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The Effectiveness Of Design Pluralism At Internal Space Levels

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Abstract

The interior design is the actual example of achieving the requirements of internal space, and on this basis these spaces have been of interest to internal designers. For further innovation and renovation based on innovation in design pluralism, as a result of the synergy of this environmental level, the design process has enriched and developed designs as a result of the interaction of the internal designer's self-abilities factor based on the study of the privacy of objective capabilities that govern the formulation of innovative and renewable design arts over time Which has endeavoured to achieve the effective role of design pluralism as a key role for design relationships as a result of the interlocking between the creative methods of internal designers in order to provide an internal environment for the recipient within a coherent functional and aesthetic unit, The interaction of design pluralism has a clear effect on the internal design of inner spaces, and this depends on the skill of design efficiency as it is a means of expression that delivers its message to the recipient, so the internal designer must follow in his design speech mechanisms a specific model to achieve the desired goal. This is why it is not done without the ability, competence and awareness of the design process, and due to the importance of this issue the problem of research has been formulated by the following question:

How can it be achieved by the effectiveness of design pluralism in the levels of internal space? The main objective of the research is to provide a clear study on the concept of the effectiveness of design pluralism, as it is the intellectual basis for building the hotel's interior design, and in light of this, the goal of research has been set by revealing the effectiveness of design pluralism at the internal space levels, while its spatiotemporal boundaries at the internal spaces resampled in: (Hilton Pattaya Hotel ,Thailand, 2011), and (Hilton Garden Inn Isparta, Turkey, 2015), the research study will also include both the conceptual framework, with the subject of research procedures, which are based on the methodology of the analytical narrative (content analysis). The research community will focus on adopting a more selective, bronchial approach to the results of the research study.

Keywords: multilateralism, design, design pluralism, levels of inner space.

La Efectividad Del Pluralismo De Diseño En Los Niveles Del Espacio Interno

Resumen

El diseño interior es el ejemplo real de lograr los requisitos del espacio interno, y sobre esta base estos espacios han sido de interés para los diseñadores internos. Para una mayor innovación y renovación basada en la innovación en el pluralismo del diseño, como resultado de la sinergia de este nivel ambiental, el proceso de diseño ha enriquecido y desarrollado diseños como resultado de la interacción del factor de auto-habilidades del diseñador interno basado en el estudio de La privacidad de las capacidades objetivas que rigen la formulación de artes de diseño innovadoras y renovables a lo largo del tiempo, que se ha esforzado por lograr el papel efectivo del pluralismo del diseño como un papel clave para las relaciones de diseño como resultado del enclavamiento entre los métodos creativos de los diseñadores internos para proporcionar un entorno interno para el receptor dentro de una unidad funcional y estética coherente, la interacción del pluralismo del diseño tiene un efecto claro en el diseño interno de los espacios interiores, y esto depende de la habilidad de la eficiencia del diseño, ya que es un medio de expresión que entrega su mensaje al destina-

tario, por lo que el diseñador interno debe seguir su mecanismo de discurso de diseño ms un modelo específico para lograr el objetivo deseado. Es por eso que no se hace sin la capacidad, competencia y conocimiento del proceso de diseño, y debido a la importancia de este tema, el problema de la investigación se ha formulado mediante la siguiente pregunta: ¿Cómo se puede lograr mediante la efectividad del pluralismo del diseño? en los niveles del espacio interno? El objetivo principal de la investigación es proporcionar un estudio claro sobre el concepto de la efectividad del pluralismo del diseño, ya que es la base intelectual para construir el diseño interior del hotel y, a la luz de esto, el objetivo de la investigación se ha establecido al revelar la efectividad del pluralismo del diseño en los niveles del espacio interno, mientras que sus límites espacio-temporales en los espacios internos se reexaminaron en: (Hilton Pattaya Hotel, Tailandia, 2011) y (Hilton Garden Inn Isparta, Turquía, 2015), el estudio de investigación también incluirá tanto el marco conceptual, con el tema de los procedimientos de investigación, que se basan en la metodología de la narrativa analítica (análisis de contenido). La comunidad de investigación se centrará en adoptar un enfoque bronquial más selectivo para los resultados del estudio de investigación.

Palabras clave: multilateralismo, diseño, pluralismo de diseño, niveles del espacio interior.

