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The Philosophy of Globalization in Contemporary Interior Design

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Article Info.	Abstract
	Globalization emerged and developed over several stages and decades. This concept, presented to encompass the world, was not intended to serve the world itself, but rather to facilitate continuous improvement and change in various aspects of life. It has created a science whereby the resulting technology empowers economic tools to serve the interests of the world. Globalization resulted from shortening time and distances between interconnected places and creating relationships through public relations. It has opened new opportunities for public relations, which in turn arose from technological, geographical, and political changes that provided chances for communication among global beneficiaries, The phenomenon of globalization in the field of art has led to the exchange of cultures and artistic techniques among nations, providing artists with the opportunity to explore various artistic works and diverse cultures. This trend has resulted in the creation of a wide range of global artworks that integrate different cultural and artistic techniques, Therefore, globalization can contribute to advancing progress and development across various fields while deepening our understanding of the world and enhancing communication among individuals. When discussing Arab identity, the first concept that comes to mind is its uniqueness and the distinctive characteristics that reflect this particularity, differentiating these societies from one another. However, the transformation occurring in contemporary Arab societies is marked by a shift from unity to diversity, which has become a primary objective. Overall, the findings of this study indicate that globalization has both positive and negative impacts on contemporary interior design, significantly influencing its development.

1. Introduction

Globalization is a result of shortening time and distances between connected places and the public relations that establish links. It has provided new opportunities for public relations, which, in turn, have benefited from technological, geographical, and political changes that allow for communication with global stakeholders. Globalization is characterized by being a product of the present, encompassing technological, scientific, and communicative indicators, which may have political, social, cultural, and other effects. Globalization has directly or indirectly reflected on various aspects, one of which is the impact on artistic works that have extended and integrated a global character into daily life. Thus, art reaches the highest levels as a value associated with certain identifiable characteristics across ages. The foundation of this spread and the process of affinity that may occur between viewers in different places and the artwork is what goods acquire after the concept extends to them.

Interior design is considered an intellectual and practical outcome of various sciences related to objective realities, the movement of life, and its laws. It addresses the challenges faced by humans, fulfilling their desires and aspirations, and satisfying their needs. It is essential to understand the comprehensive meaning of the term "design" as a product of contemporary material philosophy and our civilization today, to comprehend its impact on our daily lives and our level of progress. Design, in its simplest terms, refers to beautiful artistic forms produced for utility or use. When we recall the things, we aim to benefit from or use, we find that they encompass all aspects of our daily lives. Can any of us do without things associated with these four values?

From here, the comprehensive idea of interior design, which falls under the category of applied arts, becomes clear. These arts aim for practical utility, and thus all these arts adhere to the same philosophy and aesthetic, theoretical, practical, and productive experiences, despite the different systems due to the functions they perform. Interior designs vary greatly in their details, functions, materials, techniques, and objectives they aim to achieve. Naturally, these designs differ in philosophy, vision, form, materials, techniques, and sizes based on functions, values, identity, traditions, and economic, social, and political aspects.

The essence of the philosophy of interior design, along with all its theories and the processes leading to its creation and production, is the "user," as the only objective truth that confirms the validity, reality, and success of design. Here, all our visions, theories, experiences, and abilities to understand human reality and its needs in time, place, society, history, and environment are tested. This leads to the following question: What is the impact of the philosophy of globalization on interior design?

1.1. Importance of the Research

- It focuses on studying globalization as a philosophy to clarify its impact on interior space.
- It benefits specialists, researchers, and students interested in the topic of study.
- It paves the way for proper scientific continuation and direction towards such topics.
- It opens up scientific opportunities for scholars to study previously unexplored topics.
- It enriches scientific libraries with contemporary studies that provide a qualitative leap by addressing topics and methods of treatment.

1.2. Research Objective

To uncover the philosophy of globalization in contemporary interior design.

