

Expressions of Traditional Crafts and Heritage Arts in Contemporary Saudi Interior Design and Their Contribution to Cultural Sustainability and Local Economic Development

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ABSTRACT

This research explores the manifestations of traditional crafts and arts in contemporary Saudi interior design as a key approach to highlighting local cultural identity amidst modern design transformations. The study stems from the problem of the discrepancy between the increasing presence of heritage elements in interior spaces and the limited depth of their cultural application, as well as the absence of an analytical vision that balances the aesthetic and symbolic dimensions of these crafts. The research aims to analyze the nature of the presence of traditional crafts and arts in Saudi interior design, revealing their role in strengthening cultural identity, supporting cultural sustainability, and contributing to the revitalization of the local economy. It also explores the complementary relationship between these dimensions in contemporary design practice. My research employs a descriptive-analytical approach supported by a quantitative survey methodology. Quantitative data was collected through a questionnaire administered to a sample of 220 participants, including specialists, practitioners, and craftspeople. Qualitative data was also gathered through semi-structured interviews with 40 participants, allowing for a multi-faceted analysis of the phenomenon. The findings revealed a general positive trend towards the importance of integrating traditional crafts into interior design as an element that enhances identity and visual distinction. However, it was noted that this integration remains largely superficial in some practices, and its success depends heavily on the designer's awareness and the supportive institutional and market environment. The results also highlighted the potential of interior design to transform traditional crafts into a sustainable cultural and economic resource when integrated within a comprehensive vision. In light of this, the research recommended the development of supportive design and legislative frameworks for the deep cultural and economic integration of traditional crafts, enhancing designers' awareness of their symbolic dimensions, and activating partnerships between designers and local artisans to contribute to sustainable cultural and economic development.

Keywords: Traditional crafts, traditional arts, contemporary interior design, cultural sustainability, local economy.

1. INTRODUCTION

In recent decades, the Kingdom of Saudi Arabia has witnessed significant transformations in the field of interior design, where the integration of modernity and cultural identity has become a strategic necessity for preserving national heritage and enhancing the local economy. Traditional crafts and arts play a pivotal role in shaping the visual identity of contemporary interior spaces; they are not merely decorative elements but cultural tools that reflect the social and artistic history of Saudi society.

Despite urban progress and modernity in interior design, many contemporary projects overlook the cultural potential of traditional arts, thereby threatening cultural sustainability and reducing opportunities to support the local economy through craft industries. Therefore, it has become imperative to examine the manifestations of traditional crafts and arts in contemporary Saudi interior design, with an emphasis on their role in enhancing

cultural sustainability and contributing to the local economy, utilizing a mixed-methods approach that combines quantitative and qualitative data to achieve a comprehensive and in-depth analysis.

1.1. Research Problem

While the Kingdom of Saudi Arabia is experiencing growth in contemporary interior design projects, the manifestations of traditional crafts and arts remain underutilized. The recent media campaign launched by the Ministry of Culture, entitled "Our Heritage in Our Contemporary," affirmed the importance of integrating heritage into modern projects, yet it also revealed a lack of scientific data regarding how these crafts and arts impact cultural sustainability and the local economy. Therefore, the present research aims to answer the main research question: **How are traditional crafts and arts manifested in contemporary Saudi interior design, and what is their role in supporting cultural sustainability and enhancing the local economy?**

1.2. Significance of the Study

The present study possesses some significance as follows:

1. **Academically:** the present study fills a knowledge gap in the research literature pertaining to Saudi interior design and the integration of traditional crafts.
2. **Culturally:** the study supports the preservation of artistic and craft heritage by raising awareness of the importance of its integration into modern design.
3. **Economically:** the study contributes to proposing strategies for enhancing the local economy through craft industries, in alignment with the goals of the Kingdom's Vision 2030.
4. **Practically:** the study provides evidence-based recommendations that designers and those interested in heritage and traditional arts can apply in their future projects.

The study enables decision-makers to recognize the importance of supporting initiatives that integrate heritage into design projects.

1.3. Research Objectives

The present study aims to achieve the following research objectives

1. To identify the manifestations of traditional crafts and arts in contemporary Saudi interior design.
2. To examine the impact of employing heritage on enhancing cultural identity and cultural sustainability.
3. To analyze the role of heritage-based interior design in supporting the local economy and creative industries.
4. To identify the challenges and opportunities in integrating Saudi heritage into contemporary interior design.
5. To propose a design and strategic framework that contributes to the cultural and economic sustainability of heritage.

1.4. Research Questions

To achieve the research objectives, the present study tries to answer the following research questions

1. What is the nature of the manifestations of traditional crafts and arts in contemporary Saudi interior design in terms of presence, depth, and cultural specificity?
2. To what extent does the employment of traditional crafts and arts in contemporary Saudi interior design contribute to supporting cultural sustainability and enhancing the perception of cultural identity?
3. What is the role of employing traditional crafts and arts in contemporary Saudi interior design in supporting the local economy and enhancing craft industries?
4. To what extent does the employment of traditional crafts and arts in contemporary Saudi interior design contribute to supporting cultural sustainability and enhancing the local economy, and what are the implications of this for the future sustainability of craft industries?

1.5. Research Hypotheses

To answer the research questions, the present study tests the following research hypotheses:

1. Traditional crafts and arts are manifested in contemporary Saudi interior design as expressive elements that enhance cultural identity; however, their application tends to be predominantly formalistic rather than constituting a deep employment of cultural content.
2. There is a statistically significant relationship between the employment of traditional crafts and arts in contemporary Saudi interior design and the support for cultural sustainability and the enhancement of cultural identity perception.
3. The employment of traditional crafts and arts in contemporary Saudi interior design contributes to supporting the local economy and craft industries, which positively reflects on the sustainability of craft production and enhances the economic value of interior spaces.
4. Design practices based on the employment of traditional crafts and arts in contemporary Saudi interior design contribute to enhancing cultural sustainability and supporting the local economy, leading to the development of craft industries and increasing the economic value of interior spaces in the long term.

1.6. Delimitations of the Study

The present study admits some limitations as follows:

1. **Spatial Delimitations:** the study limits itself to The Kingdom of Saudi Arabia, with a focus on contemporary interior projects implemented during the last decade.
2. **Temporal Delimitations:** The period from 2015 to 2025.
3. **Topical Delimitations:** Traditional crafts and arts in interior design exclusively.
4. **Methodological Delimitations:** Utilization of a mixed-methods approach (quantitative and qualitative) without reliance on practical design applications.

2. THEORETICAL BACKGROUND AND PREVIOUS STUDIES

This research focuses on the manifestations of traditional crafts and arts in contemporary Saudi interior design and their role in supporting cultural identity and economic sustainability. This framework reviews the fundamental concepts related to heritage, traditional arts, cultural identity, and interior design, while analyzing previous studies concerned with integrating heritage into interior environments. It aims to elucidate how traditional crafts can be transformed from decorative elements into design components with cultural and economic value. The framework also clarifies the designer's role in employing heritage in a balanced manner that harmonizes modern aesthetics with cultural specificity, establishing the foundation for understanding the research results and linking them to the hypotheses and methodological tools.

2.1. The Concept of Traditional Crafts and Arts in the Saudi Cultural Context

2.1.1. Definitions of the Key terms

Traditional crafts are defined as handmade products created using traditional techniques, often carrying cultural and historical connotations and associated with the identity of a particular society. They encompass skills such as weaving, knitting, wood carving, pottery, and manual ornamentation (Al-Ogayyel et al., 2020). Traditional handicrafts are not merely functional products but serve as a cultural medium that transmits societal symbols and heritage across time.

Crafts are frequently classified within intangible cultural heritage, as they represent skills and knowledge transmitted orally across generations. Prominent Saudi examples of traditional crafts include:

- **Traditional weaving (Al-Sadu):** A complex Bedouin textile that reflects the desert environment and stands as a symbol of Saudi Bedouin identity.
- **Al-Qatt Al-Asiri:** A local decorative art form used to adorn house walls, recognized internationally as part of intangible cultural heritage.

Intangible cultural heritage, with respect to traditional crafts, is defined as "the set of manual expertise that produces artistic or functional forms bearing cultural identity, practiced through specialized skills transmitted across generations, constituting the experimental memory of society" (UNESCO, 2017).

2.1.2. Saudi Traditional Crafts and Their Spatial Manifestations

2.1.2.1. Bedouin Weaving (Al-Sadu)

Al-Sadu is among the most renowned traditional crafts in Saudi Arabia and the Arabian Peninsula. It consists of woolen textiles featuring colors and geometric patterns that carry multiple cultural symbols. It is regarded not merely as a craft product but as a visual language expressing the environment, Bedouin identity, and the social history of Bedouin families. It is associated with poetry and holds social significance during hospitality and celebratory occasions.

- **Significance of Al-Sadu:**

Embodies profound symbols embedded in social and cultural structures (e.g., symbols representing water, fire, people).

Serves as a vehicle for transmitting cultural memory through recurring motifs in texture and color.

Represents a vital element in cultural and heritage tourism.

According to research reports, the craft of Al-Sadu constitutes an important component of Saudi cultural identity and is studied as part of the social heritage linked to Bedouin life (Al-Ogayyel et al., 2020).

2.1.2.2. Al-Qatt Al-Asiri Art

Al-Qatt Al-Asiri is a traditional decorative art practiced on the interior walls of traditional houses in the Asir region, characterized by geometric shapes and colorful murals executed manually, predominantly by women. In 2017, Al-Qatt Al-Asiri was inscribed on UNESCO's Representative List of the Intangible Cultural Heritage of Humanity, affirming its profound cultural significance as a constituent of Saudi identity (UNESCO, 2017).

- **Characteristics of Al-Qatt Al-Asiri:**

Geometric ornamentation typically adorning majlis (sitting rooms) and main chambers.

Diverse colors, each carrying specific symbolic connotations within local culture.

Practiced within a collaborative social framework among women, demonstrating intergenerational knowledge transmission.

- **Significance of UNESCO Inscription:**

Confers international recognition upon Al-Qatt Al-Asiri as a vital component of intangible culture.

Encourages its preservation, documentation, and transmission across generations and regions.

Provides a platform for its incorporation into contemporary cultural and artistic projects.

- **Applied Example of Al-Qatt Al-Asiri in Contemporary Architecture:**

Elements of Al-Qatt Al-Asiri are currently employed in modern decoration, such as printing its motifs on walls, furniture, and lighting fixtures, thereby imparting profound cultural depth to contemporary spaces.

2.1.3. The Social and Cultural Dimension of Traditional Crafts

An examination of traditional crafts within Saudi culture reveals that they are not merely production skills but social practices that preserve community values and articulate collective meanings.

2.1.3.1. Cultural Identity and Collective Memory

Traditional crafts and arts reinforce individuals' sense of belonging to their community and its historical background. These crafts are utilized in social occasions and within traditional home decor, contributing to the reconstruction of cultural memory in contemporary environments.