1- Introduction

The content of design pluralism is the result of the interaction of physical and expressive characteristics that are concerned with functional and aesthetic requirements and that, as a result, define the identity of the inner space in order to reach the stage of innovation and then design creativity so that the whole space structure will acquire a certain character that can be recognized perceptually. Therefore, the interior design is the actual example of achieving the requirements of internal space, and on this basis these spaces have been of interest to internal designers. For further innovation and renovation based on innovation in design pluralism, as a result of the interaction of this environmental level, the design process has enriched and developed design as a result of the interaction of the internal designer's self-abilities factor, based on the study of the privacy of objective capabilities that govern the design processes of innovative and renovation

design arts over time and which have worked hard To achieve the effective role of design pluralism as a key role for design relationships as a result of the interlocking of creative techniques of internal designers in order to provide an internal environment for the recipient within a coherent functional and aesthetic unit, Therefore, the interaction of design pluralism has a clear effect in the internal design of inner spaces, and this depends on the skill of design efficiency, as it is one of the expressive means that deliver its message to the recipient. This expression of design pluralism becomes a potential enrichment force for attracting the recipient according to the requirements of the design processes on its private and public aspects, and specifically in designing the internal spaces of the hotels, it is in urgent need of the best solutions because this artistic performance has been accompanied by many developments in the field of design demonstration techniques , through its formulation in the form of a crossing within a contemporary urban context, It also expresses the resulting vision of the ability and decision-making capability of the internal designer in any individual interior design terminology, which is based mainly on the cognitive thinking strategy using the expression tools in new contexts to reach meaning within a pattern of clear reasonableness in shaping the space. This is because each design stage has its own vision to form original features, and this depends on seeing the impact of invoking design rhetoric and gradual regeneration through sensory innovation based on spatiotemporal synergy. This requires superior performance capability and a specialized best-in-service design by examining real-world situations of location-related meanings, Therefore, the internal designer should follow in his design speech mechanisms a specific model to achieve the required goal, and therefore this is not done without a capability, a mirror and an awareness of the design process. The importance of this topic the problem of research has been formulated with the following question: How can it be achieved by the effectiveness of design pluralism at the levels of internal space? While the importance of research is: By:

1. The research provides a clear study on the concept of the effectiveness of design pluralism as the intellectual base for building the hotel interior.
2. Research contributes to the development of the culture and skill of the hotel interior.
3. The research provides the cognitive aspect of modern study and development of space designs Contemporary interior.
4. The research contributes to the study of the effectiveness of the

conceptual and visual understanding of the visual framework formed and recognized through the mental image of the interior designer, which reflects the meanings of the interior, so that its effect is to determine the affiliation of the place and time to accommodate the variables of the requirements of the time.

In light of this, the objective of research was selected through revealing the effectiveness of design pluralism at the levels of internal space, through the study of:

First: The intellectual content of design pluralism, and second: The Sensory synergy of design pluralism.

As for the search limits, they include:

1. Objective limit: Study the effectiveness of design pluralism at internal space levels.
2. Spatiotemporal limit: Internal spaces which are represented in:
* (Hilton Pattaya Hotel- Thailand, 2011).
* (Hilton Garden Inn Isparta, Turkey 2015).

The search also includes the definition of the following terms:

Effectiveness: (Its origin out of the verb (effect), and effectiveness is a proof of the recipient's self-response with the images and ideas that it has consistently contained with symbolic values capable of communicating with the place, and it has a physical and moral entity and formal, sensory and symbolic characteristics, as they all define the character of the specific environment, and in turn to represent the essence of the place.) [2]

Pluralism: (Its origin out of the verb (plurality), a feminine name attributed to the word (plurality), is an indication of the amount of the enumerated objects to express some quantity.) [9]

Design: (It is an innovation to form and create useful, beautiful and fun objects, as it represents the integrated process of planning something's shape, and creating it in a functional and aesthetic way.) [1]

Procedural Definition (Design plurality): A homogeneous structure consisting of a number of elements that are recognized and related to relationships among themselves, it also represents a grouping and composing process governed rules and a number of elements in certain methods and relationships, through which expressions with formal and semantic dimensions are produced.

Internal space: (The basic foundation of the internal design process, and it reflects a range of conscious, meaningful relationships, as well as systems

with expressive ideas to suit the nature of the activities and events of its users.) [7]

