:

#### **The first phase preparedness or readiness:**

From the stages of the creative process first phase, a preparedness or on standby, a role that is determined by the how to collect and analyze all data and information and taking notes and management dialogue and discussions and the abolition of the



questions and the collection of evidence and recorded.. to other matters for the problem faced by the individual or the new that is going on in his head and He knows what it is.

### **The second stage fermentation:**

The second phase is the fermentation idea here perched between now and then on the mind of the individual and feel as approaching him, and coming to an end; therefore feels very deeply concerned and tension with the chaos in the agitation and instability, he says «Van Gogh» person eroding his heart to do extreme thirst for the work cannot be done by actually, because it is impossible for him to move a prisoner of something, and noted here that the individual does not stop reading and collecting observations and data and information, it has changed the course of his thinking.

### **The third stage of inspiration:**

Now reached the summit of his creativity and his innovation, he brightened the whole idea on his mind, at that moment; all things are organized in the correct locations.

But can that controls the process of inspiration?

If it can be made available to him the following circumstances:

- If the problem is very complex and pay the individual to the challenge.
- If his thinking and intensified its efforts and use all the logical and analytical processes.
- If given his mind a period of relaxation and the best means of relaxing sleep.
- Inspiration reached by the individual it must quickly notation made time to obtain.

### **The fourth stage validation innovation:**

Now in the final phase of the individual it was able to put through the inspiration of the raw material in the formulation of a relatively well-defined.

Role of the individual is at this stage that prevents that article to an integrated and final form, and that the idea should be put to the test while making sure the feasibility of the idea and how good.

We emphasize here that the creative process should be characterized by ideas too, but the mere idea Semitism without the possibility of achieving incomplete

### **The discovery of the creative elements of the four basic themes is, to:**

#### **First: the discovery of the creative elements:**

The innovation and creativity refined form of human activity, has become since the fifties of the last century an important problem of the problems of scientific research in many countries and institutions, having replaced the machine in the factories, departments and institutions, is no longer the need for human muscle that important, but carving necessary to Notepad creative energy technologies as machine exceeded the time and place in the speed achievement in factories and industrial and commercial companies, as well as the workmanship and quality, also exceeded the constraints of communication and association and the transfer of concepts and effects in human and intellectual institutions.

#### **Second: the need for innovation and creativity:**

Including making do without a lot of energies and competencies muscle and functional considered normal. In contrast, more demand increased on innovation and creativity feat activity, shreds necessary for each institution to find creative capabilities of its members appointed to keep up with the rapid development as a necessity interest in the development of creative capacity to do more to remain always at the top.

#### **Third: the invitation to the discovery of the creative elements:**





This is what calls to the discovery of the creative elements of the creative in each congregation and the community, each group does not execute that exist between elements of many of the creative energies, but at birth or latency phase would need to be appropriate opportunities and care enough even breed and grow and grow and take its place in different areas of work.

**Fourth: to go to the qualities of individuals:**

Hence should be - always - to go to the qualities of individuals and their privacy to discover the creative energies in them so as not to deny them care, does not deny the work of the best to offer opportunities, and its recipes creators inter appearances in behaviors and daily activities at home, at the workplace and the street and the club and other activity sites. The reasons for the adoption of creativity in organizations:

- Changing circumstances faced by organizations today, whether political or cultural, social or economic conditions, which makes it imperative for organizations to respond to these variables creative manner that ensures the survival of the organization and continuity.

- Artistic creativity and technology in the field of goods, services, production methods and the short life cycle on organizations makes it imperative to respond to this technological revolution and the required that changes in the structure of the organization and management style in creative ways as well, enabling them to increase their profits and increase their competitiveness and continue to market through guaranteed market share to the competition between organizations. (Net / 7)

The definition of innovation in the field of art and design: -

"activity or process results in a new product, and grandmother here attributed to the person and not to the field."

produce something, that this thing is new in its drafting, though elements of pre-existing "

the ability of the human mind to form new relationships in order to change reality."

"Expression of the complex interaction between imaginative thinking and realistic thinking.

"The final outcome resulting from new behavior by a designated person through several new operations and the consequent emergence of new products of gaining social acceptance"

**Creative thinking :-**

Creative thinking usually starts with a problem, and specifically those representing aside incomplete - less one way or another - and when drafting the solution to the problem should be taken all into consideration either the parts must be checked and audited within the framework of all, there is a difference between the existing solutions on the basis of learning, and solutions that come coincidence and the creative solution, some believe that the creative idea is that suddenly appear on the basis of intuition and understanding of the problem, not which comes on the basis of logical walk

**Definition of creative thinking: -**

There are several definitions of creative thinking, including:

- "As a mental process in which the generation of ideas and modify ideas from previous experience and existing knowledge of the individual cannot create new solutions to the problems."