2.1.3.2. The Role of Women in Craft Transmission

In numerous Saudi regions, particularly areas such as Asir, women have been central to the practice and transmission of traditional crafts including Al-Qatt Al-Asiri and Al-Sadu, positioning them as essential agents in preserving and transmitting culture across generations (Arab News, 2025).

2.1.4. Symbolic and Functional Dimensions of Crafts

Traditional crafts function not only as aesthetic decorations but also carry multiple social and functional connotations:

- **Spatial signification:** Symbolic elements within crafts reflect social relationships, social status, and familial stability.
- **Heritage function:** Crafts serve as a medium for preserving local narratives (stories, events, beliefs).
- **Distinctiveness function:** These crafts are employed to bestow a distinctive visual identity upon spaces, a notion that resonates extensively within contemporary design fields.

2.1.5. Linking Traditional Crafts to Contemporary Creativity

In recent years, research trends have emerged in the Kingdom of Saudi Arabia aiming to integrate traditional crafts into contemporary design contexts, whether in products, household furnishings, or developed interior decoration. Recent academic research, including a study conducted at Umm Al-Qura University in Mecca, focused on designing interior accessories inspired by handicrafts (Al-Sadu, pottery, palm frond weaving) to enhance cultural identity in contemporary homes and support local industries (Arab News, 2025).

2.2. Contemporary Interior Design in the Kingdom of Saudi Arabia and Its Interaction with Heritage

2.2.1. The Evolution of Interior Design in the Kingdom: From Traditional to Contemporary

Over recent decades, the Kingdom of Saudi Arabia has witnessed fundamental transformations in the understanding and application of interior design, resulting from economic achievements, the expansion of major cities (such as Riyadh and Jeddah), and the cultural ambition embodied in Saudi Vision 2030. Saudi interior design originated from traditional roots reflecting the local social and cultural environment, linked to climatic and environmental elements and life traditions, such as the use of natural materials, high ceilings, open spaces providing thermal comfort, and the utilization of spaces to meet traditional family needs (Al-Tuwaym, 2025).

With the opening of visual and architectural identity to global trends, interior design in the Kingdom began entering a phase of contemporaneity characterized by functionality, simplicity, and the use of modern materials such as glass and concrete, without relinquishing its cultural authenticity. Hence, the necessity emerges to reinterpret local urban heritage within the framework of contemporary interior design rather than gravitating entirely toward Western replication or the blind imitation of global patterns (Al-Tuwaym, 2025).

2.2.2. Reinterpreting Heritage in Contemporary Interior Design

The integration of heritage and modernity does not merely entail quoting historical ornaments and transferring them as they are into modern spaces; rather, it signifies the reinterpretation of cultural elements within a new functional context harmonizing with contemporary user needs.

2.2.2.1. The Role of Local Culture in Shaping Design Strategies

Local culture constitutes a rich source of inspiration for developing the visual language of interior design.

Traditional ornamental elements, such as geometric patterns, Arabic calligraphy, and wooden carvings, can be reconstructed in ways compatible with modern functions, such as artistic panels or feature walls in public spaces. Studies have demonstrated that drawing inspiration from Saudi heritage in designing interior decoration products enhances the designer's capacity to manifest national identity through design details, including color choices, materials, and aesthetic compositions (Al-Sabban, 2021).

2.2.2.2. Integrating Local Architecture and Cultural Vocabulary

Traditional Saudi architecture contains design elements amenable to renewal, such as wooden windows (mashrabiyya), domes, high ceilings, and spaces permitting natural light flow. These elements, when consciously employed within contemporary interior design, not only reflect heritage but also create sustainable design contexts that benefit from the local climate and environment.

2.2.3. Contemporary Trends in Saudi Interior Design

2.2.3.1. Heritage as a Point of Departure for Creativity and Authenticity

A prominent trend in the Kingdom of Saudi Arabia is that designers have begun transforming heritage elements into contemporary symbols within modern spaces through the application of:

- Bedouin motifs in flooring or fabrics.
- Carved wood elements in modern furniture.
- Lighting inspired by traditional ornaments.

2.2.4. Saudi Models and Institutional Experiences in the Interaction between Heritage and Modernity

2.2.4.1. The Dar Tantara Model in AlUla

Although it is a more comprehensive project encompassing architecture and cultural identity, Dar Tantara The House Hotel in AlUla represents a significant example of how contemporary spaces can retain the spirit of heritage through:

- Utilization of traditional materials (clay, stone).
- Preservation of local arts and handicrafts within rooms and corridors.
- Provision of authentic cultural experiences within a contemporary environment.

This model demonstrates how interior design can extend into an integrated cultural journey within a substantial project connecting past and present (Time, 2024).

2.2.5. Factors Influencing the Reinterpretation of Heritage in Contemporary Design

2.2.5.1. Cultural Policies and National Vision

Saudi Vision 2030 has emphasized the importance of strengthening national identity and embedding cultural values across all cultural and creative fields, including interior and architectural design. This vision has propelled educational and cultural sectors toward recognizing cultural heritage as an economic and cultural asset, thereby stimulating studies and applications exploring creative methods for heritage integration.

2.2.5.2. Market Influence and Local Consumer Demand

Increased awareness of cultural identity among end users (homeowners, corporations, government entities) enhances demand for design that integrates heritage elements in a contemporary manner. This motivates designers to seek design solutions embodying Saudi identity within modern spaces without sacrificing functionality or comfort.

2.2.6. Challenges Associated with Applying Heritage in Contemporary Design

Despite the compelling exemplarity evident in certain studies and projects, design and methodological obstacles persist, including:

2.2.6.1. Balancing Heritage and Function:

Reformulating heritage elements within a practical context suitable for contemporary use constitutes an ongoing creative and technical challenge.

2.2.6.2. Lack of Local Theoretical Framework:

Studies pertaining to Saudi heritage-based interior design remain limited compared to Western experiences, rendering the employment of local theory increasingly significant.

2.2.6.3. Capacity to Market Contemporary Heritage Products:

Transforming designs into marketable elements requires a clear strategy encompassing training, artisan support, and the development of commercial channels.

2.3. Cultural Sustainability and Its Role in Heritage Preservation

2.3.1. The Concept of Cultural Sustainability and Its Origins

The term "cultural sustainability" first emerged in the late 1990s as an extension of the sustainable development concept introduced in the Brundtland Report of 1987, which focused on meeting present needs without

compromising the ability of future generations to meet their own needs. However, the addition of the cultural dimension to sustainability represented a subsequent step, encompassing the preservation of cultural practices, values, and knowledge, as well as the processes of their transmission across generations as an integral component of sustainable community development (Al-Bakr, 2024).

Cultural sustainability is defined as efforts to preserve cultural practices and tangible and intangible heritage, developing them in a manner ensuring their continuity and transmission between generations while maintaining their core identity within the context of social and economic change.

According to research, culture is not merely an entertainment or artistic aspect but a nexus connecting past, present, and future, and a fundamental pillar of collective identity and social cohesion.

2.3.2. The Relationship between Cultural Sustainability and Sustainable Development

UNESCO affirms that cultural sustainability is considered one of the five dimensions of sustainable development (social, economic, environmental, cultural), as it contributes to achieving several United Nations Sustainable Development Goals, particularly those related to heritage protection, education promotion, and economic growth through cultural and creative tourism.

Literature indicates that culture constitutes a means of achieving comprehensive development; it supports human identity, encourages inclusion and equity, creates economic opportunities through cultural industries and tourism, and contributes to the sustainability of cultural resources by engaging communities in the process of preservation and renewal.

2.3.3. The Importance of Cultural Sustainability in Heritage Preservation

2.3.3.1. Protection of Tangible and Intangible Heritage

Cultural sustainability seeks to protect both:

- **Tangible heritage:** Such as historical buildings, artifacts, and architectural arts.
- **Intangible heritage:** Such as crafts, music, dance, and ceremonial practices.

Intangible heritage, including traditional crafts and arts encompassed by this research, ranks among the elements most vulnerable to extinction in light of globalization and modern social transformations. Hence arises the necessity of incorporating heritage into cultural policies with sustainable frameworks to ensure its transmission to future generations (UNESCO, 2017).

2.3.3.2. Cultural Sustainability in Architecture and Interior Design

Recent studies indicate that cultural sustainability in design contexts does not solely imply the use of environmentally friendly techniques but also the preservation of cultural configurations valuable to identity, memory, and community practice. By incorporating cultural elements, such as heritage crafts and arts, into contemporary environments, this contributes to creating living environments that reflect society's memory and aesthetic values (Al-Sayed Hussein, 2024).

2.3.4. Cultural Sustainability and Its Role in Social and Economic Enhancement

2.3.4.1. Strengthening Identity and Belonging

Cultural sustainability contributes to enhancing individuals' sense of belonging and identity by documenting the values, symbols, and cultural practices that constitute society's collective memory. This leads to:

- Elevated levels of cultural pride.
- Increased social cohesion.
- Reconnection between generations and cultural history.

This is particularly significant in societies experiencing rapid social changes and economic transformations.

2.3.4.2. Supporting the Local Economy

Cultural sustainability functions as a driving force for the creative economy and cultural tourism. When cultural practices, such as crafts and arts, become integrated into economic activity through museums, markets, design, and tourism products, they:

- Create employment opportunities for craft communities.
- Increase demand for local products.
- Contribute to enhancing sustainable local economic income.

This orientation aligns with the economic development objectives of Saudi Vision 2030, which seeks to diversify the economy and reduce dependence on oil through developing creative and cultural sectors.

2.3.5. Global Perspectives and Visions on Cultural Sustainability

• UNESCO Global Perspective:

UNESCO emphasizes that culture is "the founding element of our identity" and that incorporating culture into development policies grants them greater comprehensiveness and sustainability. Cultural heritage, both tangible and intangible, can support:

- Comprehensive and sustainable development.

- Improved quality of life.
- Economic growth through cultural tourism and creativity.

This confirms that cultural sustainability is not an option but a necessity for enhancing heritage in the face of global changes (UNESCO, 2017).

2.3.6. Cultural Sustainability in the Saudi Context

Cultural events and seminars in Saudi Arabia affirm that cultural sustainability entails preserving cultural heritage for future generations and the necessity of keeping pace with technological progress and social change, ensuring that heritage does not lose its authenticity while being integrated into contemporary life. This should form part of national strategies promoting comprehensive development (Cultural Sustainability Symposium, 2024).

In the Kingdom of Saudi Arabia, the role of government entities (such as the Ministry of Culture) in supporting cultural projects that ensure the preservation of heritage and identity across multiple contexts is prominent, opening the field for cultural innovation integrating heritage with modern creativity.

2.3.7. Cultural Sustainability and Interior Design

The connection between cultural sustainability and interior design is established by emphasizing that the design of interior spaces is not confined to the aesthetic material aspect but must reflect:

- The cultural identity of users.
- Historical elements and heritage expressions.
- Symbolic content enhancing recognition of heritage and its values.

