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Augmented Reality and Redefining Aesthetics in Environmental Design: A Contemporary Philosophical and Applied Approach

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Abstract:

This research explores the role of augmented reality (AR) as a contemporary technological tool that redefines aesthetic concepts in environmental design. By integrating digital elements into architectural and heritage environments, AR enhances users' visual and sensory experiences without compromising cultural identity or distorting the authenticity of place. The study aims to understand how this technology can be thoughtfully employed to support aesthetic values and sustain the connection between humans and their environment in the context of accelerating digital innovation. The research problem stems from a philosophical inquiry into whether AR can balance aesthetic expression and environmental sustainability without disrupting the natural experience or allowing the virtual to overshadow the real. The research objectives are to investigate how AR can enrich spatial aesthetics while maintaining cultural and ecological integrity and to propose a framework for responsible use in heritage and environmental contexts. The significance of the research lies in its integration of philosophical perspectives with practical applications, offering both theoretical insight and real-world relevance. It contributes to filling a gap in literature that connects AR technologies with sustainable and culturally responsive design. A descriptive-analytical methodology was used, involving literature review and analysis of case studies from heritage sites where AR was implemented effectively.
The results show that AR, when carefully applied, can significantly improve the aesthetic and functional experience of spaces. It deepens user engagement with the environment while preserving authenticity. The study concludes with recommendations for applying AR in a way that respects cultural identity, supports environmental sustainability, and maintains a meaningful connection between people and place.

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Augmented Reality, Philosophy of Technology, Environmental Design Aesthetics, Virtual Aesthetics.

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