- "Creative thinking as a mental process designed to assemble the facts and see the materials, expertise and information in buildings and structures for a new lighting solution."

- "its thinking in an open format is characterized by the diversity of production and



producing answers that do not specify the information given."

- "It is a process in which a person becomes sensitive to the problems, recognizing gaps and information and search for evidence of knowledge, and to develop hypotheses and test validity, then an amendment to the results."

- "It's an intellectual technique used by the person in the production of the largest possible number of ideas

the problem is exposed, and characterized these ideas fluent, flexibility and originality."

- "It's the ability to imagine or invent new things by synthesis of ideas and modified or changed."

- "It's kind of thinking is aimed at discovering new relationships and unfamiliar and methods to solve a problem."

- "It's my brain activity is multifaceted and includes a new productive and The inherent value by persons and groups."

- "That he try to find unfamiliar to solve a new problem or old ways and requires versatility and flexibility of thought."

- "Is a pattern of thinking consists of two components thinking convergent, which includes the production of accurate and specific information identifying a preset or agreed-upon terms of declining freedom in this mental activity either divergent thinking is used to generate, produce and inspired by different ideas and new information from the Visions given any production of new things depending "

- "It's a high-grade components thinking as it represents the thinking skill of high-grade and requires multiple knowledge sources in the case of dealing with the difficult task so that there is a high possibility of some failure." (NT / 10)

Determinants of innovation: research and studies found that creative freedom ends at the limit of what overcomes beyond the requirements and conditions of spatial and temporal reality, the creator is always surrounded by several determinants of control in the formulation of the product of which is as follows

-Exact spatial creativity and is a set of physical environmental conditions that contain social entity, as well as the culture and customs and beliefs handed down.

-Specified time for creativity and is a set of modern needs and technology that can provide in these needs.

-Specific expressive creativity which assets and the basis on which it has spent to be the vocabulary of the product of the creative group. (Iman Ibrahim Badr / r 85.121)

#### **Definition of creative thinking: -**

There are several definitions of creative thinking, including:

- "As a mental process in which the generation of ideas and modify ideas from previous experience and existing knowledge of the individual cannot create new solutions to the problems."

- "Creative thinking as a mental process designed to assemble the facts and see the materials, expertise and information in buildings and structures for a new lighting solution

- "That he try to find unfamiliar to solve a new problem or old ways and requires versatility and flexibility of thought."

- "Is a pattern of thinking consists of two components thinking convergent, which includes the production of accurate and specific information identifying a preset or agreed-upon terms of declining freedom in this mental activity either divergent thinking is used to generate, produce and inspired by different ideas and new information from the Information visions given any production of new things depending "



- "It's a high-grade components thinking as it represents the thinking skill of high-grade and requires multiple knowledge sources in the case of dealing with the difficult task so that there is a high possibility of some failure." (NT / 10

Creative thinking characteristics:

- Reflects the creative thinking and multi-faceted aspects of the phenomenon, where he was the ability of the new production.
- It can be described only in Jeddah redressed intellectual flexibility and fluency or originality and sensitivity to the problems.
- Reveal itself in the form of new product features and is characterized by diversification benefit and social acceptance in general.

**The creative thinking on a number of the following basic assumptions are:**

- Creativity skill that each individual has a willingness to learn through educational material or training, for example, the position of the text or a lesson
- Creativity is not restricted to outstanding students or people with high intelligence as it depends on the individual goals and processes and mental experience and personal characteristics
- Creativity means freedom from fear and prevention so the finding of the individual creator depends on the proper environmental center and a good teacher
- Creative idea is the idea of a weak fragile does not stand up to criticism in the beginning and if it issued a ruling quickly, you would kill her
- The individual creator is supposed to be the other creators ( El atoum, Adnan Yousef, Abdul Nasser el garah)

**The process of creative thinking:**

is like a biological activity carried out by the interior designer in light of his knowledge and experience of the previous addition to the information associated with resolving the problem according to a set of successive actions to shape or formation (synthesis) of the elements in old age as many of the alternatives (thoughts or perceptions) to find to find configure, install or structure to satisfy some of the humanity and the functional needs of the interior design and furniture, whether physical or sensory so that the combination or incomplete bonding, organization structure, characterized by modernity and originality. (Mohammed Abdullah, an intellectual preferred / p. 16)