This can form part of culturally sustainable design strategies that preserve what is valuable in heritage and integrate it in a manner consistent with contemporary function while maintaining its cultural meaning and avoiding distortion.

2.4. Local Economy and Heritage-Related Creative Economy

2.4.1. The Concept of the Creative Economy and Its Intersection with the Cultural Economy

The creative economy is a concept referring to economic activities based on creativity, knowledge, and culture, wherein economic value is derived from individual and collective ideas, talents, and skills in creative sectors such as arts, design, media, cultural products, and heritage. This concept transcends the traditional economic model because it involves the production of cultural symbols and connotations transformed into economic value (Al-Qahtani, 2025).

In the Saudi context, the creative economy is viewed as soft power that enhances national identity and supports diversified economic development, rendering culture and heritage a productive economic sector rather than merely a non-productive creative activity, thereby contributing to diversifying income sources and reducing dependence on oil.

2.4.2. The Relationship between the Creative Economy and the Local Economy

2.4.2.1. The Creative Economy as a Catalyst for Local Growth

The importance of the creative economy manifests in its role as a catalyst for local economic growth through:

- Creating employment opportunities in creative and cultural sectors.
- Activating local markets through the sale of handicraft and heritage products.
- Supporting small and medium enterprises reliant on local talents.

Recent statistics indicate that the handicrafts sector in Saudi Arabia is valued at approximately \$405 million, reflecting a tangible economic impact of traditional crafts on local economic performance, particularly in light of the "Year of Handicrafts 2025" initiative (Saudi Gazette, 2025). This confirms that traditional crafts are not merely a cultural legacy but an economic asset that can be invested in for the benefit of the local economy, especially when integrated with innovative marketing mechanisms and contemporary commercial opportunities.

2.4.2.2. Economic Utilization of Heritage and Culture

Cultural heritage and traditional crafts can be economically invested through:

- Heritage markets, handicrafts, and historical ornaments attract visitors and stimulate their spending within the local community.
- Traditional clothing, heritage-inspired decor, artistic posters, and heritage sculptures.
- Providing artisans with opportunities to present their products directly to consumers.

For example, the "Bazaar Reef Saudi" market focused on supporting artisans from various Saudi regions, providing them with direct marketing opportunities, thereby enhancing their income and contributing to local economic development (Saudi Gazette, 2025).

2.4.3. The Role of Policies and National Vision in Developing the Creative Economy

State policies and initiatives play a decisive role in promoting the creative economy, particularly within the framework of Saudi Vision 2030, which views culture and heritage as essential elements of the comprehensive development strategy. Through this vision, the state aims to:

- Increase the contribution of cultural and creative sectors to the GDP.
- Support small and medium enterprises based on creativity and heritage.
- Provide a regulatory and financial environment for artisans and creatives.
- Empower youth and women in the cultural and creative sector.

These policies have contributed to increased organization of handicrafts, with more than 5,000 artisans registered on the "Abde'a" platform, and their products are supplied to institutions, hotels, and local markets, thereby enhancing diversified economic development and achieving comprehensive sustainable development (SME Monitor, 2025).

2.4.4. Traditional Crafts as a Component of the Creative Economy

Traditional crafts constitute an important part of the cultural creative economy; they not only elevate the value of heritage but also:

- Open new marketing opportunities through integration with contemporary design products.
- Consolidate innovation within craft industries through reformulating traditional elements in modern products.
- Enhance added value for consumers seeking cultural authenticity in products.

As a clear reflection of this, government entities such as the Heritage Commission and cultural authorities organize events and exhibitions highlighting traditional crafts and promoting them to stakeholders in local and international sectors, thereby supporting the competitiveness of local products.

2.4.5. The Creative Economy as a Mechanism for Enhancing the Local Economy

2.4.5.1. Achieving Comprehensive Economic Development

Creative sectors directly contribute to:

- Diversifying national income sources.
- Supporting creative entrepreneurs.
- Stimulating community participation in economic activities.

Studies have indicated that the creative economy is not limited to large economies but possesses high potential in emerging economies such as Saudi Arabia, which possesses a rich history and innovative human capital that can be directed toward sustainable economic development.

2.4.6. Successful Saudi Models and Realistic Economic Applications

2.4.6.1. "Craftonomics in Fashion" Report

A research document launched by the Saudi Ministry of Culture during the Year of Handicrafts 2025 revealed that the handicrafts sector in Saudi Arabia is valued at \$405 million, with a notable contribution of local crafts to the market, confirming the capacity of traditional crafts to play an effective economic role alongside their cultural function (Saudi Gazette, 2025).

2.4.6.2. "Bazaar Reef Saudi" Events

The Reef Saudi Bazaar contributed to supporting artisans by:

- Providing a marketing platform for traditional handicrafts.
- Enhancing broad community participation.
- Stimulating local income.
- Supporting local products against foreign competition.

These events confirm that heritage promotion through markets contributes to achieving direct and accessible economic impact for local communities.

2.4.7. Economic Challenges Associated with the Creative Economy and Crafts

Despite significant potential, challenges facing the harnessing of traditional crafts to support the local economy include:

- Globalization and competition with cheap industrial products.
- Lack of specialized marketing infrastructure.
- Weak awareness among certain groups regarding the value of cultural products.
- Need for training and skills development for artisans to keep pace with market requirements.

Addressing these challenges requires sustained support and funding policies, training programs, and partnerships between the public and private sectors to enhance the sustainable integration of crafts into the creative economy.

2.5. Integrating Traditional Crafts and Arts into Contemporary Interior Design

2.5.1. The Importance of Integrating Heritage into Interior Design

The integration of traditional crafts and arts into contemporary interior design constitutes a means of preserving cultural identity and imparting aesthetic and functional value to modern spaces. Contemporary interior design is not confined to aesthetics or function but must reflect users' cultural identity and enhance cultural sustainability (Al-Dabbagh, 2022).

1. Cultural Dimensions

The integration of traditional crafts enables interior spaces to:

- Visually transmit history and heritage.
- Create a strong local identity in modern environments.
- Enhance cultural pride and belonging among users.

According to academic research, the use of elements such as Al-Sadu, Al-Qatt Al-Asiri, and traditional wood carvings in interior design constitutes an effective means of preserving heritage and transmitting it to new generations while granting contemporary spaces a unique visual language (Al-Ogayyel et al., 2020).

2. Economic Dimensions

Integrating heritage into interior design supports the local creative economy through:

- Marketing craft products in interior projects, hotels, and offices.
- Creating employment opportunities for local artisans.
- Increasing the economic value of spaces by employing heritage elements in contemporary design (Saudi Gazette, 2025).

2.5.2. Methods and Strategies for Integrating Traditional Crafts

1. Utilization of Traditional Ornamental Elements

- **Al-Qatt Al-Asiri:** Its motifs can be reproduced on walls, furniture, or interior accessories.
- **Al-Sadu:** Used in fabrics, curtains, and floor carpets.
- **Carved Wood:** Can be employed in doors, arches, and furniture.

This method enables visual integration of heritage without affecting the contemporary functionality of the space (Al-Sabban, 2021).

2. Symbolic Employment of Heritage

Heritage elements can carry symbolic and functional connotations:

- Using geometric patterns as visual partitioning elements.
- Incorporating traditional colors to manifest local culture.
- Social utilization of spaces inspired by traditional customs.

3. Functional Adaptation

It is essential that traditional crafts be adapted to suit modern age requirements:

- Transforming traditional fabrics into cushions and covers.
- Integrating motifs into modern lighting.
- Redesigning traditional furniture to be practical and compatible with contemporary use.

This process ensures the sustainability of crafts alongside aesthetic and functional value simultaneously.

2.5.3. The Designer's Role in Integrating Traditional Crafts and Arts

- The designer serves as the link between heritage and modernity.
- Designers must be knowledgeable about the cultural, symbolic, and aesthetic standards of crafts.
- Employment of modern design principles without losing heritage meaning.
- Creativity in reinterpretation, ensuring heritage is integrated flexibly and with functional realism.

2.5.4. Challenges in Integrating Heritage with Contemporary Design

- Pressure on designers to achieve balance between function and heritage aesthetics.
- High implementation costs of traditional crafts.
- Lack of specialized training for artisans in modern design techniques.
- Need for legislation and government support to promote traditional crafts in contemporary interior design.

2.6. Challenges and Opportunities in Heritage Preservation and Local Economic Support

2.6.1. The Concept of Challenges and Opportunities in the Heritage Context

When discussing the preservation of cultural heritage, particularly traditional crafts and arts, it becomes necessary to recognize a complex environment of interactive factors that simultaneously represent challenges and opportunities. Changing social and economic environments, technological advancement, and cultural

transformations collectively constitute realities requiring precise analysis to understand how heritage can persist or decline under these variables (Al-Bakr, 2024).

Challenges include factors of gradual extinction of craft skills, diminished interest from the new generation, competition with cheap industrial production, and absence of suitable markets.

Opportunities include youth empowerment, exploitation of digital markets, enhancement of cultural tourism, and integration of heritage into the modern creative economy that supports national economic diversification.

2.6.2. Challenges in Preserving Cultural Heritage

1. Social Pressures and Urban Development

Among the most prominent challenges is the integration between urban development and cultural identity; with city expansion and infrastructure modernization, traditional crafts may be marginalized as "old" or impractical compared to modern technologies. This may lead to declining interest in teaching traditional skills among youth, as they appear less attractive in the era of technology and modern jobs. According to local cultural reports, preserving handicrafts requires rehabilitating their role in society so that they are not regarded merely as heritage activities but also as elements with economic and practical value in modern society.

2. Weak Marketing Infrastructure and Artisan Integration into Major Markets

Significant challenges facing artisans include accessing suitable markets, absence of strong marketing infrastructure, and difficulty competing amidst industrial products, rendering traditional crafts less competitive, particularly if not accompanied by institutional support linking them to global production and distribution chains.

3. Weak Funding for Heritage Projects

Funding for heritage projects and traditional crafts constitutes one of the greatest obstacles to transitioning from traditional social activity to sustainable economic activity. The absence of effective funding programs or credit facilities for artisans limits their capacity to develop and market their products, potentially hindering the economic sustainability of these industries.

2.6.3. Opportunities in Enhancing Heritage Preservation and Supporting the Local Economy

1. Government Initiatives and Official Events

The Year of Handicrafts 2025 was launched in the Kingdom of Saudi Arabia as a national initiative to raise awareness of traditional arts and encourage practice, contributing to creating educational, economic, and cultural opportunities for local artisans and creatives. This initiative works to connect traditional crafts with the creative economy and tourism within the Vision 2030 framework, aimed at diversifying income sources and encouraging non-oil sectors. Additional initiatives include the "Wirth Community" program launched by the Royal Institute of Traditional Arts, which targeted enhancing and developing craft skills and linking them to local and global markets, alongside workshops and dialogues bringing together heritage and creativity specialists, providing opportunities for learning and economic development for artisans (AlWatan, 2025).