2- Theoretical framework

2.1- The intellectual content of design pluralism

(The intellectual content of design pluralism means an image of a performance or action, and is achieved only by a mind-set that develops in accordance with the level of achievement.) [21] that's why, many designers seek to crystallize the perception of design content, and thus the meaning is linked to the ingenuity of design pluralism (Within multiple design movements and this is because of the true meaning of functionality. Since no form of architecture or interior design can be interpreted as an act except in the sense and intellectual content) [16] through this, the expression of the internal space function at the level of the skill of design pluralism is itself a function of interior design. This is in line with the study of the nature of the internal space design by confirming its formal meanings, which should be clear in dealing with the various forms surrounding it within a clear intellectual content, and the intellectual content of the design pluralism in the formation of internal spaces is based on achieving a useful usable function. There is a basic set of functions for internal space with intellectual content such as achieving (the function of communication, which is between the content of formal and recipient configurations and the content of the function of expression, which represents the expression of the designer himself or the content of the event through symbols. Or both and also the content of the aesthetic function, which is reflected in the total intellectual content of the two functions above). [15] That's why, the interpretation of the reflective indications content of the concept of design pluralism within the formation of modern inner spaces may be expanded and persuasively consistent and leveling its self-esteem within the familiar environment, with the principle of change through a design vision from the very first moment of its vision through the recipient and which it possesses within its design features through its relations of tight association between design and engineering system, As the design is a basic form of art, (the intellectual content based on the choice of engineering configurations is a manifestation of the design pluralism of measurement and division, so it is relied upon in many existing design formulas to achieve its unity based on geometric proportionality)[10] the intellectual content of Design pluralism is reflected by the search for the purpose in an intellectual content stemming from the

theme, which relates to two main concepts first: Communicating symbolic meanings by giving meaning to shapes, and secondly: Communicating aesthetic meanings through mere formalistic organization. Generally, a plurality of design has the ingredients of its survival through the following three themes: (Aesthetic relationships of shapes as physical sensory, object design, and symbols as intellectual and emotional characteristics) [4], in addition to its image, it includes elaborating it into classifications to be appropriate in organizing its structures and forms in order to achieve the best possible level of mastery and design effectiveness, which indicates that the structure of intellectual content is based on the intellectual vision of the designer, which is based on the choice and stability of the idea. This can only be achieved by drawing on the experience of the internal designer who is based on the skill and competence of the internal designer’s mind, depending on the imagination mechanism to convey the meanings of the complex mental image in general and then the specialized, related to conscious mental synergy and between sensational and expressive synergy. To be as a whole, the media which shall be carried toward the achievement of material, objective aspects, as shown in the following chart:

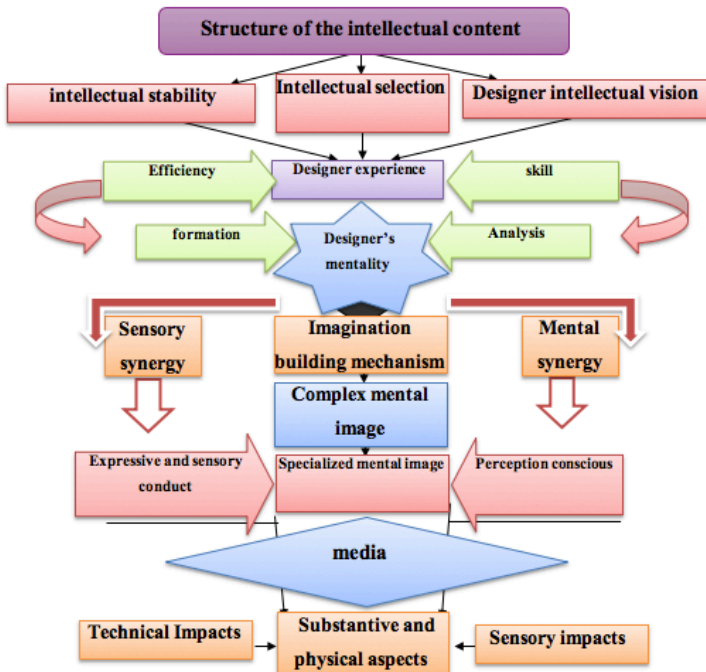


Diagram (1) is illustrating the structure of the intellectual content of design pluralism (Researcher planning) one of the most prominent requirements of intellectual content that have an important role in achieving the effectiveness of design pluralism within the levels of inner space is as follows:

1- (adoption of the form and area study, which form their respective correlation to each other within the design process formation, meaning, study of the content of a structured format unit for the public format service) [14]. Thus, the content of the interior is within several forms, and the division of the design space may be horizontal and vertical.

2- (adopt the content of the redundancy feature and distribute it within measured spaces so that the underlying design space is a consistent, seamless design). [18]

3- (adoption of the content of spatial segmentation, as well as adoption of color and formality variations of the terms of each design configuration). [12]

4- approve the content of the pluralism of the spaces, geometric and semi-geometric volumes (which in turn form the center of the visual attractiveness of the viewer and which the designer also divide into spaces and sub-geometric volumes so that they accommodate the terminologies and design units within the specific spatial frame). [12]

5- (Studying of the content of the format of the internal determinants with self-regularity that would result in any change in the overall subjective pattern for a certain level of internal determinants) [18]

6- The adoption of a plurality of design between each specific level of internal determinants (ensuring that aesthetic content is achieved through the interaction of formal attributes at the level of a single area configuration, in order to obtain high contrast within each design configuration in terms of (line, shape, color, texture, light value). [13]

7- (The adoption of a focus system that is obtained by regulating the plurality of design configurations around the center) [3], which creates a centralized center-polarization.