**Stages of creative thinking:**

First: the mental stage work (Mental Labor)

Second: the incubation stage (Incubation)

Third: inspiration phase (Illumination)

Fourth: stage access to details Elaboration Access and purification ideas Refinement of an Idea (net /13)

**Concept of intellectual creativity in architecture and interior design:**

The different philosophers and theorists in the understanding of the meaning of creativity in design and they fail to agree on a definition clearly defined in itself is a sign of the difficulty of the subject. (Ahmed Abu Zaid / p. 7)

It confirms some of these commentators that creativity in design is the ability (Ability) to create something new or innovative and take it out into existence, while others are intended to process call (Process) or processes - especially psychological - that is by the creation and innovation of this new thing is high-value, so in time as some commentators creativity in the range of creative work itself or the outcome or output arising from (the ability) to innovate and the (operation) creative that lead eventually to get it done creative work and achieve

**Strategy definition:**

It refers to an integrated college plan in order to achieve specific objectives and correspond to the word (technique) that refer to the detailed processes.



The strategy in psychology and education are among other methods that control human activities and identifies him how the operations of attention, education, learning and memory, and strategies arising from the development of those capabilities that are difficult to determine the nature and included learning thinking and innovation, discovery and remembrance

Brainstorming strategy (Brainstorming):

- Uses a strategy (User For):
- Inverse strategy (Reversal):
- Improvements strategy (Improvements):

Strategy - What if (What - If):

- Only strategy questions generate ideas (strategy Idea Generating Questions):
- Role-playing strategy (Role Playing Strategy) :( Net / 9)

There are also some strategies that encourage creative thinking abilities interior design operations and that the most important development: -

area give new ideas to grow in the right direction and keep pace with the thought on the global and local level alike strategy.

Innovative strategy that emphasizes that creativity in the idea it a leader and not duplicate not leave the good ideas that lacks enforcement mechanisms in the current time strategy, but put the focus of the review of the ideas often and under development can be implemented incident

**The work of the interviews with some specialists in the field of interior design, according to the different years of practical experience, which represent a set of successive generations to identify the most important creative thinking in interior design and strategies that have influenced their designs and the discussion was as follows:**

**Prof. Dr. / Ahmed Ata - a professor of interior design and furniture:**

**Prof. Dr. Ahmed Ata thinks that the internal creative designer: -**

- With ideas thoroughbreds, which crystallize in confirming the identity.
- Has the ability to re-organize the art of interior design inputs, which can reach to use the stuff available in new ways and methods give luster different from what is a trader or an agreed.
- Which works on the export of knowledge and not simply its reception.
- Who owns (the power of imagination - the power of meditation - spiritual breakthrough - the focus is better to draw - sensitivity to the problems - cognitive curiosity).

Those qualities that give the strategy is to put a certain vision of the desired design in a specified period with the need to achieve specific goals, take that strategy in several stages:

- Interior designer begins with setting all the functional and aesthetic, economic and other requirements.
- Work and thorough study of the surrounding environment to link the design vocabulary of design, both internally and externally to become like stems from the environment.
- Work of many sketches that take several design solutions.
- Getting initial sketches of the idea or the general shape or principle or symbol that will be launched from the thought of the design process.
- Imparted the desired functional requirements to achieve the initial idea to bring it to achieve the principles of function and beauty

**Prof. Dr. / Ismail Awad, professor of interior design and furniture:**

It underlines Prof. Dr. Ismail Awad to think of creative several determinants: -

- Vision: is the mental picture of the future desired vision creative seeks to achieve certain goals, and is the philosophy of vision in the creative business is that serves as the fingerprint excellence act without the other, the creator is an individual capable to see things from different third-party perspective, and based that view Ali and ancient heritage and experiences that make creative designer on the consciousness and awareness of the fact that they want



change.

- A scientific approach: This approach builds on the building on the vision and support a plan to reach the ideal design.

- Application: It means the application of the scientific method and tested in order to reach to achieve the desired vision of the design, which may amount to creativity.

- Work and thorough study of the raw materials used to harmonize them and to achieve the functional, aesthetic and economic requirements.

