

The Role of the Creative Economy in Designing Contemporary Heritage Furniture to Achieve Sustainable Development and Cultural Identity

Mai Ibrahim El-Dessouky Abdel Aziz

Lecturer, Department of Interior Design and Furniture, Faculty of Applied Arts, October 6 University, mai_eldesoky52.art@o6u.edu.eg

Abstract:

In this world, amid rapid technological advancements, innovation emerges as one of the most vital tools for fostering both economic and social development in pursuit of the Sustainable Development Goals (SDGs). The discourse is no longer limited to the mere availability of natural resources; rather, it increasingly revolves around innovation and knowledge, which play a pivotal role in managing these resources to achieve sustainable development. In light of the global economic challenges—particularly those arising in the aftermath of the COVID-19 pandemic and ongoing geopolitical conflicts—many countries have found it imperative to strengthen and revitalize their economies to navigate through such crises. It is within this context that the concept of the *creative economy* has gained prominence. The creative economy is recognized as a model of economic development that centers on creativity and innovation as key drivers of value creation and economic growth. Egypt's Vision 2030, particularly within its cultural pillar, explicitly emphasizes the significance of the creative economy, with the first strategic goal stating: "Support for cultural industries as a source of economic strength, known as the creative economy. In this regard, the role of the interior designer becomes essential in achieving these objectives through the application of principles and methods that promote sustainability and resource efficiency. Interior designers contribute by striving to achieve aesthetics, functionality, sustainability, and economic efficiency. This research will focus specifically on the domain of furniture design, aiming to express Egyptian cultural identity through a contemporary lens. This will be pursued by applying the concept of the creative economy to heritage furniture design, merging traditional elements with modernity and utilizing advanced, eco-friendly technologies and materials. The creative economy, therefore, serves as a powerful tool for preserving and innovatively developing cultural heritage by balancing the retention of traditional and heritage elements in furniture design with the evolving needs and preferences of contemporary users.

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