1.3. Definition of Terms

Globalization refers to the experience of the absence of borders in various aspects of life, including economic, political, media, environmental, artistic, cultural, and others. It is accompanied by something familiar yet mysterious, making it difficult to comprehend. Nevertheless, society seeks to adapt to it and provide answers. If globalization is understood in this sense, it means the elimination of distance and borders, allowing people to work and live together across distances. This has become possible thanks to modern media and transport; the Earth is no longer distant and vast but has become dense, small, and close through communication networks [1].

2. The Theoretical Framework

2.1. The Concept of Globalization

Globalization is one of the main topics in philosophy that generates much debate and discussion. It is an evolutionary process that leads to the integration of the world we live in across various aspects such as economy, culture, technology, politics, and trade. Globalization is a vital and ongoing process that helps unify the world and make it more open and cooperative. However, this process raises many questions and challenges, including whether globalization undermines the cultural and historical diversity of the world or exacerbates economic disparities between nations. Some contemporary philosophical schools suggest that globalization should occur in a responsible and balanced manner, avoiding negative effects and promoting positive benefits.

Contemporary philosophies also focus on analyzing the relationship between globalization and cultural identity, determining whether individuals can maintain their unique culture and identity in a world moving towards unification and integration.

The differentiation of human cultures and the diversity of their heritage, which encompass variations in clothing, food, daily customs, languages, dialects, intellectual and literary productions, architecture, and interior design, among countless other aspects of civilizations, constitute fundamental pillars in human awareness and the foundations of human philosophy. Heritage shapes the memory and genetic structure of a nation, reflecting its accumulated human, life, social, political, cultural, and economic experiences [2].

2.2. Positive Effects of Globalization

- Global Openness and Erosion of Borders: The development of various communication means, such as the internet and mobile phones, has rapidly evolved and reached all segments of society. People are no longer confined by their country's geographical borders, fostering cultural awareness, especially regarding their rights and freedoms, making them more interactive and proactive.
- Proximity through Communication: The advancement of communication technologies has bridged distances, allowing many individuals living outside their homelands to participate in political and civil events, such as voting and candidacy through the internet, satellite channels, or fax. They can also share their ideas and suggestions for the development of their communities and countries, even from thousands of kilometres away with ease.
- Increased Awareness of Human Rights: The growing awareness of human rights, particularly in developing societies, has led to the establishment of specialized centres that observe, monitor, study, train, and educate individuals and groups in this field, enhancing societal awareness at all levels and for all demographics [3].
- Technological Advancements: Significant scientific and technological developments have led to the production of more goods and services that meet human needs, providing psychological and physical comfort at reasonable prices, rather than requiring significant effort and money to obtain these services.
- Exchange of Industrial and Technical Expertise: Globalization has facilitated the exchange of industrial and technological experiences between companies and factories, leading to the establishment of advanced modern industries, especially in developing societies, thereby increasing economic well-being and improving the social and economic living standards of individuals.
- Global Market Integration: The opening of the world as a single market and the presence of major financial institutions help countries develop their economies through loans and aid, promoting the advancement and enhancement of human rights and fundamental freedoms.
- Cultural Identity Rights: Individuals have the right to enjoy their cultural identity resulting from their national heritage, including rights related to language, religion, and local dialects. They have the right to learn knowledge that suits their environment, gender, ethnicity, colour, and religion. In light of global openness and significant scientific and technological revolutions, individuals have access to learning about their cultural details and the secrets of their language, encouraging them to hold onto and take pride in their heritage against any external influences imposed by contemporary globalization.

- Educational Development: Globalization drives educators and those involved in disseminating knowledge and sciences to enhance educational curricula, equipping the younger generation to meet the demands of globalization, leading to an increase in knowledge and qualitative education, thereby raising community awareness [3].

2.3. Aesthetics of Form in Interior Design

Design is a culture and a continuous innovation that evolves with changing standards of beauty in humans. Its artistic foundations are primary requirements that evoke feelings of enjoyment of beauty, and several factors enable us to appreciate any design, including:

Objectivity of Design: Objectivity refers to the set of characteristics and qualities related to the design's purpose and the benefits it aims to achieve. It is the primary influence that inspires the designer with forms, images, colours, and values that shape the aesthetics of form in design.

