

# Thought and emotion with their role in interior design.

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- **Abstract:** The current research deals with thought and emotion and their role in interior design, and in the first chapter, the research problem was identified through contemplation and an extensive study of the extent of the possibility of representing thought and emotion and shedding light on them according to what the research seeks to express, which theorizations in the field of interior design have not been exposed to. The importance of the research was manifested in being a cognitive addition to researchers in the field of interior design in the College of Fine Arts and its corresponding colleges, to benefit from a scientific material that is unique in dealing with the terms of thought and emotion in designs for public interior spaces by studying the design features and structures that ensure its achievement. The objectives of the research were determined by revealing thought and emotion and the extent of their reflections in translating positive human feelings, to reach interior designs that have their thought and emotional content. Regarding the second chapter, it included the theoretical framework of the research by highlighting the theoretical aspects that are directly related to the topic of the research, as the first topic dealt with the concept of thought, while the second topic dealt with emotion and emotional thought in the internal space, and indicators, while the third chapter focused on the research methodology and procedures by defining the descriptive approach in analyzing samples and the research community. As for the research sample, it was for the Taj Mahal and the celebration hall for Walt Disney, to reach the research objectives clearly, The most important results were: the thought was characterized by the active presence in both models at the level of the designer and design in an expressive manner in which the process of extrapolating the interior design is integrated, by dealing with it according to effective creative visions that serve two purposes at the same time, the first is intellectually attractive, interesting and influential in attracting the recipient, and the second is emotional to achieve the purpose of the idea. The most important conclusions were manifested in the following: the design vision was based on its intellectual dimensions according to what was stated by the variables of human thought, and in its emotional aspect, which gave a sensory and intellectual impetus to the treatment of the formal structures of the design system elements.
- **Keywords:** Thought and emotion, interior design, Taj Mahal, Walt Disney, emotional thought