8- (Depending on the selection of pluralized effectiveness content, of the apparent form diversity according to the area to be occupied by the design configurations.

9- Utilization of various materials techniques in new visualization in accordance with achievements depending on the content of the variation between the parts of the formative unit, the designer may rely on the pluralization of various technical styles such as Protruding, Gummy or Bunching Style Method) [20].

10- (Avoiding complications and formal overlaps, which achieves a smooth, pluralistic content to read easily, with the study of spaces within each area division.

11- The study of the area division, which depends on the organization of the segmentation axes in a homogeneous and proportionate manner within the content of the structure of the design work, in which, each part of the internal determinants adds an expressive meaning, should be taken into consideration, and the internal designer also considers the content of the plurality of the directional divisions, in order to achieve a harmonious diversity and (Directional-spatial) division caused by proportional processor occurrence between the whole and the part of the design shapes in accordance to the area specified for them) [19].

12- Adoption to the content of the studied standard multi-dimensional (plural) for each level of internal determinants (In order to maximize the potential benefit of the process of being divisible into smaller spaces through which a design system is imposed that defines spatial relationships) [6]

13- Adopting the content of space balance plurality based on the rules of aesthetically acceptable proportions; (So that space is distributed so that the unity of sovereignty, diversity and apparent interdependence of all parts of the design work is achieved. In addition, the distribution of light and dark spaces, whether caused by the color of the material or by the influence of both light and shade, which contribute to the sensation of space depth, should be consistent with the objective of the design work, including the prevalence of certain color tones. Considering the relationships between areas) [6].

2.2 - The sensory synergy of design pluralism

The sensory synergy of design pluralism is underpinned (Based on the interaction between the recipient and his/her interactivity of the dimensions or distances within the inner space, it may be colored, shaded or lit and may also include a texture or a component of surfaces, edges, and bodies, showing interference in the inner space and ultimately is a component of things that make sense.) [17]. (To be recognized by the plurality of formal configurations that include these elements within the optical field) [5], meaning that the sensory synergy depends on the plurality of meanings associated with the choice of the location as well as the choice of meaning based on the expressive clarity. In turn contributes to the process of

shaping the design work according to the stages of the development of the design work, are based on the study of general taste and the synergy of the recipient in order to achieve a positive product of the sensory synergy toward the construction of a studied design theme, in accordance with the following chart:

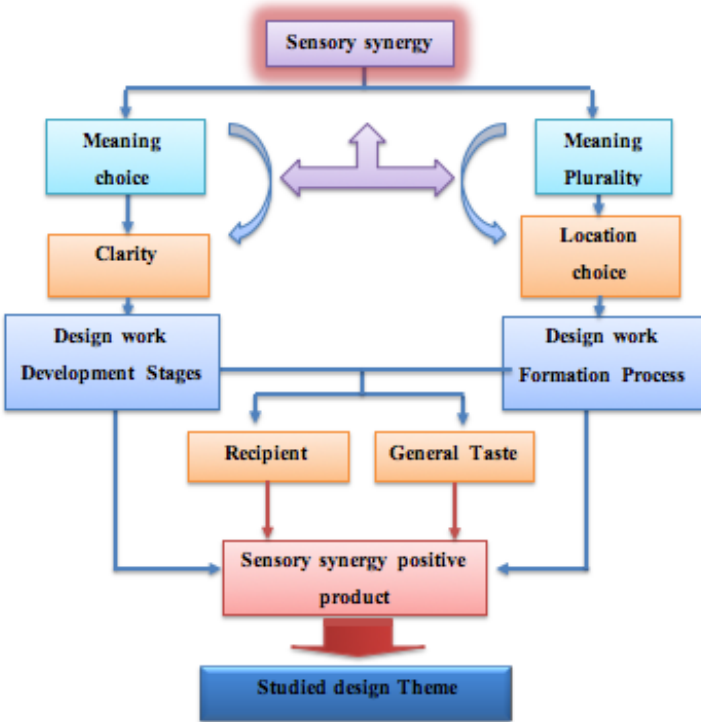


Diagram (2) showing the sensory synergy of Design pluralism (Researcher Planning)

This is based on a study of the Sensory Synergy through the following considerations:

- 1) The internal designer seeks, as far as possible, to draw the attention of the recipient to the most important protagonists in the internal space by adopting the plurality of his design and technical processing toward the core subject, and this is at a serious level of clarity. (Design excellence is therefore one of the most effective treatments for sensory synergy through the search for attractiveness and excitement as the designer has to create a distinctive character of sensory design excitement, which has a direct

impact on recipient perception.) [11]

2) Achieves clarity through the utility of plurality of design principles (Where the sensory synergy of well-known and familiar meanings emerges among people, clarity in design means that it includes clear, easy-to-understand, easy-to-define meanings), and is one of the apparent features and characters of the sensory excitement associated with expression and design system.