The subjectivity of the Viewer (User): This encompasses the emotional sensations that arise from the viewer's interaction and empathy with what they see (the design).

Interior design is the art of working with internal spaces to create the appropriate atmosphere and achieve psychological comfort through the arrangement and utilization of essential interior design elements: ceilings, floors, walls, and furniture units.

Architectural elements include stairs and openings, along with influential factors such as light, colour, ventilation, and sound Figure 1. Complementary elements include various accessories: clocks, vases, fountains, and greenery.
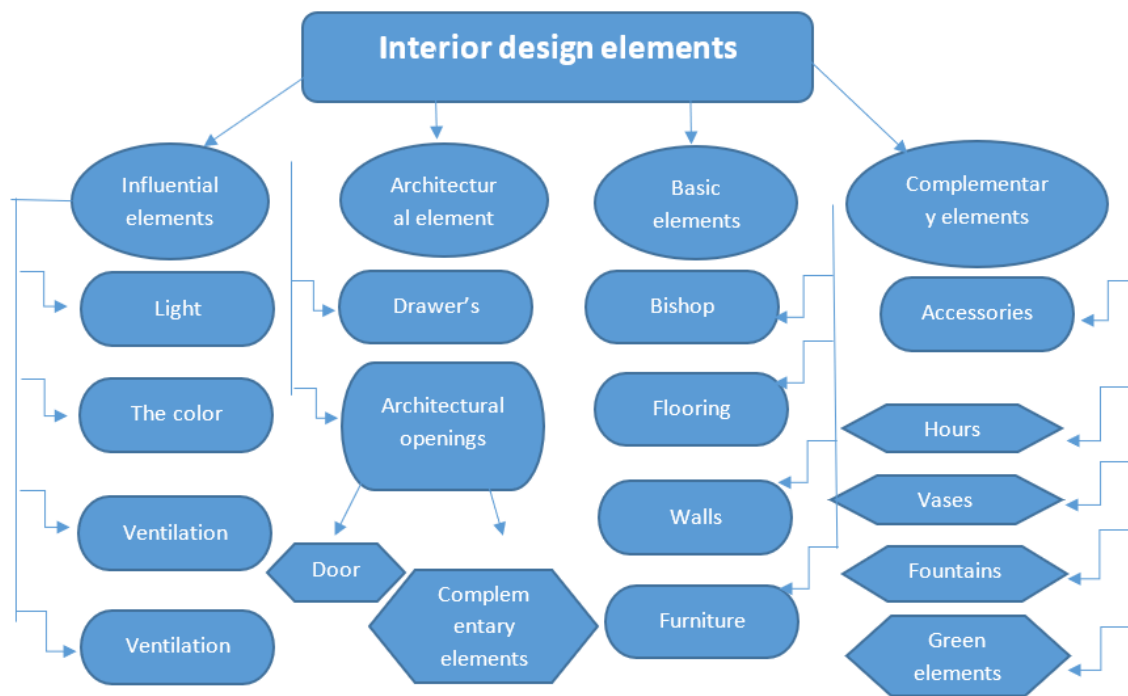

Figure 1. Elements of Interior Design

Flooring: Flooring is considered one of the fundamental elements of interior design. Unlike walls and ceiling surfaces, floors convey their tactile properties directly to the user through physical contact when walking on them. The physical characteristics of the materials used in flooring are directly linked to the visual perception they create. The designer must emphasize critical intersections between primary and secondary circulation axes by expanding them in both plan and section. The varying widths of corridors at these intersections should reflect the relative importance of each axis. It is also essential to consider widening corridor junctions and alleviating bottlenecks in continuous pathways to facilitate pedestrian movement, particularly at turning points or bends. This also serves to reinforce the intended circulation patterns within the space [4].