2. Exhibitions and Cultural Markets

One of the most significant opportunities lies in exhibitions and markets specializing in traditional crafts, such as the Saudi International Handicrafts Week - "Banan," which represented a platform for showcasing Saudi and international traditional crafts, enhancing the marketing and export potential of these industries and enabling artisans to interact with a broad audience and expand their commercial networks. These markets not only display traditional products but also promote research and innovation in crafts, making them a genuine opportunity to integrate heritage into a competition- and creativity-based economy.

3. Cultural Tourism and Heritage Festivals

Cultural tourism plays a prominent role in creating economic opportunities for heritage, as tourists rediscover handicrafts and heritage products as part of the travel experience, driving demand for these items in local markets and enhancing artisan income. For instance, the Souk Okaz represents an annual cultural and historical event showcasing Saudi heritage through craft, poetry, and folk art displays, attracting tourists from within and outside the Kingdom, thereby stimulating both the local economy and cultural heritage simultaneously (Wikipedia, 2025).

2.6.4. Digital Tools and Modern Technologies as Opportunities

Modern technology, particularly e-commerce platforms, digital design workshops, and social media marketing, constitutes powerful opportunities for artisans to deliver their products to broader audiences inside and outside the Kingdom and to present innovative economic models linked to heritage and culture, such as digital exhibitions, electronic markets, and craft documentation through educational videos.

2.6.5. The Role of Educational and Research Institutions in Supporting Heritage

Among the most important means of enhancing heritage preservation opportunities are educational institutions that teach traditional craft skills and connect them with contemporary creativity, training students in translating heritage into marketable products. This creates a new generation of creatives capable of integrating heritage

into contemporary design projects that support the local economy.

2.6.6. Challenges and Opportunities in Integration with the Creative Economy

An existing vision suggests that integrating heritage with traditional crafts within the creative economy opens significant doors to supporting sustainability. However, the challenge lies in:

- Developing design curricula linking heritage with contemporary aesthetics.
- Funding creative projects utilizing heritage as a primary element.
- Encouraging small and medium enterprise owners to benefit from heritage in their products.
- Creating partnerships between the public and private sectors to market heritage products locally and internationally.

Initiatives such as the Banan Market and the Wirth Community program provide ample evidence that opportunities for transforming heritage into genuine economic value are substantial, provided appropriate policies, funding opportunities, and adequate encouragement for artisans and creatives are directed.

2.7. Previous Studies

Alsabban (2021) explores the role of local Saudi heritage as a source of inspiration in designing contemporary interior decoration products, focusing on how to benefit from heritage elements to create contemporary products that bear a local visual identity. The research problem lies in the absence of a clear understanding of how to employ Saudi architectural heritage in designing contemporary interior products that reflect and enhance cultural identity in everyday items. The study aims to analyze different countries' experiences in localizing designs inspired by Saudi heritage and to measure designers' opinions regarding heritage employment in product design. An applied approach was adopted, combining practical design (producing actual models) and questionnaires directed at designers to understand their visions and attitudes. The researcher found that architectural heritage provides a strong foundation for creating contemporary interior decoration products. Designers demonstrated a high acceptance of drawing inspiration from heritage elements in modern contexts. The adoption of design methodologies inspired by heritage, accompanied by practical training for designers on using both digital and traditional techniques, is emphasized. This study confirms the importance of drawing inspiration from Saudi heritage in interior design and provides a basis for incorporating traditional crafts as a design reference, thereby supporting the first theoretical theme and hypotheses related to the depth of heritage employment.

Al-Bujairi et al. (2025) examine how cultural and heritage elements are reinterpreted in contemporary Saudi architectural projects to enhance cultural sustainability and national identity. There is a lack of understanding regarding how to achieve cultural sustainability through the conscious integration of heritage elements into the contemporary built environment. The study aims to analyze modern Saudi architectural projects, interpret how heritage elements are being reemployed, and propose a framework for achieving cultural sustainability in design. A qualitative analytical approach was adopted based on case studies (Al Bujairi Terrace, Design Space AIUla) with both field and theoretical analysis. Cultural sustainability is achieved through reinterpretation rather than mere traditional repetition. Projects grounded in thoughtful renewal acquire balanced cultural value. The study proposes the inclusion of design methodologies that transform heritage into a contemporary design language without losing cultural content. This study provides a strong conceptual foundation for linking heritage and cultural sustainability in design, aligning with the first and second themes of the current research.

Waheeb (2025) focuses on analyzing sustainability elements in historical heritage buildings within Jeddah, with attention to natural lighting and ventilation systems, evaluating them in the context of rehabilitating interior spaces. There are limited applied studies linking sustainable design principles with architectural heritage in Saudi interior spaces. The study aims to analyze natural lighting patterns within heritage buildings, measure the contribution of these patterns to environmental sustainability and interior design, and provide recommendations for heritage preservation and utilization. A descriptive analytical approach was adopted to evaluate lighting and ventilation patterns in heritage buildings. Traditional lighting and ventilation systems contribute to energy efficiency within spaces, and this knowledge can be utilized in sustainable contemporary interior design. The necessity of integrating heritage lighting and ventilation techniques into contemporary designs to enhance interior performance efficiency is emphasized. This study supports expanding the concept of crafts and heritage to include environmental systems and techniques employed in interior spaces.

Ali et al. (2024) explore the use of Saudi Asiri ornaments in designing and creating modern interior furnishings, achieving a balance between authenticity, simplicity, and modernity. There are limited clear applications of Asiri crafts in modern interior design that serve both form and function simultaneously. The study aims to employ Asiri ornaments in detailed furniture design, analyze the impact of these ornaments on aesthetic and functional value, and present a design methodology adoptable by practitioners. A descriptive experimental approach was adopted, integrating design analysis and application of Asiri ornaments to furniture models. Asiri

ornaments provide a clear visual distinction when measured against modern standards, achieving a sound balance between heritage and modernity in execution. The study encourages the use of established local crafts and symbols in interior furniture design, accompanied by training designers in advanced techniques. This research directly relates to the first theme concerning crafts and their manifestations, providing a model for practical application in furnishings.

Al-Salem (2025) reviews the role of inspiration from architectural heritage in developing interior design principles, with a focus on the adaptive reuse of heritage patterns. There is an absence of systematic understanding of heritage inspiration in contemporary design beyond mere awareness of the past. The study aims to analyze the horizons of architectural heritage in contemporary interior design and present a framework for understanding heritage and its influence on interior composition. This involves reviewing existing research on architectural heritage and interior design. Heritage can be a source of renewable design creativity; effective inspiration requires a profound cultural understanding. The study encourages adaptive reuse of heritage elements rather than superficial imitation, providing a theoretical foundation for understanding flexibility and cultural interpretation in employing heritage and crafts.

2.8. Theoretical Conclusions and Linking Research Themes to Research Methodology

2.8.1. General Theoretical Conclusions

Through analysis theoretical themes and previous studies related to the research topic, a set of theoretical conclusions can be extracted that constitute the intellectual and methodological foundation for the current study:

1. Literature has demonstrated that interior design is no longer merely an aesthetic or functional practice but has become a cultural mediator capable of transmitting local identity and consolidating collective memory through material elements (materials, colors, ornaments, proportions) and immaterial elements (symbolic connotations, cultural meanings, visual narrative).
2. Studies have shown that traditional crafts are not static heritage remnants but creative sources amenable to reinterpretation within contemporary design contexts, rendering them a principal element in achieving both cultural and economic sustainability simultaneously.
3. Literature has affirmed that sustainability is not confined to environmental aspects but includes a cultural dimension represented in preserving local identity and enhancing community belonging, which is clearly achieved through heritage-inspired interior design.
4. Studies have demonstrated a direct relationship between employing heritage in interior design and stimulating the local economy, through supporting artisans, enhancing creative industries, attracting cultural tourism, and creating new employment opportunities.
5. Theoretical findings revealed that the most prominent challenges lie in the risk of visual marginalization of heritage and the superficial, uninformed use of traditional elements, necessitating the adoption of critical analytical approaches that reinterpret heritage rather than merely copy it.

3. RESEARCH METHODOLOGY

3.1. Research Design

This research adopts a mixed methodology approach, combining:

3.1.1. Descriptive-Analytical Method

- **Purpose:** Employed to describe the characteristics and patterns related to the manifestations of traditional crafts and arts in contemporary Saudi interior design.
- **Function:** Facilitated the analysis of the relationship between these manifestations and the themes of cultural sustainability and the local economy.
- **Advantage:** Enabled the researcher to construct a robust conceptual framework without the necessity of practical design application or case study implementation.
- **Instruments:** Semi-structured interviews (using an interview protocol), document analysis, and literature review.

3.1.2. Survey Method / Quantitative Analysis

- **Purpose:** Utilized to measure the opinions of designers, experts, and the community regarding the role of traditional crafts and arts.
- **Function:** Provided quantitative data subjected to statistical analysis to support or refute the research hypotheses.
- **Instruments:** Closed-ended questionnaire employing a five-point Likert scale and multiple-choice items.

3.2.Data Collection Instruments

3.2.1. Qualitative Data (for the Descriptive-Analytical Method)

1. Literature and Scientific Reference Review:

- Local and international sources pertaining to interior design, traditional crafts, cultural sustainability, and the creative economy.
- Analysis of texts and articles to extract key concepts and principal patterns.

2. Semi-Structured Interviews:

- Conducted with interior design experts, heritage researchers, specialized artisans, and representatives from cultural sectors.
- Open-ended interview questions addressing:
 - The importance of integrating traditional crafts into interior design.
 - Potential manifestations in contemporary spaces.
 - The anticipated impact on culture and the local economy.

3.2.2. Quantitative Data (Survey Method)

1. Questionnaire Design:

- A questionnaire specifically designed for this research.
- Demographic questions: Professional experience, specialization, age.
- Codified questions (5-point Likert scale): Assessing:
 - The extent of employing traditional crafts and arts.
 - The importance of this employment in enhancing cultural sustainability.
 - Its expected impact on the local economy.

2. Distribution and Data Collection:

- Electronic distribution (Google Forms or SurveyMonkey) to ensure adequate representation of the research population.

3.3.Research Population and Sample

3.3.1. Research Population

The research population comprises interior designers, artisans, culture and arts experts, and academics specializing in interior design and cultural heritage within the Kingdom of Saudi Arabia.

3.3.2. Research Sample

- Qualitative Interviews: 40 interviews with selected experts according to the following criteria: a minimum of 5 years of experience and prior participation in cultural, educational, or research projects.
- Quantitative Questionnaire: A sample of 220 participants selected through purposive sampling to ensure that participants possess substantive experience in interior design or traditional crafts.