3) (The progressivity in the internal design should have its confirmation and existence according to the relative importance of the elements as contained in the plurality of the design configurations, to contribute to the display of the sensory synergy of the inner space in a logical sequence within the internal environment) [5], This is based on the selection of the specific location within certain parts of the design configuration.

4) (Consider the distribution of centers to suit the visual attraction of design configurations) [20], taking into account the correct ratio rules to show the aesthetic values of interior space designs, based on the distribution of spaces according to geometric systems with design relationships.

5) (Study the nature of the design product that is subject to a particular order and through which the Sensory Synergy is present throughout the design.) [8]

3 Research methodology and procedures:

Due to the nature of the research, the descriptive analytical approach (content analysis) has been adopted. This is one of the methods of scientific research to identify the effectiveness of design pluralism in the internal space levels, because this study requires knowledge of all its details, based mainly on the theoretical framework, to achieve a comprehensive research goal and this is done through a study, first: The Design Pluralism intellectual content and the second: The Design Pluralism Sensory synergy.

4 Search community and its samples:

Since the research study is concerned with examining the effectiveness of design pluralism at the levels of internal space, the selective, intentional technique was adopted, where the samples research was as follows:

Model 1: (Hilton Pattaya Hotel, Thailand, 2011)

Model 2: (Hilton Garden Inn Isparta, Turkey, 2015)

These samples were selected according to the following justifications:

1) The adoption of diversity in choosing the effectiveness of design

pluralism within the levels of internal space; and the level of diversity in the use of various techniques in how they are implemented for hotels.

2) These elected models have been designed with the interior design in mind for hotels.

4.2- Description and Analysis of the first Model:

The internal space of (Hilton Pattaya Hotel, Thailand, 2011)

The effectiveness of the design pluralism of the internal designer has depended on the selection of internal determinants with the levels included in the study of the intellectual content of the design unit within the internal determinants, with the self-regularity of the macro-level, in relation to the multiplicity of each particular level of internal determinants, which has given a sense of freedom and openness. In addition to the multiplicity that has emerged at the orbital height levels within a single inner space with space limits, See figure (1,2), with the adoption of the intellectual content of the replication feature, which included the design and distribution of the core unit within measured spaces, thus achieving the basic design space a consistent design with harmonious flows, See figure (4.5), while optical weights have shown their active role by selecting finishing materials that have significant effects on the effectiveness of the design plurality, while the effectiveness of spatial segmentation content depends on design configurations, as well as the adoption of color and formality of the particulars of each design configuration. The design shapes also added additional impressions to the inner space, especially in its linear directions, which helped to direct the view to the inner space with a sense of spacebar, see figure (3,4,5), as well as the internal designer's reliance on the effectiveness of the content of the various spaces, geometric and semi-geometric volumes, which in turn formed the center of visual gravity of the viewer, see figure (3,4), this has helped to attract the attention of the recipient as well as giving the interior designer the freedom to choose the complementary form of inner space, see figure (1,2), by examining the form and area, each of which has achieved its important role in dividing the design space into horizontal and vertical axes. In addition to the freedom to diversify into indoor space heights with the freedom to install lighting structures and complementary services, and through that, the internal designer has relied on achieving visual diversity based on balance by combining the plural-

ism of these levels with each other, which has added visual pleasure, see figures from (2:6). The effectiveness of the design pluralism between each specific level of internal determinants has also been based on achieving aesthetic content through the interaction of formal attributes at the level of a single area configuration in order to obtain high contrast within each design configuration in terms of (line, shape, color, texture, light value), see figures (2, 3, 5), which reinforced the parallel space dimension by directing the recipient's eye movement toward its extension.

