## Change Culture as a Creativity Incentive in Interior Design

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## **Abstract:**

The phenomenon of change is the first issue in today's world, the world of rapid changes, a world whose movement does not calm down or stop, change is a natural phenomenon to which all aspects of the universe are subject to, emanating from the kinetic and temporal dimension that constitutes it in that case, so everything moves to change from one situation to another, and the fact that man is In the depth of the cosmic movement, it undoubtedly interacts with those variables and even wants to change the conditions of his life and the ways of living in it, as he lives in a world with two basic dimensions, time and place and cannot be separated from each other, time is always changing and moving, and therefore the place must change to fit the requirements of time. The science of change is a modern science whose birth has not yet been completed and its application areas are fertile, and the science of interior design is one of the design sciences that is interested in studying many different phenomena, trends and sciences with the aim of benefiting from them and then providing a decent life for man, and it is noted that change is one of the most important human demands and desires in many activities The interior design, as a person often feels bored and inactive because he cannot coexist with the internal spaces consistently, and from here the question arose, is the change in design a necessity or luxury?, What are his motives?, and how is the change a catalyst for the creative process of the designer ?, and the study aims to find A system that helps the designer and the user to bring about change inside the internal space, because the user cannot coexist within the space consistently and stereotypically, but always needs renewal and development to maintain its vitality and activity, and if there was no motivation for change, there would be no desire for creativity, so every creator has his motives that motivate him The desire for creativity, just as change does not happen spontaneously or automatically, but there are reasons that motivate the human and the internal designer to make this change, as the change is linked to design The interior is closely related, as the design is always renewed and changed to satisfy the functional and aesthetic requirements of the human being and keep pace with the changes of the technological, cultural and economic era, so we find that the change in the field of interior design takes one of two types of "formal change" and is either retrofit or regenerative, and a "functional" change, the space that fits our requirements Today it may not suit her tomorrow and we need to change it or perhaps develop it, and there are multiple mechanisms of change within the internal space, which are the methods and methods that the interior designer can follow to change the shape of the internal space according to the user's desires, then it is through re-division or organization of the internal space, or the multiplicity of activities inside it and the diversity of configurations Furniture units, or they are in response to modern technical developments, and the research has found that a change in interior design is a necessity and a requirement for my life because of its positive impact, academically, socially, and industrially, as it aims to elevate and raise the efficiency of the user and makes it more vital, active, production capacity and with a high positive energy Change and creativity are two sides of the same work, and both seek to reach a renewed solution to design problems that carry advanced ideas. By transforming it (in form or content - in part or in whole) into a better picture. The research concluded with a proposal for a system that helps the designer and the user to bring about change in the internal space by identifying four consecutive stages: "drivers of change determinants of change - priorities of change - and mechanisms of change", which contributes to the category of enriching the internal space with new and changing

## **Keywords:**

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