The influence of the interior space commercial design on the Palestinian customer

Case study: (The commercial center in the city of Nablus as a model)

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Abstract:
This study aims at investigating the importance of color and its symbolic value as one of the methods that affects the psychological and the physical part of people in dealing with the surrounding environment as well as its effect on body cells. God created nature in different colors. The sky is blue while the trees are green. Humans can distinguish the difference in colors as these colors have different waves, which affect the systems of the body differently. Psychologists have found a connection between the favorite colour and the psychological state of a person. The colors affect the neuro system of the body. Based on these findings, this study investigates the functional and psychological dimension of colors and its impact on the design of the internal space in commercial buildings and the prospective customer. It's been found that many people don't take into consideration the significance of the psychological and functional dimensions of colors in the design of the internal space in commercial buildings which in turn leave a negative effect on prospective customers. This study emphasizes the importance of choosing colors that attract more customers. It is possible now to recommend solutions that help to achieve the functional and esthetic dimensions of colors in a way that goes with the development of the new building materials that are used in designing the internal space in commercial centers. Finally, this study offers some recommendations that can serve commercial centers in Palestine and Nablus city in particular in a way that reflects the importance of colors in designing the internal space in commercial buildings.

Keywords:
Psychological considerations - Physiological considerations - Color Harmony - Philosophy of color - Color Balance.

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