The change occurred by the design pluralism of the model has been demonstrated by its ability to identify and define spatial boundaries based on differentiation between adjacent spaces, which has added to this design as an element and function that has an effect on the illumination of the interior space and has also become a reflector of light, see figure (2, 3). In addition to choosing the effectiveness of the content of the formal and visible diversity according to the area to be occupied by design configurations, and using the effectiveness of pluralism by selecting techniques with various materials, which is in new manifestations according to achievements that depend on the intellectual content of pluralism between the parts of the formative unit of design levels, and this is done through the adoption of various technical styles such as the prominent and gummy, see figure (4,5), with the avoidance of complications and formal overlaps, which has made it possible to achieve the effectiveness of a streamlined content for reading easily, as well as examining spaces within each area division, see figure (5). In addition, the study of the plurality of area division is based on the uniformity and proportionality of the division of the area within the content of the design structure of the work so that each part of the internal determinants has added an expressive meaning, and the internal designer has focused on the effectiveness of the content of the multidirectional division plurality, to achieve the diversity of the rhythm and a (directional-spatial) division resulting from proportional processing events between the whole and the part between their area-design forms within the inner space, see figure (1, 3), with the adoption of the examined content of the standard dimensions for each level of internal determinants, in order to achieve the highest possible level of the process of divisibility into smaller spaces, in which a basic system for determining spatial synergy s have been formed, with enclosed principle of pluralism is based on a well-thought-out engineering design system, which has achieved the best possible level of mastery and design efficiency, and that there is a reliance on the efficiency of the content of space balance pluralism based on the rules of aesthetical-

ly acceptable proportions. Within the unity of sovereignty, diversity, and apparent correlation of all parts, see figure (5,6), as well as the distribution of light and dark spaces, both emerging from the color of the material or those resulting from the influence of both light and shadows, which have contributed to the effectiveness of the content of the sense of space depth, and the fact that the skill of the design pluralism of the model has contributed significantly to the sensory synergy that has taken place and realized through examination of the internal designer of the formal configurations and their background within the levels of the internal determinants, which have been progressed from the formal most simple shape to add a sense of spaciousness to the place, see figure (4,5) While the internal designer pursued as much as possible to draw the attention of the recipient to the most important protagonists in the internal space by adopting its design and technical processing toward the main Theme, and this is in a serious level of clarity bases, to help achieve design excellence as one of the most effective treatments for sensory synergy through attraction and excitement, as the designer has to create a distinctive character of sensory design excitement, which has a direct impact on the recipient's perception. The designer also relied on the achievement of a plurality of clarity through the use of design principles, in which he expressed the sensory synergy of known and familiar meanings of the recipient as one of the apparent characteristics and features of the sensory excitement associated with the expression of the design system, and the designer also based on a principle of importance progressive plurality of the internal design, that takes importance in the internal design depending on the relative importance, which contributed to the sensation of internal space in logical succession within the internal environment for the correct reading sequence, see figure (1,2), depending on the location selected within certain parts of the design configuration. See figure (3), with concentration on plurality distribution of centers to suit visual attraction for design level designs, based on correct ratio rules, to show aesthetic values for interior space designs based on the distribution of spaces according to geometric systems with design relationships. Based on the examination of the nature of the design product in a particular order, through which the sensory synergy has emerged throughout the interior design levels, see figure (3,4).



Figure (1)



Figure (2)



Figure (3)



Figure (4)



Figure (5)



Figure (6)

Source: (Researcher's Photography)

4.2 Description and Analysis of Model 2:

The inner space of (Hilton Garden Inn Isparta, Turkey ,2015)

The skill of the internal designer's design pluralism has been able to employ the visual method of processing, to bring about visible changes within a certain direction. Taking into account the adoption of apparent pluralism

by using the design process method as light and dark colored finishing materials, while adopting the intellectual content of the interior designer through the use of spatial segmentation, as well as the adoption of color and formal variations of the terminologies of each design configuration. The shapes at their design levels also added additional impressions to the inner space, especially in their linear directions, which helped to guide the view of the inner space with a sense of spacious, see figures (7, 8, 9), the effectiveness of the design pluralism of the internal designer has also depended on the selection of internal determinants with the design configurations, while optical weights have shown their active role by selecting finishing materials that have distinct effects on the effectiveness of the sense of plurality design. We also note that there is a reliance on the effectiveness of the content of the plurality of space balance based on the rules of aesthetically acceptable proportions, within the unity of sovereignty, diversity and apparent correlation of all parts, see figure (9,10), as well as the distribution of light and dark spaces, whether caused by the color of matter or by the influence of both light and shadows, which have contributed to the effectiveness of the content of the sense of space depth, With the internal designer's reliance on the effectiveness of the multi-space, geometric, semi-geometric spaces and volumes, which in turn formed the center of visual attractiveness of the viewer, see figure (7,10), which attracted the recipient's attention and gave the interior designer the freedom to choose the complementary form of the inner space, see figure (11,12), with the internal designer studying the contents of the standard dimensions of each level of internal determinants, in order to achieve the highest possible benefit from the process of dividing them into smaller spaces, through which he built a base system by which spatial relationships are determined. In which emerged in the study of the intellectual content of the system of design unity within the internal determinants, with self-regularity in the macro-level, and this in relation to the pluralism of each particular level of internal determinants, which gave a sense of freedom and openness. In addition to the plurality that has emerged in the orbital height levels within the same inner space with space limits, see figure (9, 11), and the effectiveness of a design pluralism between each specific level of internal determinants was also based, thus achieving aesthetic content through the interaction of formal attributes at the level of a single area configuration, In order to obtain high contrast within each design configuration in terms of (line, shape, color, texture, light value), see figure (10, 11, 12), which reinforced the parallel space dimension by directing the recipient's

eye movement toward its extension. With the adoption of a focus system achieved by regulating design configurations around the center, resulting in the formation of a centralized-centered focus, see figure (12).