Ceilings: are one of the fundamental elements of interior design, serving as the upper boundary of surfaces within interior and enclosed spaces. From a structural standpoint, a ceiling may be viewed either as a separate element or simply as the underside of the overhead structural system. Visually, it plays a significant role in shaping the interior space and contributes to defining its internal dimensions. It functions as a sheltering element within the interior design, influencing both the physical and psychological sense of protection for occupants beneath it.

The ceiling also represents the largest unused surface area within a space. Therefore, its form and surface characteristics can have a tangible impact on the room's acoustic properties. Smooth, hard surfaces—commonly used in many ceiling materials, tend to reflect sound waves within the space. In most cases, this is considered acceptable, particularly when other materials or surfaces in the space are designed to include sound-absorbing elements.

Walls are one of the primary structural elements of a building, and as such, their design must be harmoniously integrated with the floor plan and the ceiling structures they support. An increase in wall openings, or the use of transparent materials, typically reduces the perception of enclosure and contributes to a greater visual expansion of the space. Rather than functioning solely as background elements, walls can be designed with intentional backdrops that support furniture integration, where furnishings may be partially or fully recessed into the wall thickness.

The materials used in wall finishes may continue from those applied to the floor, which can visually enlarge the floor area. However, this same continuity may lead to a perceived reduction in ceiling height. Symmetrical, fixed walls in neutral colors often convey a formal character, which can be further reinforced by smooth surface textures. Conversely, walls with irregular forms, coarse textures, or bold colors tend to convey a more dynamic and expressive character.

Furniture Units: Furniture represents the primary and most essential component of interior design; without it, the design remains incomplete. It serves as the intermediary between architecture and its users, bridging the gap in form and scale between the interior space and the human body. Additionally, furniture is intrinsically linked to the visual composition of the interior environment, playing a crucial role , through its form, lines, dimensions, colors, and configuration - in conveying the expressive qualities and characteristics of the design.

Furniture also functions as a key element in shaping the interior environment, establishing a vital relationship between the space and its occupants, which in turn influences overall performance and interaction. Therefore, spatial organization using diverse and distinctive furniture arrangements enhances the potential for meaningful user interaction.

Furniture, as a tool or medium that supports human activity, is fundamentally influenced by two main factors:

Human dimensions in the optimal posture for performing a specific task or achieving the intended function of the furniture piece, ensuring ease, safety, flexibility in movement, and physical comfort.

The nature of the function performed by the furniture, and the specific requirements that function entails [5].

2.4. Residential Interior Design

The process of planning and designing human-made spaces is part of the broader process of designing the environment occupied by humans. According to the Encyclopedia Britannica (2007), interior architecture is a subset of the general concept of architecture. Although the human desire for a beautiful environment is as old as civilization itself, the fields of interior architecture are relatively recent.

Historically, interior architecture was viewed as the process of decorating interior spaces, often left to architects to design the shape of the space. The decorative concept dominated until the early twentieth century, when interior designers focused on the internal decorations of walls, floors, ceilings, furniture, and more, creating a dazzling model.

In the twentieth century, interior architecture became a distinct artistic speciality based on a set of rules, systems, and sciences. It involves a process of preparing the interior space by studying its functions and its relationship with other internal spaces. This is followed by an exploration of the aesthetic principles and concepts that the designer will express in their artistic formulation of the contents of this space, aligning with a specific style or artistic vision for the design

The American Society of Interior Designers (ASID) broadly defines interior architecture or interior design as a multifaceted discipline that combines creativity and technical solutions aimed at creating an interior space. These solutions are functional and aim to enhance the quality of life and culture for the occupants of that space, while also being aesthetically pleasing and attractive [6].

