

## **Dynamics in the interior design of commercial space through color**

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### **Abstract:**

Movement is a universal phenomenon that represents the rhythm of life with all its phenomena, living beings, and vocabulary, all the way to human movement. Movement is a concept inspired by nature in all areas of life. Dynamics in interior design is one of the trends that represent a source and wellspring of design thought, which contributes to organizing design elements and achieving aesthetic value that requires the presence of diversity that adds a degree of excitement and difference. To create diversity in design form and content. The concept of dynamism in design arises as a result of formative vocabulary between which there are relationships governed by organized rules. An expression resulting from the distribution of design vocabulary and elements, shape, line and color in a way that suggests communication and continuity. The eye can perceive it through an organized transition of the artistic elements that creates an aesthetic rhythm. The research study aims to clarify the relationship between dynamism and color and how to express movement in interior design through some color systems and methods such as contrast, color gradation, and optical illusion. The recipient perceives the reciprocal relationship in terms of colour and movement, which depends on the effectiveness of the structural form of the design work, as the visual attraction is formed according to the visual and aesthetic response. The research problem can be summarized in answering the following questions: Can dynamism be achieved in commercial space through color? And what is the extent of benefit from the different design methods of color in achieving dynamism in commercial space? The research study ends with an analysis of some models of design work for commercial space through specific points. It is how to create movement in the interior design of these spaces through color contrast, color gradation, and optical illusion, as they are one of the color methods that the research study addressed to apply dynamism in design through them and find the relationship between these methods and movement in design.

**Research problem** -Is it possible to achieve dynamism in the commercial space through color?

- To what extent are different design methods of color useful in achieving dynamism in the commercial space?

**Research objective** The research study aims to: -Emphasizing the relationship between color and dynamism in interior design - Studying the effect of contrast, color gradation, and optical illusions on dynamism in the commercial space.

**Research importance** The importance of the study is due to the following: - Shedding light on color methods to create dynamism in the interior design of commercial space.

**Research hypotheses** The research study assumes the following -There is a close relationship between dynamism and color in the interior design of commercial space through some design methods that the interior designer resorts to to achieve dynamism in the interior space.

**Research Methodology** The research study follows the descriptive and analytical methodology of some applied design works for commercial space.

**Research results** First: results of the theoretical study -Unity, repetition, and rhythm are basic principles in design based on dynamism through color, as the unity of the moving elements gives the impression of design movement. -Color gradation is one of the color methods that gives a sense of movement through the gradation that occurs in a harmonious manner, achieving transitions to the recipient's sight in a sequential and sequential manner. - Color contrast works to attract attention in addition to aesthetic values, add vitality, and create aesthetic effects for the interior space -Optical illusion with colors is one of the design methods that gives the illusion of dynamism in interior design, as it works to stimulate the eye and mind, suggesting movement that comes mentally through the eye.

Second: Results of the analytical study The analytical study dealt with models of some different commercial spaces and by reviewing some of the interior designs of those spaces and analyzing them according to the effect of color contrast, color gradation, and optical illusions on creating dynamism in the design. The most important results were as follows: -Through analysis according to the effect of color contrast on the commercial space Color contrast can be used as a means in the design treatments of commercial space between black and white, as this suggests movement through the transition between successive shades of white and black. Color contrast can be used as a means in the design treatments of commercial space between two different colors, cold and warm, and to create movement through contrast and contrast between color tones to attract attention Color contrast can be used as a means in the design treatments of commercial space between light and dark to create a process of gradual color transition from light to dark or vice versa, which gives light and shadow effects that result in dynamism in the design.

### **Keywords:**

Color contrast, color gradient, optical illusion, commercial space

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