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**" Modern Trends of Interior Architecture Through  
the Digital Age" (Application at One of the Service  
Touristic Places in Sharm El-Sheikh)**

**A Thesis Submitted to the Department of décor Specialization  
Interior Architecture  
Fulfillment of the Requirements  
for PHD Degree**

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## ABSTRACT

The first chapter entitled "**The role of internal architecture in shaping the interior space of the tourist entertainment spaces**" The types of tourist entertainment spaces were studied and the most important of which are night clubs, casinos, concert halls and other places that can accommodate live performances on condition (The place is able to accommodate the audience, allowing him to see and hear well - that the place allows the performer to submit his presentation). This chapter examines the theoretical bases and factors influencing the change of nightclub strategies, where there are a range of considerations to be considered (practical considerations - economic considerations - functional considerations). In this chapter, the stages of designing and studying a set of concepts related to the design process were studied (between input and output). this study included the contemporary design thought and design thinking method of practical and creative solution to problems or issues intended to achieve better future results. Then, a number of experimental ideas were studied (such as continuous design of the line, flexible design, capsule design, multi-level design).

In the second chapter entitled "**Towards a Future Design Thought for the Spaces of tourist entertainment** ", the study deals with the technical developments in the construction materials industry and its use in interior design. These materials have been flowing internally and externally, and have a variety of specifications and a high degree of sophistication and specialization, characterized by unprecedented competition in terms of diversity and specifications. The designer has developed a large number of design options that enable the implementation of his designs accurately and efficiently. These materials have a range of common characteristics including (design characteristics - technical characteristics - operational characteristics - expressive and philosophical characteristics) This chapter discusses the impact of the digital revolution on design trends. After exposure to a range of concepts related to digital manufacturing and digital architecture, a range of nightclub applications designed using digital architecture , The digital revolution has influenced the development of design thought on the philosophy of the inner space of night



clubs through the use of a set of elements in these spaces, such as interactive surfaces, including touch screens, interactive screens and fog screens, also helped the digital revolution to transform a set of elements Furnishing to be more effective such as bar, benches, walls and floors . The most important architectural trends resulting from the digital revolution were also studied such as Deformation Architecture and Fluid Architecture. And then study the concepts related to globalization with the presentation of models illustrating the interior design of interactive spaces in Egypt as a step to develop the foundations of the design of the applied project.

The third chapter deals with "**Applications of digital technology and their impact on the innovations of interior architecture** " its include The concept of interactive design, what is the interactive architecture, the relationship between architectural and interior design under it, and the design strategy of the interior of the interactive display space . A digital image is a collection of digital colors. "Each digital image on the computer consists of a pixel, the smallest unit in the image. The digital color is a group optical color used in digital techniques used in interactive display spaces The study presented the most important concepts related to optical interactive media such as Hologram and laser types.

The fourth chapter deals with "**a practical project for one of the entertainment spaces in Sharm El Sheikh** " In this chapter, a detailed presentation of the applied project, which is related to one of the entertainment spaces in Sharm El Sheikh, through studying:

#### 1. Search Issues:

Today, tourism faces many problems. These problems range from lack of technical knowledge and inadequate development of tourist attractions, which affect the national tourism development strategy.

#### 2. Research Objectives:

The need to follow the designer of the visual rules that create a work of art attractive to consider, which helps to attract tourism. And to shed light on what is

new and modern through the trends and design methods of commercial spaces to reach the best design solutions for this type of interior spaces that fit the nature of life in Sharm El Sheikh.

The specific location of the project is in the Sinai where the properties of the place have been clarified. Then the most important design criteria for the study of the project. Non-traditional solutions have been adopted to suit the location. The design thought is inspired by a word, feeling, piece of art, music, inspiration, or lines inspired by one of the trends of modern architecture, as a result of the above, the design thought of the project was inspired by the curved lines resulting from the appearance of the fluid architecture. Digital colors were used in techniques and computer software as 3D modeling tools in the interior design of the night club space. The project design stages were then studied at length to clarify the planning and division of the project and then to design in both horizontal and vertical projections and to clarify the most important types of plants used, then study the sectors and perspectives of the project internally and externally.

At the end of the four-chapters study, a set of findings and recommendations were developed.