

Design for Material: Promoting The Novelty of Furniture Design Industry using Egyptian Traditional Handicrafts

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Abstract:

Design for material is considered nowadays a way of thinking in design and in furniture industry. Egypt is enriched with traditional Materials and Local handicrafts located in different clusters, which express the hidden applied arts in furniture industry and in interior designs. In this study, the researcher signifies the role of Handicrafts furniture industry using traditional materials in Egypt and the ways of promoting the manmade furniture designs to compete in the global market. Using the Tangible and the Intangible aspects of furniture design, the designer can acquire knowledge and ways of understanding to upgrade the design process and the furniture Industry in Egypt. The research analyses different Handicrafts Egyptian clusters such as using Fire Wood Handicrafts (Hatab Al Henna) and the ways of applying this material in Handicrafts Furniture Designs in Egypt. The researcher also analyses the target markets and the way customers may purchase handicrafts furniture designs to promote the small and micro enterprises in the Egyptian furniture Market.

Research Issue: -Neglecting the traditional handicrafts and the use of materials in the Egyptian furniture industry market.

Research Significance: Explaining the importance of traditional local handicrafts in the Egyptian furniture design. Promoting the role of design for materials in encouraging the small enterprises of the furniture Industry in Egypt.

Methodological: Analytical Methodology: through analytical study of Egyptian clusters and the different handicrafts industries. Handicrafts Industry Clusters: Fire Wood Handicrafts (Hatab Al Henna) at Meet Kenana, Benha-Egypt. Survey about Handicrafts Furniture Designs to analyse the target customer needs in promoting craftsmen of the traditional handicrafts.

Research Results: The need for cooperation between Academic Universities and Governmental Agencies that support the small, medium and micro enterprise sectors in order to advance small workshop owners in the manufacture of Traditional and Handicrafts furniture.

-Encouraging the dissemination of the idea of heritage and traditional exhibitions to revive the heritage aspect of each country, also encouraging the cultural exchange of handicrafts furniture manufacturing between the countries of the world.

- The Integration between the different disciplines of design such as Furniture Design and Graphic Design to promote the Handicrafts furniture industry in Egypt, thus expanding the branding strategies of the Local products to be exported in the Global Markets. - Expanding the Handicrafts furniture projects on a large scale to be applied and used in Hospitality industry such as Resorts and Hotels, Restaurants and in Residential Interior spaces.

Keywords :

Furniture Industry- Traditional Materials- Local Handicrafts

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Paper History :

Paper received November 19, 2023, accepted on January 23, 2024, Published on line March 1, 2024