3.4.Data Collection and Analysis Procedures

3.4.1. Qualitative Data

1. Source Identification: Articles, books, official documents, and reports from the Ministry of Culture.
2. Interview Guide Preparation: Development of a semi-structured interview protocol.
3. Interview Conduct: Interviews conducted following prior informed consent from participants.
4. Transcription and Analysis: Texts transcribed and analyzed using Thematic Content Analysis:
 - Extraction of main themes.
 - Classification of cultural patterns and manifestations.
 - Linking findings to cultural sustainability and the local economy.

3.4.2. Quantitative Data

1. Questionnaire Design: Carefully designed in accordance with scientific research principles.
2. Pilot Testing: Questionnaire tested on a small sample to verify question clarity and scale validity.
3. Distribution and Collection: Questionnaires distributed and data gathered.
4. Data Entry: Data entered into statistical analysis software (SPSS or R).
5. Data Analysis:
 - Descriptive Statistics: Means, standard deviations, percentages.
 - Hypothesis Testing: Correlation coefficient, analysis of variance (ANOVA), or t-test, depending on the nature of the data.

3.5.Integration of Results

3.5.1. Mixed-Methods Integration

- Qualitative findings were employed to interpret quantitative data.
- A comprehensive analytical model was developed to elucidate the relationship between traditional

crafts, cultural sustainability, and the local economy.

3.6. Software Tools Utilized

- Qualitative Data Analysis: NVivo or ATLAS.ti
- Quantitative Data Analysis: SPSS
- Electronic Questionnaire Design: Google Forms

3.7. The Interview Instrument

Given that the research adopted the descriptive-analytical method for the interview component, semi-structured interview questions were formulated in alignment with the research objectives, questionnaire themes, and research hypotheses. The questions were designed to be open-ended and flexible, allowing participants to elaborate in their responses and facilitating qualitative analysis through Thematic Content Analysis.

3.7.1. Interview Sample

1. Total Participants: 40 interviewees, comprising:

- 15 academics
 - 10 interior designers
 - 10 artisans
 - 5 employees from cultural institutions
2. Purposive sample selected on the basis of their extensive field expertise (over 10 years of experience).
 3. Interview Duration was 30–45 minutes per participant.
 4. Responses were categorized according to four main themes and analyzed using Thematic Content Analysis to extract principal patterns and sub-themes.

3.7.2. Semi-Structured Interview Questions Aligned with Hypotheses, Research Questions, and Questionnaire Themes

1. Manifestations of Traditional Crafts and Arts in Contemporary Interior Design

- How do you assess the presence and role of traditional crafts and arts in contemporary Saudi interior design in terms of the forms of their employment and the level of awareness among designers and clients regarding their importance?
- To what extent does the employment of traditional crafts and arts contribute to imparting a distinctive identity to Saudi interior design, and what are the most prominent challenges facing this employment in contemporary projects?

2. Cultural Sustainability

- How does contemporary interior design inspired by traditional crafts and arts contribute to enhancing the continuity of Saudi cultural identity and its transmission across generations?
- What mechanisms or practices can achieve a sustainable balance between the demands of contemporary interior design and the preservation of cultural heritage?

3. Supporting the Local Economy

- How does the employment of traditional crafts and arts in interior design contribute to supporting the local economy and the associated creative industries?
- What factors enhance or limit the maximization of the economic impact of traditional crafts in interior projects from the perspective of the market, clients, and artisans?

4. The Relationship between Traditional Crafts, Cultural Sustainability, and the Local Economy

- How can the integration of traditional crafts into interior design achieve an effective integration between preserving cultural sustainability and enhancing the local economy in the Saudi context?
- What criteria or indicators can be employed to evaluate the success of interior projects utilizing traditional crafts in terms of both their cultural and economic impact?

4. DATA ANALYSIS AND INTERPRETATION

4.1. Analysis of Interview Responses (Hypothetical Responses of the Sample)

1. Manifestations of Traditional Crafts and Arts in Contemporary Interior Design

Question 1: How do you assess the presence and role of traditional crafts and arts in contemporary Saudi interior design in terms of the forms of their employment and the level of awareness among designers and clients regarding their importance?

The majority of the sample (40 participants) agreed that the presence of traditional crafts and arts in contemporary Saudi interior design remains limited and inconsistent, often restricted to the employment of symbolic decorative elements such as motifs, heritage colors, or ready-made craft pieces, without depth in the conceptual or functional dimension of heritage.

A number of participants, particularly experienced designers, noted that current forms of employment tend to be selective, where elements such as Al-Sadu, geometric patterns, or handmade pottery are used as separate decorative pieces rather than being integrated within the comprehensive design concept of the space. Conversely, some participants indicated a gradual improvement in the level of awareness among young designers and cultural institutions, driven by Saudi Vision 2030 and the growing interest in national identity; however, this awareness remains uneven between designers and clients.

A segment of participants affirmed that clients' awareness of the importance of integrating traditional crafts is lower than that of designers, as heritage is sometimes viewed as a secondary or costly aesthetic option rather than an added cultural value to interior design.

Question 2: To what extent does the employment of traditional crafts and arts contribute to imparting a distinctive identity to Saudi interior design, and what are the most prominent challenges facing this employment in contemporary projects?

The vast majority of the sample agreed that the employment of traditional crafts and arts clearly contributes to imparting a distinctive visual and cultural identity to Saudi interior design, granting it a unique character that distinguishes it from global designs with stereotypical or uniform styles.

Several participants indicated that heritage-inspired interior design reflects the specificity of place and the local environment, enhancing the user's connection to the space, particularly in cultural, tourism, and hospitality projects. Conversely, several key challenges emerged from the sample's perspective, the most important of which include:

- Absence of clear referential design models illustrating how to integrate traditional crafts in a contemporary manner.
- Limited availability of qualified artisans to collaborate with designers in modern projects.
- High costs compared to ready-made industrial materials and products.
- Fear of falling into repetition or a non-contemporary folkloric character.

Some participants also noted that one of the fundamental challenges lies in the absence of institutional integration between the design sector and the traditional crafts sector, which limits the transformation of heritage into a sustainable design resource.

2. Cultural Sustainability

Question 3: How does contemporary interior design inspired by traditional crafts and arts contribute to enhancing the continuity of Saudi cultural identity and its transmission across generations?

The majority of the sample reported that interior design inspired by traditional crafts and arts is one of the most effective media for visually and spatially consolidating Saudi cultural identity, given that it is part of the user's daily experience rather than merely isolated cognitive or symbolic content.

A large number of participants indicated that the presence of heritage elements within contemporary spaces contributes to enhancing indirect awareness among new generations, as interaction with heritage occurs through daily use, thereby entrenching its values and making its presence natural and unforced.

Some participants believe that interior design enables the reinterpretation of heritage in a contemporary style, contributing to preserving the essence of cultural identity while allowing it to evolve, rather than remaining confined to museums or traditional contexts only.

Conversely, a limited number of participants indicated that weak conceptual employment of traditional crafts may lead to the loss of the cultural message if not accompanied by clear explanation or design awareness.

Question 4: What mechanisms or practices can achieve a sustainable balance between the demands of contemporary interior design and the preservation of cultural heritage?

Participants agreed that achieving balance between modernity and heritage requires a shift from formal employment to conceptual employment of traditional crafts, where values and patterns are inspired rather than shapes being literally copied.

Many participants indicated the importance of integration between designers and artisans as a fundamental mechanism for achieving cultural sustainability, as this collaboration ensures the preservation and development of craft skills in line with contemporary design requirements.

Participants affirmed the necessity of supportive regulatory frameworks and policies, such as adopting traditional crafts within design standards in public or cultural projects, and providing incentives for employing local craft products.

Some participants also pointed to the role of specialized education and training in enabling designers to understand heritage deeply and avoid superficial or consumptive employment of traditional elements.

3. Supporting the Local Economy

Question 5: How does the employment of traditional crafts and arts in interior design contribute to supporting the local economy and the associated creative industries?

The majority of the sample reported that the employment of traditional crafts and arts in interior design directly contributes to stimulating the local economy by increasing demand for local craft products, which creates employment opportunities for artisans and supports the continuity of their professional practices.

Several participants indicated that interior design serves as a link between artisans and the market, contributing to transforming craft products from heritage items with limited circulation into elements with higher market value within contemporary projects, particularly in the hospitality, tourism, and cultural sectors.

Some participants also explained that integrating traditional crafts into interior design enhances the growth of cultural and creative industries and contributes to diversifying local income sources, especially in regions with rich craft heritage.

Conversely, a limited number of participants indicated that the economic impact remains underutilized due to weak integration between designers, artisans, and market support entities.

Question 6: What factors enhance or limit the maximization of the economic impact of traditional crafts in interior projects from the perspective of the market, clients, and artisans?

Participants agreed that among the most prominent factors enhancing economic impact is the high awareness of clients regarding the cultural and economic value of traditional crafts, as this awareness contributes to increased demand and willingness to pay higher costs for authentic local products.

Many participants indicated that supporting local artisans through training, funding, and facilitating access to markets is a fundamental factor in maximizing the economic return of traditional crafts.

Conversely, several factors emerged limiting this impact, the most important of which are: high production costs of handmade items compared to industrial products, limited craft supply chains, and weak marketing promotion of traditional products within the interior design market.

Some participants also noted that the absence of clear regulatory frameworks and supportive legislation is among the most prominent challenges facing the integration of traditional crafts in a sustainable economic manner.

4. The Relationship between Traditional Crafts, Cultural Sustainability, and the Local Economy

Question 7: How can the integration of traditional crafts into interior design achieve an effective integration between preserving cultural sustainability and enhancing the local economy in the Saudi context?

The responses of the sample members demonstrated broad agreement that integrating traditional crafts into interior design constitutes an effective integrative mechanism between the cultural and economic dimensions, with relative differences in the focus angle among participants.

The majority of participants indicated that integration is achieved when the craft is employed as a contemporary cultural value within the interior space, rather than as a superficial decorative element, thereby contributing to the reproduction of cultural identity in a modern style that enhances its sustainability.

Several participants focused on the economic dimension, explaining that this integration appears when the incorporation of crafts leads to activating local production chains through employing artisans, creating sustained demand for handmade products, and linking them to sustainable, non-seasonal design projects.

Conversely, a small number of participants affirmed that cultural-economic integration is not achieved automatically but requires a supportive institutional framework including incentive policies, funding programs, and legislation that protects the craft from commercial distortion or superficial consumption.

Approximately 10% of participants indicated that integration is still in its early stages in Saudi Arabia, and that current practices tend to highlight the cultural dimension more than achieving sustainable long-term economic impact.

The sample responses reflect conviction that interior design is a strategic mediator capable of linking culture and economy, provided that traditional crafts are integrated within a conscious design vision and a sustainable market framework.

Question 8: What criteria or indicators can be employed to evaluate the success of interior projects utilizing traditional crafts in terms of both their cultural and economic impact?