The researcher views interior design as the art of treating architectural space in all its dimensions in a way that utilizes all design elements functionally and aesthetically. It is also the comprehensive understanding of architectural elements and their details, especially those that are interior, as well as the materials, their nature, and how to use them. This includes a thorough knowledge of furniture, its measurements, and its distribution in interior spaces according to its purposes, as well as how to use, select, and place it appropriately. Additionally, it involves knowledge of the necessary complementary elements for design, such as lighting, colours, their distribution, and coordination, as well as various other accessories needed for the space, ultimately addressing existing challenges in the space and ensuring ease of use of the furniture and fittings, making the space comfortable, enjoyable, and vibrant.

2.5. Philosophical Principles and Dialectics of Interior Space Design

The determinants of interior space involve the presentation of visual organizational principles that enable design elements to achieve their objectives. These principles include psychological concepts such as balance, arrangement, sequence, scale, and proportion. Our perception of space is influenced not only by its emptiness but also by its interaction with the materials it contains, which endow the space with certain characteristics.

In this regard, the researchers Malnar and Vodvarka adopt the concept of perceptual space and its multidimensional variables, such as culture, personal inclinations, and training. They emphasize several organizational principles of space, including sequence, unity, balance, arrangement, visual weight, scale, and duration. The researchers consider the principle of unity as the most vital in interior design, noting that the viewer strives to achieve this principle even if the designer fails to do so. This reflects the psychological need to organize perceptual information.

The sequence consists of hierarchy, progression, and duration. Hierarchy refers to the valuation of relevant elements in composition or arrangement, while progression occurs as we move through the interior space, guiding our gaze in a graduated manner. Progression can occur even when we are stationary. Duration refers not only to the past or the passage of time but also to the accumulated memories of spatial experiences.

The scale indicates the comparative size between two objects, while the proportion is a more complex metaphorical element of organizational principles. The idea should be implicit in its broader interests and relate to the concept of type, which denotes the correct method of construction according to specific objectives. Type represents the abstract system of spatial elements that reflect general cultural characteristics, and the model represents supported images that reflect a specific spatial pattern [7].

It seems that the term "Unity" holds particular importance in constructing the aesthetic vocabulary through its organizational principles. While it is assumed that this phenomenon is not influenced by type, the dramatic phenomenon can be considered a design idea with abstract symbolic visual messages.

Ball discusses design considerations in interior space, which are represented in multiple stages. The first stage involves defining the goal, which includes enhancing perceptual impact and testing the elements of unity, intensity, and vitality. This is followed by a second stage that focuses on selecting principles of general visual qualities related to form, colour, and texture, as well as specific attributes that include the characteristics of essential components. Finally, models of these specific qualities are considered.

This stage of consideration also involves selecting the essential features for expressiveness, while the third stage represents the additional organization focused on enhancing visual characteristics based on the forces of repetition, contrast, opposition, and the development of effective models. This includes addressing the forces that respond to tension, directed movement, visual grouping, rhythm, overall stability (balance), symmetry and asymmetry, peak attention, inward or outward orientation, visual axis, and other relevant decisions [7].

2.6. Globalization and Its Impact on Contemporary Interior Design

Globalization has significantly impacted interior design, allowing designers to access a wider array of ideas, techniques, and materials due to technological advancements and the ease of information access via the internet. It has led to the emergence of new design themes and styles influenced by diverse cultures. For instance, modern architecture has become more inclusive, incorporating a blend of different styles and techniques from around the world. Interior design has also become more diverse and comprehensive, utilizing techniques and materials from various global contexts.

Thanks to globalization, architectural and interior design have become more dynamic and influential, enabling designers to learn from and be inspired by new methods, techniques, and concepts. Designers can create advanced and inclusive buildings and interiors that meet the needs of different communities. They can develop designs that combine modern, traditional, and local styles to produce varied and interesting artistic works.

The concept of interior space refers to "the intangible limit of our perception of form, location, and dimensions arising from the relative standard relationships between physical objects. Moreover, space is not defined solely by physical things but also by concepts and values specific to the civilization and culture of each community" [8].