- The production of the largest possible number of innovative ideas to the design and in the specific unit of time, so as to meet the wishes of others and meet all physical and intellectual standards for interior design.

- Creativity for creativity without any restriction selectors

**Prof. Dr. / omayma kasim Ibrahim - a professor of interior design and furniture: -**

Dr. omayma chose to deal with the creative thinking in terms of teaching for students of Department of Interior Design strategies to get them to the stage of creativity in interior design: -

- It is essential not to dictate to the student that is pursuing the thought of a teacher or a member of the assistants, but should be left to the ideas of the student himself space with the availability of a variety of ideological positions to deal with many of the ideas of faculty members, so that the student selects some of which fits the idea and improves his performance and is permitted to scientific research as one of the researchers, which will provide a field of creativity discovering different ways of modern science.

- The need for the idea to be individually and leading non-recurring order to reach the idea be presented include: (unfamiliar - unexpected - palatable - unconventional - a good employee from the place - accepted by public and private) that limit creativity.

- There is a general strategy for the classification of the designs submitted:

• There is no bad design, but if it goes against conventional foundations.

• There is a good design applied to conventional foundations.

• There is also a high-design exceed all conventional foundations comes new foundations being able to reach the limit of creativity

- Involves self creativity subset capabilities needed her interior designer while addressing the design idea:

• Fluency: which means the largest number of ideas in a specific time and production unit

• Flexibility: means the ability to change the state of mind or mental attitude and thoughts change

• Originality: means the ability to produce new solutions, so that these solutions are appropriate to the target, and creativity here does not mean to step down from the old ideas but are off of them and depend on them, how much indicate originality to the designer's ability to discover relationships and correlations may seem strange and contradictory for the layman.

**As for the design strategies in practice from the perspective of Dr. omayma:**

- Lack of self-repeat strategy to reach pleasing to the receiver with the achievement of all basic human needs.

- The traditional strategy in unconventional submission include elements of change and surprise

**Prof. Dr. / Ola Hashem - a professor of interior design and furniture: -**

Prof. Dr. sighs / Ola Hashem several stages in order to reach the stage of creativity:

- Perceptive phase: Perception is the process simple connection between the mind and the visual impact of the spatial environment, which is already governed by the laws of natural and physical facts and data for self-designed and cultural background stemming from his operation,

- The stage of analysis of the perception of others: as the beauty of form is the first thing that



attracts the viewer or user, comes first overall outlook as a whole, then comes the analytical outlook and that the decomposition of the vacuum to the components and elements can then be aware of non-subjective.

- Inspiration phase: inspiration depends on two sources: -

- the nature and laws and characteristics

- production of human art, including the (arts - architecture - literature - poetry.)

- The completion of the previous stages the most important creative thinking strategies subconscious mind is organize itself first, and he realizes that the inspiration to go the creative phase.

- Creative thinking in interior design from other fields strategies differ comes Position First, where it has many dimensions to the other, such as the physical, intellectual and monetary dimensions which must be fulfilled then comes the testing phase and is developing the idea that have been identified from among the alternatives design and other that have achieved all the functional requirements phase technical, aesthetic and economic.

- This strategy is suitable for application both in the academic life they are working on creating a student or researcher thought to cope with working life.

#### **Assistant professor / Ashraf Hussein Interior and Furniture Department:**

According to Dr. Ashraf Hussein, said the design strategies in the process from the point of view are: -

- A set of parameters that will help you determine what needs to be done and why - with how innovation and intellectual creativity, whether in the long or short term ..

- The interaction of interior design with all the factors surrounding the inner emptiness

- Adequate and thorough study of the site.. (Field studies - previous studies - note card to reduce the risks and mistakes - the interaction with the owner - the nature of the job and the requirements of use - behavior)

- Conceived the idea of an initial design

- Visualize the appropriate raw materials to the site - the design - the user - the nature of the Occupation

- Choosing the right technology and compatible with all of the above

- Design final form, the ability to compete in their respective fields in terms of meeting the future needs

The designer adopt a comprehensive strategy to change the details in accordance with the target of the product, and adopt a variety of strategies designed according to the conditions of the product (the place - Time - target individuals) get it

After discussing the gentlemen who specialize in the field of interior design and then make the necessary studies in the field of creative thinking in interior design strategies has been reached several points: -

can devise a comprehensive definition of creativity as follows:

"Creativity is an intellectual exercise carried out by people with features and capabilities designed to provide outputs suited to the community and offer solutions to the problems already in existence."