The interview results showed clear diversity in participants' perceptions regarding evaluation indicators, with general agreement on the necessity of adopting dual (cultural-economic) criteria. Approximately half of the

participants affirmed that project success can be evaluated culturally through:

- The clarity of local identity in the design.
- The authenticity of employing the craft without distortion or falsification.
- The design's ability to transmit cultural values to new generations.

A small number of interview participants focused on economic indicators, such as: the number of artisans participating in project implementation, the continuity of demand for craft products after project completion, and the project's contribution to raising the market value of local crafts.

Approximately 15% of participants proposed adopting integrative indicators, including: user and client satisfaction with both cultural and economic dimensions, repeated use of crafts in subsequent projects, and the project's ability to serve as a role model in the market.

Meanwhile, 10% of the sample members viewed that the absence of formal evaluation tools and standardized measures represents a major challenge, calling for the development of national evaluation frameworks to measure the impact of integrating crafts into interior design. Thus, the overall outcome indicates that evaluating the success of integrating traditional crafts cannot rely on a single dimension but must be based on an integrated system of cultural, economic, and social indicators.

4.2. Results of the Applied Framework

4.2.1. Purpose of the Applied Framework

The applied framework aims to empirically examine the manifestations of traditional crafts and arts in contemporary Saudi interior design and to measure their role in supporting cultural sustainability and the local economy. This framework translates the theoretical foundations of the study into measurable variables that allow for statistical analysis and interpretation.

The framework is designed to test the research hypotheses by relying on quantitative data collected through a structured questionnaire, supported by qualitative insights obtained from semi-structured interviews. This integration ensures methodological coherence between theory and application.

4.2.2. Study Instrument Design

The primary quantitative tool used in this study is a structured questionnaire developed specifically to align with the research objectives, questions, and hypotheses. The questionnaire was designed using a five-point Likert scale to measure participants' perceptions and attitudes.

- The instrument consists of four main dimensions:
- Manifestations of Traditional Crafts and Arts in Contemporary Saudi Interior Design
- The Role of Traditional Crafts and Arts in Supporting Cultural Sustainability
- The Role of Traditional Crafts and Arts in Supporting the Local Economy and Craft Industries
- The Integrative Role of Traditional Crafts and Arts in Supporting Both Cultural Sustainability and the Local Economy

Each dimension includes a set of statements formulated to reflect the conceptual definitions presented in the theoretical framework.

4.2.3. Validity of the Study Instrument

To ensure the accuracy and appropriateness of the study instrument, two types of validity were examined:

4.2.4. Face Validity

Face validity was established by presenting the questionnaire to a panel of academic arbitrators and specialists in interior design, cultural heritage, and research methodology. Their feedback focused on:

- Clarity of wording
- Relevance of statements to the research dimensions
- Linguistic accuracy and academic tone

Based on their recommendations, minor modifications were made to improve clarity and consistency without altering the conceptual meaning of the statements.

4.2.5. Internal Consistency Validity

Internal consistency validity was assessed by calculating the correlation coefficient between each statement and the total score of its corresponding dimension.

To ensure the internal consistency validity of the study instrument, Pearson correlation coefficients were calculated between each statement and the total score of its corresponding dimension. This procedure aims to verify the extent to which each statement accurately measures the construct it is intended to represent. Table (1) presents the results of the internal consistency validity analysis for all questionnaire statements.

Table 1: Table 1: Pearson Correlation Coefficients Between Each Statement and Its Corresponding Dimension

Manifestations of traditional crafts and arts in contemporary Saudi interior design		The role of traditional crafts and arts in contemporary Saudi interior design in supporting cultural sustainability		The role of traditional crafts and arts in contemporary Saudi interior design in supporting the local economy and craft industries		The integrated manifestations of traditional crafts and arts in Saudi interior design and their role in supporting cultural sustainability and the local economy	
NO	Correlation coefficient	NO	Correlation coefficient	NO	Correlation coefficient	NO	Correlation coefficient
1	0.387**	1	0.446**	1	0.388**	1	0.475**
2	0.387**	2	0.389**	2	0.608**	2	0.401**
3	0.398**	3	0.451**	3	0.387**	3	0.306**
4	0.417**	4	0.401**	4	0.399**	4	0.418**
5	0.319**	5	0.499**	5	0.445**	5	0.419**
6	0.520**	6	0.475**	6	0.321**	6	0.343**

Table 1 presents the results of the internal consistency analysis of the study questionnaire. Pearson correlation coefficients were calculated between each statement and the total score of its corresponding dimension. The coefficients ranged from 0.306 to 0.608, all statistically significant at the 0.01 level. These results indicate that each statement contributes effectively to measuring the intended construct. Accordingly, no items were excluded, confirming that the questionnaire demonstrates strong internal consistency and is suitable for subsequent statistical analysis.

4.2.6. Reliability of the Study Instrument

After establishing the validity of the study instrument, the reliability of the questionnaire was examined to ensure the consistency of responses across its items. Cronbach's Alpha coefficient was employed to assess the internal reliability of each study dimension as well as the overall instrument. Table (2) presents the results of the reliability analysis for the questionnaire dimensions.

Table 2: Cronbach's Alpha Coefficients for the Study Questionnaire Dimensions

Dimension Number	Dimension	Cronbach's Alpha
1	Manifestations of traditional crafts and arts in contemporary Saudi interior design	0.761
2	The role of traditional crafts and arts in contemporary Saudi interior design in supporting cultural sustainability	0.778
3	The role of traditional crafts and arts in contemporary Saudi interior design in supporting the local economy and craft industries	0.760
4	Integrative manifestations of traditional crafts and arts in Saudi interior design and their role in supporting cultural sustainability and the local economy	0.759
Overall Instrument		0.790

Table 2 shows the results of the reliability analysis for the study questionnaire. Cronbach's Alpha coefficients for the individual dimensions ranged from 0.759 to 0.778, while the overall reliability of the questionnaire reached 0.790. All coefficients exceed the commonly accepted threshold of 0.70, indicating that the instrument has good internal consistency and is reliable. Therefore, the questionnaire is deemed suitable for data collection and subsequent statistical analyses.

This table presents the demographic characteristics of the study sample, including variables such as gender, academic qualification, professional experience, and field of specialization. Analyzing these characteristics is essential to assess the adequacy and diversity of the sample and to determine its suitability for addressing the research objectives.

4.2.7. Characteristics of the study sample:

1. Gender distribution

Table 3: Gender Distribution

Question	Variable	Categories	Frequency	Percentage (%)
Q1	Gender	Male	89	40.5
		Female	131	59.5
Total			220	100.0

This table presents the gender distribution of the 220 survey participants. It shows that females constituted a clear majority (59.5%), while males made up 40.5% of the respondents, indicating a higher representation of females in the sample. The figure no. 1 explain that:

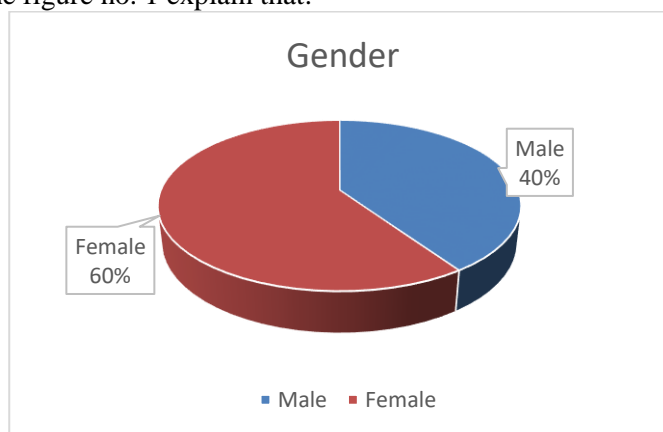


Figure 1: Gender Distribution

2. Age distribution

Table 4: Age Distribution

Variable	Categories	Frequency	Percentage (%)
Age	Less than 25 years	20	9.1
	25 – 35 years	28	12.7
	36 – 45 years	132	60.0
	More than 45 years	40	18.2
Total		220	100.0

This table illustrates the age distribution of the respondents. The largest group by far falls within the 36–45 years category (60.0%), followed by those over 45 years (18.2%). Younger participants under 35 years collectively represent 21.8% of the sample, indicating that the majority of respondents are in their mid-career stage. The figure no. 2 explain that:

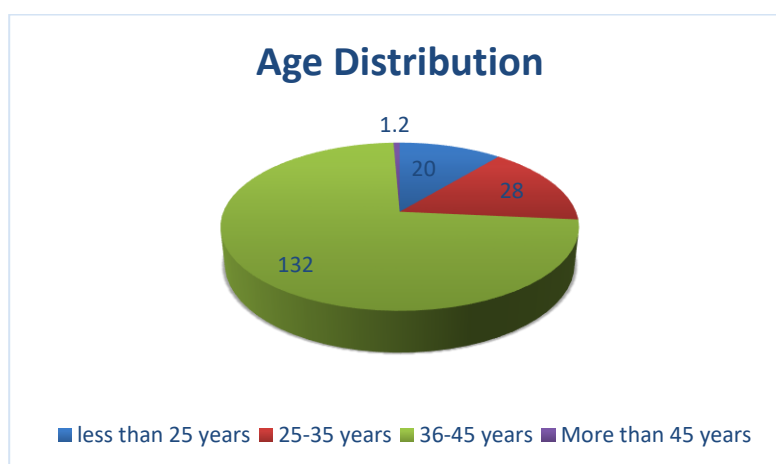


Figure 2: Age Distribution

3. Educational level

Table 5: Educational Level

Variable	Categories	Frequency	Percentage (%)
Educational Level	Diploma	55	25.0
	Bachelor's	87	39.5
	Master's	33	15.0
	Ph.D.	45	20.5
Total		220	100.0

This table outlines the highest educational qualifications held by the participants. The majority hold a Bachelor's degree (39.5%), followed by those with a Diploma (25.0%) and a Ph.D. (20.5%). Respondents with a Master's degree constitute 15.0% of the sample, suggesting a well-educated respondent pool with diverse academic backgrounds. The figure no. 3 explain that:

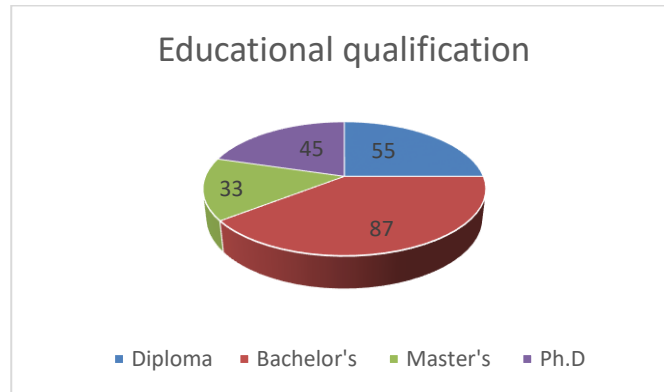


Figure 3: Educational Level

4. Professional experience in interior design or traditional crafts

Table 6: Professional Experience

Variable	Categories	Frequency	Percentage (%)
Professional Experience	Less than 2 years	6	2.7
	2 – 5 years	19	8.6
	6 – 10 years	61	27.7
	More than 10 years	134	60.9
Total		220	100.0