Terms have emerged to keep pace with globalization, linking the local and global through cultural and intellectual ties that work to globalize various fields, including architecture and interior design. There are both positive and negative ethical influences on human thought, culture, and identity, as globalization penetrates all borders and disseminates dominant culture across various aspects of our lives. This has been reflected in architecture and interior design, where cultural mixing with different world cultures has influenced designers' thinking.

2.7. The Dominance and Control of Globalization in Interior Design

It is essential to clarify the meanings of dominance and control, as these terms are used to describe a situation where superiority or victory occurs in a specific context. Here's an explanation of each:

Control: This refers to the ability to manage a situation or events. When you have control over something, you can direct or organize it according to your goals or desires. Control can relate to aspects such as time management, resource allocation, or handling a specific situation.

Dominance: This refers to winning or prevailing in a particular confrontation or conflict. When dominance is achieved, one party gains or succeeds in defeating or surpassing others. Dominance can be physical, such as winning a sports match, or mental, such as winning a debate or solving a difficult problem [7].

The meanings of control and dominance depend on the context in which they are used. Both terms can have different interpretations based on the specific field or situation. Control and dominance are related to globalization, which refers to the expansion of communications, trade, technology, and knowledge worldwide, bringing communities and cultures closer together.

There are several ways in which control and dominance can influence this process:

Economic Control: When certain countries or companies have significant control over global economies, they can greatly influence the process of globalization. Key decisions and economic power are concentrated in the hands of these entities, granting them substantial control over the progress and role of globalization.

Cultural Dominance: When a particular culture dominates the global scene and spreads widely, it influences the process of globalization. Typically, dominant cultures are those that can disseminate their values, customs, and cultural symbols. This can lead to the influence of this culture on others and alter them.

Control over Technology and Communication: When certain countries or companies control technology and communication channels, they can significantly impact the globalization process. Modern technology and rapid communication enable people to interact and exchange information easily across borders, enhancing cross-border communication and global cultural interaction.

Ultimately, control and dominance can be influential factors in the globalization process, affecting the continuity and evolution of this process according to the interests, preferences, and influence of the dominant and controlling parties.

2.8. Reflections of Globalization on Interior Design

The reflections of globalization on interior design are evident at a renewed human level, which is natural given the changing circumstances and numerous variables and transformations in human life. In recent years, there has been an unprecedented acceleration in history. Over recent decades, the pace of production, innovation, and development has been driven by a vast amount of unbounded transformation, moving beyond even geometric progressions. The world has transitioned from quantitative and cumulative growth to profound geometries that make thought resonate with a mythical perspective that is difficult to quantify, evaluate, or define. This situation has been reinforced by networks, the internet, smart devices, phones, and numerous applications in this field [8].

We are witnessing a grand scene of global openness ("globalization") where all these terms can become adjacent and serve the same purpose, leading to tangible results in stimulating human awareness, knowledge, and the capacity for change and transformation on the planet. Thus,

"globalization" and the redefinition of its concept have played a role in redefining most, if not all, human issues, from social relationships to cultural matters to the overall essence and civilizational existence of humanity.

The reflections of globalization - historically and regardless of the conception or terminology used to define or interpret it as a phenomenon of human interaction on the planet - have continued to cover all forms and fields of human life, which are difficult to encompass. These reflections are inherently interconnected. Even if we attempt to categorize them into specific fields, they will ultimately continue to influence one another. The social aspect operates within the cultural data, and vice versa. Moreover, civilization, or the civilizational aspect, is a greater manifestation of everything that can move within these fields, as civilization is a significant universal construct and a clearer representation of what globalization can mean in its practical and objective crystallization within historical and geographical frameworks.

This can also be observed in the movements of globalization in the ancient world. For example, the Arab movement after Islam, in the context of integration with other peoples, contributed to shaping a civilizational concept and a new system for the world during those periods a thousand years ago [8].

