

تصميم الأثاث المعاصر بين رؤية المصمم وإمكانيات مؤسسات صناعة الأثاث
**Contemporary Furniture Design between the Designer's vision and the
Capabilities of the Furniture Industry corporations**

م.د/ يسرا مصطفى الحريرى

مدرس بقسم التصميم الداخلي والأثاث- كلية الفنون التطبيقية-جامعة دمياط.

Dr. Yosra Mostafa El - Harairy

Assistant Professor in interior design and furniture Department-Faculty of Applied Arts

Damietta University

yosra.86harairy@gmail.com

Introduction:

The added value in the furniture sector is based on the designer's vision which is the basis in the furniture industry, that demands an interaction between the designer and industry. The role of the designer depends on innovation of ideas for practical application in which technical capabilities and general trends of corporation must be considered to produce contemporary design and achieve sales and marketing.

Research problem:

1- Is it possible to design a contemporary furniture that achieves compatibility between the designer's vision and the capabilities of the furniture industry corporations?

Research aims:

promoting the linkage between furniture design and technical capabilities available in the furniture industry corporations and their effect on the designer's vision to achieve contemporary designs.

2- Monitor and analyze the designs and measure their success and sales achievement.

Research importance :

The importance of the research lies in achieving the link between the beauty and modernity of design and the capabilities of the furniture industry corporation and achieve expectations from the graduates of the Faculty of Applied Arts through a case study of one of the corporations in the field of furniture by making questionnaire studies

Research axes:

The gap between the designer and the furniture industry.

The stages of design maturity in the furniture industry establishments.

Stages of the design process

Design thinking

Information and data that the designer relies on before starting the design process.

The role of design in achieving competitive advantage.

The designer as a core of competitive advantage for the furniture industry.

A questionnaire for owners of furniture industry. establishments and the designer.

A case study of a furniture manufacturing company in New Damietta (Renee).

Research methodology:

A case study of one of the institutions in the field of furniture and the work of questionnaire studies.

Research Hypothesis :

The research hypotheses that there is a positive relationship between the designer's vision and the corporations' capabilities in the labor market that contribute to reaching a contemporary design.

Research results:

The designer has a role in the development of the furniture industry, which results from his ability to integrate the capabilities available to the institution from the skill of the craftsman and the accuracy of details and to exploit the potential of various mechanization with contemporary designs to follow the path of development and achieve a competitive advantage to compete with others.

Recommendations:

We extract from the research a set of recommendations, whether for the academic side or for the designer or furniture manufacturers as follows:

First: the academic field:

-Conducting educational seminars to introduce the role of the designer and its importance in the success and development of the industry.

-Linking the executive courses and applying them inside the factories.

-Paying attention to research and development and education system and linking it to the market needs.

- Paying attention to educational programs that keep pace with the times to contribute to the pursuit of design and technological progress in the furniture industry.

Second: Industry:

-The industrial bodies help the designer to adopt from the early stages of his studies till graduation in order to reduce the gap between him and the industry.

-Paying attention to the training of designers, as well as paying attention to manpower and developing it to maintain its skill potential while keeping pace with progress.

- Paying attention to marketing and studying the market through cooperation with research agencies and studying the nature of the market, design trends, tastes and habits of users, their needs and their compatibility with the trend of fashion.

Third: the designer:

The necessity for the designer to combine skill and technology in his contemporary designs to achieve a competitive advantage in both local and global markets.

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French home furniture:

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