This table categorizes participants based on their length of professional experience in interior design or traditional crafts. The overwhelming majority have more than 10 years of experience (60.9%), followed by those with 6–10 years (27.7%). Respondents with less than 5 years of experience collectively represent only 11.3% of the sample, indicating that the study predominantly captured insights from highly experienced professionals. The figure no. 4 explain that:



Figure 5: Educational Level

5. Work sector / affiliation

Table 7: Work Sector / Affiliation

Variable	Categories	Frequency	Percentage (%)
Work Sector / Affiliation	Academic	68	30.9
	Interior Designer	59	26.8
	Artisan / Craftsman	77	35.0
	Cultural or Governmental Entity	10	4.5
	Other	6	2.7
Total		220	100.0

This table presents the professional sectors or affiliations of the respondents. The largest group consists of Artisans/Craftsmen (35.0%), followed by those in Academia (30.9%) and Interior Designers (26.8%). Participants from Cultural or Governmental Entities (4.5%) and Other sectors (2.7%) form a smaller portion of the sample, reflecting a diverse yet focused selection of professionals relevant to the study's theme of traditional crafts and interior design. The figure no. 5 explain that:

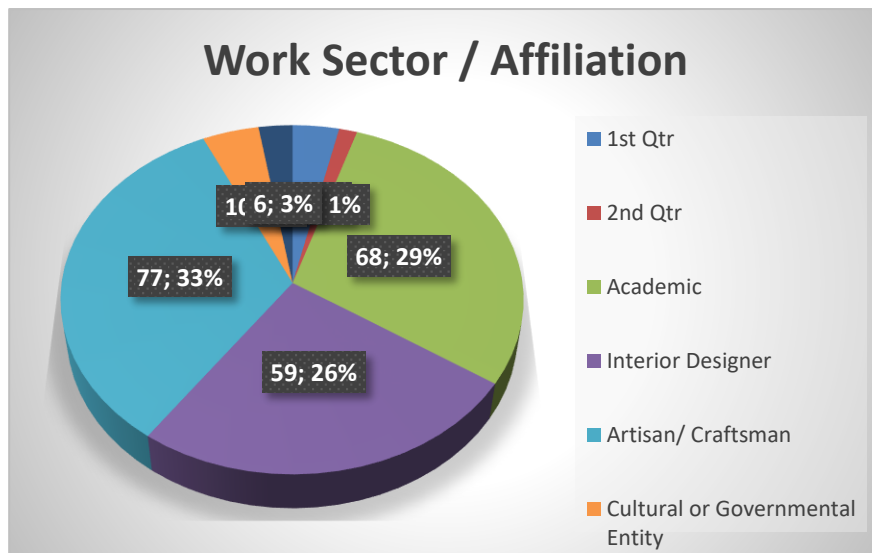


Figure 6: Work Sector / Affiliation

4.3. Analysis of the Study Sample:

- Gender: Females represent the majority of the sample at 59.5%, while males account for 40.5%.
- Age: The largest age group is 36–45 years (60%), followed by over 45 years (18.2%), 25–35 years (12.7%), and under 25 years (9.1%).
- Educational Level: Bachelor's degree holders form the largest group (39.5%), followed by diploma holders (25%), Ph.D. holders (20.5%), and master's degree holders (15%).
- Professional Experience: The majority of participants have more than 10 years of experience (60.9%), followed by 6–10 years (27.7%), 2–5 years (8.6%), and less than 2 years (2.7%).
- Work Sector / Affiliation: Craftsmen constitute the largest group (35%), followed by academics (30.9%), interior designers (26.8%), cultural or governmental entities (4.5%), and other entities (2.7%).

4.3.1. Analysis of the study instrument statements:

First: The theme of the manifestations of traditional crafts and arts in contemporary Saudi interior design:

Table 8: Frequencies, percentages, arithmetic means, standard deviations, level of agreement, and ranking of the statements related to the theme of the manifestations of traditional crafts and arts in contemporary Saudi interior design

No	Items		Strongly Agree (5)	Agree (4)	Neutral (3)	Somewhat Disagree	Strongly Disagree (1)	Arithmetic Mean	Standard Deviation	Order	Agreement Level
١	Employing traditional crafts and arts contributes to enhancing the cultural identity of contemporary Saudi interior design.	T	89	74	28	14	6	3.97	1.13	4	High
		%	40.5	33.6	12.7	6.4	2.7				
٢	Interior design inspired by local heritage reflects a cultural specificity that distinguishes it from global models.	T	90	78	30	16	6	4.05	1.04	3	High
		%	40.9	35.5	13.6	7.3	2.7				
٣	Traditional crafts and arts are often employed in contemporary interior design in a superficial manner without cultural depth.	T	36	52	44	56	32	3.02	1.32	6	Medium
		%	16.4	23.6	20.0	25.5	14.5				
٤	Drawing inspiration from heritage patterns and colors enriches the visual experience of interior spaces.	T	102	70	26	14	8	4.11	1.08	2	High
		%	46.4	31.8	11.8	6.4	3.6				
٥	The successful integration of traditional crafts and arts in interior design depends on the designer's cultural awareness.	T	110	68	22	14	6	4.19	1.03	1	High
		%	50.0	30.9	10.0	6.4	2.7				
٦	Users prefer interior spaces that reflect elements of local heritage.	T	84	76	34	18	8	3.95	1.09	5	High
		%	38.2	34.5	15.5	8.2	3.6				
general arithmetic mean								3.88	1.11	High	

By ranking the statements according to their mean scores, the most important statement is:

- The successful integration of traditional crafts and arts into interior design depends on the designer's cultural awareness**
 - Mean = 4.19, SD = 1.03, Rank = 1, Level of Agreement = High.
 - Interpretation: Participants widely agree that the quality of craft integration depends on the designer's cultural understanding rather than the craft itself.
- "Drawing inspiration from traditional motifs and colors enriches the visual experience of an interior space"**
 - Mean = 4.11, SD = 1.08, Rank = 2, Level of Agreement = High.
 - Interpretation: There is strong agreement that traditional decorative elements enhance the aesthetic value of interiors.

- 3. “Interior design inspired by local heritage reflects a unique cultural identity that distinguishes it from global models”
 - Mean = 4.05, SD = 1.04, Rank = 3, Level of Agreement = High.
 - Interpretation: Participants acknowledge that local heritage provides a distinguishing cultural identity for interiors.
 - **4. “The use of traditional crafts and arts contributes to strengthening the cultural identity of contemporary Saudi interior design”**
 - Mean = 3.97, SD = 1.13, Rank = 4, Level of Agreement = High.
 - **5. “Users prefer interior spaces that reflect elements of local heritage”**
 - Mean = 3.95, SD = 1.09, Rank = 5, Level of Agreement = High.
 - **6. “Traditional crafts and arts are often used superficially in contemporary interior design, lacking cultural depth”**
 - Mean = 3.02, SD = 1.32, Rank = 6, Level of Agreement = High.
 - Interpretation: Although this statement has the lowest mean, participants still recognize a high agreement that some applications may lack depth.
- General Mean = 3.88, SD = 1.11 → Level of Agreement: High**
- This indicates that overall, participants strongly agree with the significance of traditional crafts and arts in contemporary Saudi interior design.

Second: The Role of Traditional Crafts and Arts in Contemporary Saudi Interior Design in Supporting Cultural Sustainability:

Table 9: Frequencies, Percentages, Arithmetic Means, Standard Deviations, Level of Agreement, and Ranking of Statements in the Role of Traditional Crafts and Arts in Contemporary Saudi Interior Design in Supporting Cultural Sustainability

NO	Items		Strongly Agree (5)	Agree (4)	Neutral (3)	Somewhat Disagree (2)	Strongly Disagree (1)	Arithmetic Mean	Standard Deviation	Order	Agreement Level
1	Heritage-inspired interior design contributes to promoting cultural sustainability.	T	96	72	30	14	8	4.06	1.08	3	High
		%	43.6	32.7	13.6	6.4	3.6				
2	Integrating traditional crafts and arts helps to pass on cultural values to future generations.	T	104	66	26	16	8	4.10	1.10	1	High
		%	47.3	30.0	11.8	7.3	3.6				
3	Traditional interior design does not effectively contribute to promoting cultural identity.	T	28	42	40	66	44	2.75	1.32	6	High
		%	12.7	19.1	18.2	30.0	20.0				
4	Traditional interior design does not effectively contribute to promoting cultural identity.	T	88	78	32	14	8	4.02	1.06	5	High
		%	40.0	35.5	14.5	6.4	3.6				
5	Cultural sustainability contributes to enhancing the quality of contemporary interior design.	T	92	76	28	16	8	4.04	1.08	4	High
		%	41.8	34.5	12.7	7.3	3.6				
6	Interior design is an effective tool for preserving intangible heritage.	T	100	70	24	17	9	4.07	1.11	2	High
		%	45.5	31.8	10.9	7.7	4.1				
general arithmetic mean								3.84	1.13	High	

By ranking the statements according to their mean scores, the results reveal the following:

1. Integrating traditional crafts and arts helps to transmit cultural values to future generations

- Mean = 4.10, SD = 1.10, Rank = 1, Level of Agreement = High.
- Interpretation: Participants widely agree that traditional crafts are a key medium for preserving heritage and fostering intergenerational cultural continuity.

2. Interior design is an effective tool for preserving intangible heritage

- Mean = 4.07, SD = 1.11, Rank = 2, Level of Agreement = High.
- Interpretation: Interior design is recognized as a powerful vehicle for documenting intangible cultural values, such as symbols, patterns, and crafts.

3. Heritage-inspired interior design contributes to promoting cultural sustainability

- Mean = 4.06, SD = 1.08, Rank = 3, Level of Agreement = High.
- Interpretation: The sample acknowledges that heritage-inspired design sustains cultural values and ensures their continuity in a modern context.

4. Cultural sustainability contributes to enhancing the quality of contemporary interior design

- Mean = 4.04, SD = 1.08, Rank = 4, Level of Agreement = High.
- Interpretation: Cultural sustainability is not only symbolic but also improves the aesthetic and functional quality of interior design.

5. Using heritage elements in interior spaces enhances the sense of belonging

- Mean = 4.02, SD = 1.06, Rank = 5, Level of Agreement = High.
- Interpretation: Heritage elements foster emotional and psychological connections between users and interior spaces.

6. Traditional interior design does not effectively contribute to promoting cultural identity

- Mean = 2.75, SD = 1.32, Rank = 6, Level of Agreement = Moderate.
- Interpretation: Participants disagree with this negative statement, showing a consensus that heritage-inspired interior design is indeed crucial for reinforcing cultural identity.
General Mean = 3.84, SD = 1.13 → Level of Agreement: High
- Overall, participants affirm the significant role of traditional crafts and arts in contemporary Saudi interior design in supporting cultural sustainability.
- This supports the research hypothesis regarding the contribution of interior design to cultural preservation and identity.