2.9. The Culture of Globalization in Interior Design

The roots of globalization extend with the emergence of the idea of the nation-state. As progress increased, the state could no longer accommodate the size of the market, leading to the rise of multinational corporations, which gradually replaced the state in the market sphere The Culture of Globalization [9].

Refers to the cognitive framework that makes the capitalist system acceptable among all peoples. In this context, it does not merely manifest as a phenomenon of subjugating the minds of these peoples to accept the capitalist system; rather, it is an announcement of adaptation by strategic thinkers who plan to establish a specific ideology that facilitates the acceptance of engaging in the flow of capital as the West desires [10], including according to Table 1.

Table 1. Indicators of the Theoretical Framework

No.	Indicator	Variable	Description
1	Cultural Influence	Eastern Building System / Western Building System	The impact of different cultures on interior design styles and methodologies.
2	Advanced Technology	Renewable Energy / Artificial Intelligence	The role of advanced technology in transforming design approaches and techniques.
3	Innovation	Design Relationships / Service Solutions	As a result of global changes, interior design has become a means of effectively employing design elements.
4	Planning and Design	Privacy / Diversity in Design Solutions / Functional Requirements	The influence of globalization on contemporary interior design trends.
5	Creativity and Ideas	Technical Solutions / Design Solutions	The integration of forms and physical compositions into the urban fabric of cities.
6	Design Identity	Housing Concept / Spaces Reflecting Social Relationships	Globalization's impact on the identity of interior spaces and their inhabitants.

3. Practical Framework

3.1. Research Procedures

This chapter outlines the procedures followed by the researcher to achieve the research objectives as follows:

3.2. Research Methodology

The researcher adopted the descriptive-analytical approach in the data collection process. Relevant activities were conducted, and variables were systematically gathered to achieve the research objective.

3.3. Research Community

Due to the vastness, complexity, abundance, and diversity of achievements in interior design during the era of globalization, and with the immense number of interior designs available on social media, it was impossible to encompass all designs related to the research topic. The researcher reviewed a collection of images of interior design works available on the internet and attempted to compile them in a way that aligns with the research objectives.

3.4. Research Sample

The researcher purposefully selected the research sample by the nature of the research topic, choosing it from the existing residential complexes in Baghdad based on the following justifications:

Selection of designs that feature unconventional outputs that deviate from prevailing or varied methods in interior design.

The selection of designs that differ in their formal and structural systems, as well as in the diversity of their materials and methods of shaping and presenting them, reflects the intellectual diversity that significantly influences contemporary interior design outcomes.

Selection of designs that resonate and emerge from the local reality.

Exclusion of designs that are repetitive in their forms and presentation techniques, which are composed of the same materials.

3.5. Sample Analysis

The analysis focuses on the selected model from the research sample, which was purposefully chosen to align with the nature of the research and achieve the objectives outlined in our study.

This complex is in the southeast of Baghdad along the international road. Globalization has a direct discourse in this city, primarily based on the data of contemporary social integration. This integration has addressed many issues through modern, innovative designs influenced by other countries, with designers paying close attention to the details that serve users in this city as shown in Figure 2.

Figure 2. Bismayah Complex Master plan [11]

Globalization, as a phenomenon connecting various places around the world, has achieved several of its goals in terms of influences and the results derived from it. The design work tends to favour simplicity and structural reduction, establishing endless openings to contribute to the perceptual change resulting from activating the visual extension surrounding the work as shown in Figure 3.

The designer's aesthetic discourse emphasizes intellectual components more than decorative ones, aiming to shape the natural environment and showcase human capability to redesign, establish, and create it according to new values, essentially striving to achieve the existence of the active human. These values manifest through the affirmation of the identity and individuality of the Arab person, transforming the work into a universal phenomenon justified by globalization.

Figure 3. Bismayah New City buildings [12]

The city was designed with two systems: the Eastern system, which reflects the community and reality while meeting user requirements in a new, modern, and more functional manner, and the Western system, which was applied to the second part of the city. This system directly illustrates the impact of globalization on Arab countries through open spaces designed for extensive utilization, reducing materials and thereby minimizing the required areas for completing the work while cutting costs and time, making it suitable for the community it was designed for meanwhile as shown Figure 4.