The diversity of design pluralism within the model, has shown its ability by identifying and defining spatial boundaries and differentiating adjacent spaces, as it has added to this design as an element and function that affects the illumination of the inner space and also becomes a reflector of light, see shape (7, 8, 9), the selection of the effectiveness of the content of the formal variation by area to be occupied by the design configurations, while avoiding complications and formal interference, which has achieved the effectiveness of a streamlined content for easy reading, with the study of the internal designer to spaces within each area division, see figure (7, 8, 9). The study of spatial division pluralism has also been used, depending on the uniformity and proportionality of the division of the areas within the content of the design structure of the work so that each part of the internal determinants has added an expressive meaning, and the internal designer has also focused on the effectiveness of the content of directional division pluralism, in order to achieve a harmonious diversity and (directional-spatial) division emerges from the events of proportional processes between the whole and the part between their spatial design forms within the inner space, see figure (8, 9) bearing the principle of pluralism within a well-thought-out engineering design system, which achieved the best possible level of mastery and design effectiveness. With reference to the effectiveness of the intellectual content of the redundancy feature, which included the design and distribution of the main unit within measured spaces, which achieved the basic design area a consistent design with harmonious flows, see figure (8, 11). In addition to using the effectiveness of pluralism in techniques with various materials, in new manifestations according to achievements that depend on the intellectual content of pluralism between the parts of the formative unit of design levels through various technical styles such as protruding and Gummy, see figure (10,12), focusing on the study of the form and area, which form their correlation with each other in the composition of the design process, thus contributing to the division of the design space into horizontal and vertical axes, In addition to the freedom to diversify into indoor space heights with the freedom to install lighting structures and complementary services, the interior designer has relied on achieving balanced visual diversity by combining the plurality of these levels with each other, which has added visual pleasure, see figure (12, 11, 9), In fact, the skill of the design pluralism of the model has

contributed significantly to the sensory synergy that was recognized by the study of the interior designer to the following three topics: Subject matter and aesthetic relationships of shapes as sensory features and symbols as intellectual advantages within the levels of the internal determinants, which have graduated from the simplest formal to add a sense of spaciousness, see figure (7, 8) . The design relied on a principle of importance graduated plurality in the internal design, which is based on relative importance, which contributed to the sensory synergy of the inner space in a logical sequence within the internal environment for the correct reading sequence, see figure (9, 10), depending on the location selected within specific parts of the design configuration, see figure (12), based on the nature of the design product studied in a particular order and through which the sensory synergy in all parts of the interior design levels emerged, see figure (9.10), with focuses on pluralism distribution of centers to suit visual attraction of design level designs, based on correct ratio rules, to show aesthetic values of interior space designs, based on the distribution of spaces according to geometric systems with design relationships, see figure (7, 11). While the internal designer pursued as much as possible to draw the attention of the recipient to the most important protagonists in the internal space by adopting its design and technical processing toward the main subject matter, which is in a serious level of clarity, to help achieve design excellence as one of the most effective addressing for sensory synergy through attraction and excitement, the designer has to create a distinctive character of sensory design excitement, which has a direct impact on the recipient's perception, see figure (10, 11). The designer also relied on achieving a plurality of clarity through the use of design principles, in which he expressed the sensory synergy of known and familiar meanings of the recipient, as one of the features and characters of the sensory excitement associated with the expression of the design system, see figure (7, 8, 9, 10).



Figure (7)



Figure (8)



Figure (9)



Figure (10)



Figure (11)



Figure (12)

Source: (Researcher's Photography)

5. Results

1. The effectiveness of the design pluralism of the internal designer has depended on the selection of internal determinants with the levels included in the intellectual content study of the design unit configuration within the internal determinants, with self-regularity in the macro-scale, and in relation to the plurality of each particular level of the internal determinants of the two models.
2. Adoption of the effectiveness of the content The intellectual redundancy characteristic, which includes the design and distribution of the basic unit within measured spaces, has created a consistent, seamless design for the main design space, which in turn is a requirement of the effectiveness of the design plurality at the internal space levels of the two models.
3. Emphasizing the effectiveness of the content of spatial plurality of

spatial divisibility, as well as the adoption of color and formality for the terminologies of each design configuration; The design forms also added additional impressions to the inner spaces, especially in their linear directions, which helped to guide the view of the inner space with a sense of spacious as a whole to represent one of the requirements for the effectiveness of the design plurality at the internal space levels of the models.