sources of creative thinking in interior design:

The power of imagination is the first step towards creativity in design, the second step is to put this imagination as part of the design development and implementation even get the final product, and the creative thought, but while the yield effective response between the feelings of the designer and live experiences and external influences perceived by a particular and his intellectual and even can develop those perceptions and re-formulated in a new self-template which integrates between the simulated with his own feeling and subjectivity as he passed the several stages:

- To respond to external stimuli, which is the (Environment - Heritage - human activity)



- Imagine a new idea and interact with them in a self-designed framework and experience
- Refine the idea and functionally and aesthetically
- The ability to self-criticism during the various stages of design to the final production stage. (Mackinnon, D.W\_ p.48))

creative activity in the interior design is an intellectual process based on thinking and imagination in terms of coherence and organization of the constituent elements (visible and invisible) relations and new regulations, the beginning of the crystallization of ideas resulting from a sense of environmental problems and research in methods of this thought to get a structural concrete in the forms of innovative products check functional and aesthetic purposes, environmentally friendly and user.

Followed by specialists in the field of interior design many of the strategies that converge in form and substance and that would desire to improve in this area but which were found to provide all means of comfort to humanity.

To implement these strategies must lay the foundations and principles of both of them and that lead to the implementation of mechanisms followed by researchers in the field of interior design in the field of scientific and practical alike to reach the limit creativity.

Can be some general principles for the development of strategies with the possibility of change or addressed as they are:

- Discuss possibilities for the design of (economic - environmental - Technology)
- Work in several design trends to create a variety of ideas used in the access to the best design fonts that are suitable to solve the problem list.
- Attention to all that is new in the field of interior design from the design lines and raw materials and means of formation offered by modern technology, which gives the opportunity to break free of traditional ideas and to reach a creative design that achieves all the desired requirements.
- Familiarity with sub capacity for innovation needed by interior designer while addressing the design idea and work on their development to reach that end design that creativity in design (originality - flexibility - Grandma).

Reliance on feeling and emotions with the use of existing expertise in a self-designed and started working on a self-criticism during the various stages of design in order to reach the final product much creativity.

Lay the foundations determinants own strategies for creative thinking in interior design.

#### **Results:**

- Emphasizes the concepts of creativity that interior design is compatible creative blend of fiction, autobiography, and really carries harbingers presence in the abstract image.
- There are several key concepts for creative thinking in interior design.
- There are the foundations and the determinants of private strategies, creative thinking in interior design and on which can be put in place mechanisms to implement these strategies.

#### **Analysis of the results:**

There is no doubt that the interior design strategies to think about creative dealt with theoretical studies and confirmed by specialists in this area and the various experiences in attempts to reach with their designs to limit of creativity, there is for these strategies foundations and determinants required for researchers in the field study and applied in order to achieve physical and intellectual standards for interior design.

#### **After discussing the results, we recommend the following:**

##### **Recommendations:**

- Work on the study of the foundations and concepts of creative thinking for interior design.
- Tracking the strategies followed by the need for specialists and the study of the most important foundations and determinants of these strategies to assess the implementation mechanisms for use in scientific and practical life alike in order to reach creativity in design



## References:

- 1) (El atoum (d), Adnan Yousif, (d), Abdel Nasser surgeon (d), Muwaffaq Bishara (2007), the development of thinking skills, theoretical models and practical applications, publishing, distribution and printing i 1 Amman, Jordan)
- 2) (Iman Ibrahim Badr philosophy of interior design in contemporary architecture between simulation and creativity - PhD - Department of Interior Design and Furniture - Faculty of Applied Arts - Helwan University - 2007)
- 3) Ahmed Abu Zaid (d) - the creative phenomenon - the magazine world of thought - Kuwait Number 4 - March 198
- 4) Herbert Reed - aesthetic values hostile violence - translation Fouad Daora - House of Culture - Baghdad
- 5) MACKINNON, D.W. "The nature of creative talent" American Psychologist, 1962
- 6) A contemporary Interpretation of the traditional Paradigm IASTE Conference, Tunis
- 7) <http://iefpedia.com/arab/>
- 8) <http://mawdoo3.com/>
- 9) <http://uneas.freehostia.com/estrategies.htm>
- 10) <http://www.alnoor.se/article.asp?id=91424>
- 11) <http://www.hrdiscussion.com/hr12065.html>
- 12) <http://www.gulfkids.com/vb/showthread.php?t=5185>