Kuwaiti citizen and cultural identity for home furniture products

Assist. Prof. Dr. Abdulaziz Alsallal

Interior Design Department-Basic Education College-The Public Authority for Applied Education and Training.

aalsallal78@gmail.com

Abstract:

This paper sheds light on the Arab Gulf region, especially the State of Kuwait. Where the research topic will deal with the historical sequence of globalization in Kuwait and its impact on the built environment and interior design during the second half of the twentieth century. And what if these designs today represent the Kuwaiti cultural style or not? The researcher discusses the current situation of home furnishings through the method of the questionnaire to collect more relevant data and evidence and analyze it to obtain additional information about the way Kuwaiti citizens think and their demands. The results of the questionnaire will help the researcher to prove that there is an existing problem that needs to be solved, which is the loss of the Kuwaiti heritage identity in home furniture products.

Key words:

Globalization - Kuwait - Furniture - Identity – culture

Introduction:

We read a lot in books and researches about culture and its importance to society, and how it is an important factor in the formation of the identity of any country. There are multiple attempts to preserve and develop it in various fields, whether this heritage is tangible, such as archaeological and cultural monuments and works of art such as jewelry, weapons, tools and other pieces used in daily life. Or intangible, and refers to the citizens' history and lifestyle, including social and cultural activities, expressions of opinion, skills, and related tools that include songs, performances, and poetry. As for interior design, there are many attempts in this field, whether academic or practical applications, to study and analyze culture and develop it to match the rapid development in the field of interior design. But what is the opinion of the Kuwaiti citizen in this regard?

In the middle of the twentieth century, globalization was active among the Arab Gulf states, including the State of Kuwait, due to the discovery of oil and the accompanying rapid development of industry and construction, as well as all aspects of life. This transformation was a result of sudden wealth and the desire of the Kuwaiti people to improve their standard of living and join the developed and modern world. This transformation was not imposed on them, it was their choice. The problem is not modernization, but the rush to modernization without realizing its consequences.

This research discusses the role of globalization in the loss of Kuwaiti identity, especially in the field of building environment and interior design. A questionnaire was also conducted and analyzed as a way to explore the ways Kuwaiti citizens think when purchasing their home furniture and to find out whether Kuwaitis accept the cultural designs around them.

The research problem: It centered in the following question: Does home furniture in Kuwait represent its heritage? If not, does the Kuwaiti citizen wish to revive the lost Kuwaiti identity in the field of interior design?

Research aim: The researcher will prove that there is an existing problem that needs to be solved, which is the loss of the Kuwaiti cultural identity in home furniture products. As well as knowing whether culture in general is an attractive factor for Kuwaiti citizens.

The importance of the research: If we look at the build environment and interior design in Kuwait, we find that there is a missing link between the old and the modern, and the lack of a special characteristic of architecture and interior design that combines heritage and contemporary. Here lies the importance of this research in shedding light on the causes and measuring the opinion of Kuwaiti society and its desire to stick to its past and heritage.

Research methodology: The methodology of the study is exploratory, where the researcher relied on a questionnaire proving that globalization has led to the loss of Kuwaiti heritage and Kuwaiti identity in household furniture and its scarcity despite the presence of a large segment of citizens who want to adhere to their Kuwaiti identity.

Research limits: The researcher will conduct a questionnaire for a variety of Kuwaiti citizens to prove the problem of losing Kuwaiti identity in interior design and to obtain additional information about the way Kuwaiti society thinks.

Spatial boundaries: the State of Kuwait - Temporal boundaries: current time

Globalisation

Those interested in globalization almost agree that although the term is new, what it describes is not. Some believe that globalization began hundreds of years ago. Historians have stated that globalization in the past had two causes, migration and conquest. The first drive behind emigration, conquest, or any kind of contact between one nation and another is material or spiritual benefit. "Phenomena such as the movement of people in search of food, land, freedom or trade between tribes and cities go back a long time in the history of mankind. In this long-term sense, the history of the human race can be viewed as a process of globalization" (Hulton, 2005, p. 28).

Nowadays, culture, as it was in the past, is not subject to traditional publishing and distribution, it has been greatly influenced by technology in general and communication technology in particular. Technology created cultural conquest and became the dominant force and means of transmitting culture. Hence the term "cultural globalization". This means the ability of technologically stronger cultures to dominate technologically weaker cultures. Technology is starting to have an influential role not only at the local level but also on the international level. Cultural globalization, in a more clear expression, is the society's attempt to extend its cultural model to other societies by influencing its cultural concepts, cultural values and patterns of behavior of its members through various political, economic, cultural and technological means.

Globalization and the State of Kuwait

In the middle of the twentieth century, after the discovery of oil and the accompanying changes in the living standards of Kuwaiti citizens, there was a push towards globalization in all areas of life. This transformation came as a result of the sudden wealth and the desire of Kuwaitis to improve their standard of living and join the modern and developed world. As documented by Saba George, "The planning and building of the modern state of Kuwait 50 years ago was a dramatic civilizational revolution that swept across Kuwait like a hurricane leaving a person dazed and dazed in its wake ... Kuwait literally exploded from a small village to a rapidly urbanizing regional city in just over Aged 12 '(Schipper, 1964).

Research Methodology

To achieve the objectives of the research, a questionnaire was conducted and its results analyzed, which will directly affect the recommendations that the researcher will propose, which will be included in the scope of exploring the priorities of Kuwaiti citizens regarding interior design, and knowing whether the Kuwaiti identity in design exists in order to reach a conclusion that proves that there is an existing problem that needs Solution and deserves further investigation.

The questionnaire mainly focuses on:

• Methods of thinking and preferences of the Kuwaiti society for home furniture. Based on people's current perspective of interior design.
• Finding out whether heritage in general is an attractive factor for people, and also exploring the attractions of Kuwaiti heritage with the hope of using them in developing research recommendations.

research results:

The results revealed that there is a design problem in the Kuwaiti society that needs to be highlighted and solutions found. The questionnaire explored the ways of thinking and preferences of the Kuwaiti society, especially with regard to home furnishings. Although the majority of citizens are familiar with what the global markets offer in the field of interior design, the community has sufficient knowledge of its heritage and culture and wishes to preserve them before their final demise.

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