4. The study of the interior designer coincided with the effectiveness of the content of the plurality of spaces, geometric and semi-geometric volumes, which in turn formed the center of visual attractiveness of the viewer. As one of the requirements for the effectiveness of design pluralism in the internal space levels of the two models, which has attracted the recipient's attention and gave the internal designer the freedom to choose the complementary form of inner space within the two models.

5. The requirements of the effectiveness of design pluralism depended on the study of the form and area, which form their correlation to each other in the design process of the design division of space into horizontal and vertical axes for the levels of internal space of two models, as well as the freedom of diversification into the heights of internal space with the freedom of installation of structures Light and complementary services, thus, the interior designer has relied on achieving visual diversity while achieving a kind of balance by bringing together the pluralism of these levels, adding visual pleasure to the recipient.

6. The effectiveness of the design pluralism between each specific level of internal determinants was based on one of these determinants, which achieved aesthetic content through the interaction of formal attributes at the level of a single area configuration in order to achieve high contrast within each design configuration in terms of (line, shape, color, texture, light value), this reinforced the parallel space dimension by directing the recipient's eye movement toward its extension.

7. Adoption of a focus system based on the action of organizing design configurations around the center, which has contributed to a centralized center-polarization as one of the requirements for the effectiveness of design pluralism in the interior space levels of the first model.

8. The internal designer has demonstrated the efficiency of the design plurality of the two models by choosing the effectiveness of the content of the formal and apparent diversity according to the area to be occupied by the design configurations.

9. The study of the nature of the design of the elected inner space was coincided by the use of the effectiveness of the plurality of techniques

with different materials, in new manifestations, according to achievements that depend on the intellectual content of pluralism between the parts of the formative unit of design levels. This is done through various technical styles such as protruding and Gummy while avoiding complications and formal interventions, which has achieved a streamlined efficiency that can be easily read, while studying spaces within each space division of the two models.

10. The functionality of the effectiveness of the multiple spatial division multiplexing of the two models based on the uniformity and proportionality of the divisibility axes within the content of the design structure of the work, which added to each part of the internal determinants levels an expressive meaning.

11. The internal designer focused on the effectiveness of the content of directional division plurality, to achieve the spatial variation and (directional-spatial) division resulting from the events of proportional processors between the whole and the part between the spatial design forms defined within the internal space levels of the models.

12. Emphasizing the content of the standard dimensions studied for each level of internal determinants, in order to achieve the highest possible benefit from the process of divisibility of them into smaller spaces, through which a foundation system was established by which spatial relationships were determined. In turn, it is one of the requirements for the effectiveness of design pluralism in the internal space levels of the two models, bringing with it the principle of pluralism within a well-thought-out engineering design system, which has achieved the best possible level of mastery and design effectiveness.

13. Adoption of the effectiveness of the content of the plurality of space balance based on the rules of aesthetically acceptable ratios, within the unity of sovereignty, diversity and apparent interdependence of all parts of the design levels; The distribution of light and dark spaces, whether caused by the color of the material or by the effect of both light and shadows, which has contributed to the effectiveness of the content of the sense of space depth for the levels of the internal space of the two models.

14. The effectiveness of the design plurality of the two models has contributed significantly to the sensory synergy that was recognized by the internal designer's study of formal configurations according to their background within the levels of internal determinants, which have graduated from the most formal to add a sense of spaciousness.

15. As far as possible, the internal designer has pursued the recipient's

attention to the most important terminology at the internal space levels of the two models by adopting their design and technical processors plurality to contribute to design excellence, as one of the most effective processors for sensory synergy through attraction and excitement, the interior designer had to create a distinctive character of sensory design excitement, which had a direct impact on the recipient's perception.

16. The internal designer relied on the effectiveness of clarity plurality by using the design principles in which he expressed sensory synergy of well-known and familiar meanings to the recipient as one of the characteristics and features of the sensory excitement associated with the expression of the design system.

17. The interior designer has demonstrated his ability to express the principle of the effectiveness of importance graduated pluralism, which is important as a requirement of interior design in accordance with relative importance, which has contributed to the sensory synergy of internal spaces in a logical sequence within the internal environment to achieve the correct reading sequence of internal space levels. Depending on the location selected for them within specific parts of the design configuration.

18. Focus on the effectiveness of centers distribution plurality suitable for visual attraction of design level designs based on correct ratio rules to demonstrate aesthetic values for interior space designs. depending on the distribution of spaces according to geometric systems with design relationships based on the study of the nature of the design product subject to a particular order, through which the sensory synergy of all parts of the interior space levels of the models emerged.

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