This city specifically exemplifies the impact of globalization on Iraq, leading to the emergence, application, and success of these designs. Previously, Iraq relied entirely on horizontal construction systems with large areas and Eastern designs. However, over time, influenced by globalization, these cities have emerged and become widely adopted Finally, as depicted in Figure 5.

Figure 4. Areas of the Bismayah Residential Complex [13]

Figure 5. Aerial View of the Bismayah Residential Complex [14]

5. Conclusion

Humanity has always sought to build a shelter for life. In earlier times, people decorated the places they chose to live in using primitive lines based on their experiences. Over time, in different societies, various cultures dominated each region, leading the inhabitants to employ unique designs.

In interior design, humans have developed the art of dealing with interior spaces to create suitable environments and achieve psychological comfort by distributing and applying essential design elements. Interior design has become a contemporary speciality concerning colour, light, furniture, and other elements, aimed at developing the third dimension and enhancing the sensitivity of architectural experience to convey meaning and significance.

Interior design, like other sciences and arts, faces a phenomenon known as globalization, prominently characterized by the revolution in information and communications. It can be said that globalization is a historical movement that is not new, aimed at bringing people together. This closeness has existed since the dawn of history and is not only linked to global developments and modern technologies. Globalization is an evolutionary process that has led to the integration of the world we live in, manifesting in various aspects such as economy, culture, technology, politics, and business.

The phenomenon of globalization, along with the increase and ease of communications worldwide, has accelerated these changes. Due to the rapid pace of these changes, there was little opportunity to adapt and properly recognize the factors of change. Additionally, globalization in the realm of art has facilitated the exchange of cultures and artistic techniques between countries, allowing artists to explore various artworks and cultures.

Globalization has significantly impacted interior design, enabling designers to access more ideas, techniques, and materials thanks to technological advancements and the ease of information access via the internet. It has also led to the emergence of new design themes and methods influenced by diverse cultures. Consequently, interior design has become more diverse and inclusive, utilizing techniques and materials from around the world.

Thanks to globalization, interior design has become more dynamic and influential, allowing designers to learn from and impact new methods, techniques, and concepts. This has led to the creation of new interior spaces due to modern technologies and the use of new building materials that may not even conform to the local environment, architecture, and cities, such as those in the Gulf region, which are part of an Arab community isolated from its natural surroundings. The risks of globalization extend beyond cultural identity, leading to greater threats to governance, independence, and national management, and contributing to the formation of dependency.

6. Recommendations

The strategy for preserving cultural identity in the face of globalization focuses on how to engage with globalization while protecting Arab Islamic identity and maintaining its uniqueness. This can be achieved through the development of human civilization, supporting Islamic culture, and promoting cultural interaction among nations and peoples, both internationally and regionally.

This involves engaging with the forces of cultural globalization and building a national cultural model in Arab societies. In Arab countries, dialogue should also occur within the framework of the concept of "closeness" during challenging times. It is essential to discuss effective ways to engage with cultural globalization, as there are still many cultural conflicts in the Arab world. Moreover, it is necessary to arrive at a common cultural strategy.

Efforts should be made to integrate modern society with the life experiences inherited from ancestors, meaning that there should not be a separation between various aspects of life and the inherited experiences that need to be prepared, analyzed, and presented in a new context while preserving creativity. We must update and develop our culture by asserting our identity in the face of cultural globalization trends to maintain our Arab nationality.

We must recognize that Arab countries, including our own, are striving as much as possible to benefit from the positive aspects of globalization while realistically addressing this phenomenon and minimizing its negative aspects.

The dimensions and goals of this phenomenon ultimately target our homeland, and these dimensions should be formulated at the macro level across various fields—economic, political, cultural, and media—to create a strong society that is aware of this phenomenon on a global scale.

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