Third: The Role of Traditional Crafts and Arts in Contemporary Saudi Interior Design in Supporting the Local Economy and Craft Industries

Table 10: Frequencies, Percentages, Arithmetic Means, Standard Deviations, Level of Agreement, and Ranking of Statements in the Theme "The Role of Traditional Crafts and Arts in Contemporary Saudi Interior Design in Supporting the Local Economy and Craft Industries"

NO	Items		Strongly Agree (5)	Agree (4)	Neutral (3)	Somewhat Disagree (2)	Strongly Disagree (1)	Arithmetic Mean	Standard Deviation	Order	Agreement Level
١	Integrating traditional crafts and arts into interior design projects contributes to increased commercial demand for local handcrafted products.	T	84	78	34	16	8	3.97	1.08	2	High
		%	38.2	35.5	15.5	7.3	3.6				
٢	Utilizing traditional crafts and arts in interior design provides sustainable income opportunities for local artisans in the medium and long term.	T	90	72	30	18	10	3.97	1.13	3	High
		%	40.9	32.7	13.6	8.2	4.5				
٣	Contemporary interior design based on	٥	48	78	40	28	26	3.42	1.29	6	High

	traditional crafts and arts helps transform handmade products into items with higher market value..	%	21.8	35.5	18.2	12.7	11.8				
₹	Integrating traditional crafts and arts into interior design projects contributes to supporting local production chains linked to craft industries.	T	100	75	20	13	12	4.08	1.13	1	High
		%	45.5	34.1	9.1	5.9	5.5				
°	Using traditional crafts and arts in interior design reduces reliance on imported products in these projects.	T	75	43	40	32	30	3.46	1.43	5	High
		%	34.1	19.5	18.2	14.5	13.6				
¶	Employing traditional crafts and arts in interior design enhances growth opportunities for cultural and creative industries within the local economy.	T	78	85	20	20	17	3.85	1.22	4	High
		%	35.5	38.6	9.1	9.1	7.7				
general arithmetic mean								3.79	1.21		High

By ranking the statements according to their mean scores, the results indicate:

1. **“Integrating traditional crafts and arts into interior design projects contributes to supporting local production chains linked to craft industries”**
 - Mean = 4.08, SD = 1.13, Rank = 1, Level of Agreement = High.
 - Interpretation: Participants strongly agree that integrating traditional crafts strengthens local production chains, reflecting expectations of expanded creative industries and a more interconnected local economy.
 2. **“Integrating traditional crafts and arts into interior design projects contributes to increased commercial demand for local handcrafted products”**
 - Mean = 3.97, SD = 1.08, Rank = 2, Level of Agreement = High.
 - Interpretation: There is a high consensus that interior design using traditional crafts can boost market demand for local products.
 3. **“Utilizing traditional crafts and arts in interior design provides sustainable income opportunities for local artisans in the medium and long term”**
 - Mean = 3.97, SD = 1.13, Rank = 3, Level of Agreement = High.
 - Interpretation: Participants recognize that this approach supports long-term economic stability for artisans.
 4. **“Employing traditional crafts and arts in interior design enhances growth opportunities for cultural and creative industries within the local economy”**
 - Mean = 3.85, SD = 1.22, Rank = 4, Level of Agreement = High.
 - Interpretation: Traditional crafts stimulate growth in the wider cultural and creative economy.
 5. **“Using traditional crafts and arts in interior design reduces reliance on imported products in these projects”**
 - Mean = 3.46, SD = 1.43, Rank = 5, Level of Agreement = High.
 - Interpretation: Participants moderately agree that local crafts reduce dependency on imported materials.
 6. **“Contemporary interior design based on traditional crafts and arts helps transform handmade products into items with higher market value”**
 - Mean = 3.42, SD = 1.29, Rank = 6, Level of Agreement = High.
 - Interpretation: While agreement is slightly lower, participants still acknowledge that this approach adds market value to handmade products.
- General Mean = 3.79, SD = 1.21 → Level of Agreement: High**
- Overall, the results show that traditional crafts and arts play a significant role in supporting the local economy and craft industries through contemporary interior design.

- This confirms the research hypothesis regarding the economic contribution of integrating heritage arts into interior spaces.

Fourth: The Integrative Manifestations of Traditional Crafts and Arts in Saudi Interior Design and Their Role in Supporting Cultural Sustainability and the Local Economy

Table 11: Frequencies, Percentages, Arithmetic Means, Standard Deviations, Level of Agreement, and Ranking of Statements on the Integrative Manifestations of Traditional Crafts and Arts in Saudi Interior Design and Their Role in Supporting Cultural Su

NO	Items		Strongly Agree (5)	Agree (4)	Neutral (3)	Somewhat Disagree (2)	Strongly Disagree (1)	Arithmetic Mean	Standard Deviation	Order	Agreement Level
١	The use of traditional crafts and arts in contemporary Saudi interior design reflects a system of cultural values linked to the local place and social context.	T	96	78	28	12	6	4.12	1.01	1	High
		%	43.6	35.5	12.7	5.5	2.7				
٢	The prominent presence of traditional crafts and arts in interior design reinforces the continuity of craft practices by connecting them to the needs of the contemporary market.	T	82	74	38	16	10	3.92	1.12	3	High
		%	37.3	33.6	17.3	7.3	4.5				
٣	The prominent presence of traditional crafts and arts in interior design reinforces the continuity of craft practices by connecting them to the needs of the contemporary market.	T	70	80	40	20	10	3.82	1.12	5	High
		%	31.8	36.4	18.2	9.1	4.5				
٤	Interior design based on traditional crafts and arts helps achieve a balance between preserving cultural identity and the requirements of economic development.	T	66	72	46	22	14	3.70	1.18	6	High
		%	30.0	32.7	20.9	10.0	6.4				
٥	The use of traditional crafts and arts in interior projects contributes to raising community awareness of the value of heritage as part of sustainable development.	T	88	76	30	16	10	3.98	1.11	2	High
		%	40.0	34.5	13.6	7.3	4.5				
٦	The integration of traditional crafts and arts into Saudi interior design represents a practical model for combining cultural sustainability with support for the local economy.	T	74	78	42	16	10	3.86	1.10	4	High
		%	33.6	35.5	19.1	7.3	4.5				
general arithmetic mean								3.90	1.11	High	

By ranking the statements according to their mean scores, the results indicate:

1. The use of traditional crafts and arts in contemporary Saudi interior design reflects a system of cultural values linked to the place and the local social context

- Mean = 4.12, SD = 1.01, Rank = 1, Level of Agreement = High.
- Interpretation: This shows strong agreement that heritage integration links design to local cultural values, expanding market demand and investment opportunities for crafts.

2. Employing traditional crafts and arts in interior projects contributes to raising community awareness of the value of heritage as part of sustainable development

- Mean = 3.98, SD = 1.11, Rank = 2, Level of Agreement = High.
- Interpretation: Crafts and arts are viewed as both aesthetic and sustainable economic assets, enhancing cultural and economic sustainability.

3. The prominent presence of traditional crafts and arts in interior design reinforces the continuity of craft practices by connecting them to the needs of the contemporary market

- Mean = 3.92, SD = 1.12, Rank = 3, Level of Agreement = High.
- Interpretation: Interior design provides a stable economic channel for artisans and helps preserve traditional professions.

4. Integrating traditional crafts and arts into Saudi interior design represents a practical model for combining cultural sustainability with support for the local economy

- Mean = 3.86, SD = 1.10, Rank = 4, Level of Agreement = High.
- Interpretation: Interior design can drive the cultural economy and integrate crafts into the national creative industries.

5. The clear presence of traditional crafts and arts in interior design enhances the continuity of craft practices by linking them to contemporary market needs

- Mean = 3.82, SD = 1.12, Rank = 5, Level of Agreement = High.
- Interpretation: Crafts are shifting from symbolic heritage elements to valuable economic components, increasing market value and quality.

6. Interior design based on traditional crafts and arts helps achieve a balance between preserving cultural identity and the requirements of economic development

- Mean = 3.70, SD = 1.18, Rank = 6, Level of Agreement = High.
- Interpretation: Expanding the use of local crafts supports local self-sufficiency and reduces reliance on imports.

General Mean = 3.90, SD = 1.11 → Level of Agreement: High

- Overall, the results confirm that the integrative use of traditional crafts and arts strengthens both cultural sustainability and the local economy.
- This highlights Saudi interior design as a developmental intermediary linking culture and economy, transforming traditional crafts from symbolic to strategic economic assets.

4.4. Testing the Study Hypotheses

To verify the study hypotheses, Pearson’s correlation coefficient was calculated to examine the relationships between the study variables. The results are presented below.

1. Hypothesis 1

Statement: Traditional crafts and arts are manifested in contemporary Saudi interior design as expressive elements that enhance cultural identity.

Table 12: Testing the First Hypothesis

Variables	Pearson Correlation Coefficient	Statistical Significance
Traditional Crafts and Arts in Contemporary Saudi Interior Design ↔ Cultural Identity	0.761**	0.000

Table shows a statistically significant positive correlation at the 0.01 level. This confirms Hypothesis 1, indicating that traditional crafts and arts act as expressive elements that reinforce cultural identity in contemporary Saudi interior design.

2. Hypothesis 2

The use of traditional crafts and arts in contemporary Saudi interior design contributes to supporting cultural sustainability and enhancing awareness of cultural identity.

Table 13: Testing the Second Hypothesis

Variables	Pearson Correlation Coefficient	Statistical Significance
The use of Traditional Crafts and Arts in Contemporary Saudi Interior Design ↔ Supporting Cultural Sustainability and Awareness of Cultural Identity	0.736**	0.000

Table shows a statistically significant positive correlation at the 0.01 level. Hypothesis 2 is validated, demonstrating that integrating traditional crafts in interior design supports cultural sustainability and enhances awareness of cultural identity. The use of traditional crafts and arts in contemporary Saudi interior design contributes to supporting the local economy and craft industries, positively impacting the sustainability of craft production and enhancing the economic value of interior spaces.

3. Hypothesis 3

Table 14: Testing the Third Hypothesis

Variables	Pearson Correlation Coefficient	Statistical Significance
The use of Traditional Crafts and Arts in Contemporary Saudi Interior Design ↔ Supporting the Local Economy and Craft Industries	0.741**	0.000

Table shows a statistically significant positive correlation at the 0.01 level. This confirms Hypothesis 3, indicating that traditional crafts in interior design support the local economy and craft industries, enhance craft sustainability, and increase the economic value of interior spaces.

4. Hypothesis 4

Statement: Design practices based on the use of traditional crafts and arts in contemporary Saudi interior design contribute to enhancing cultural sustainability and supporting the local economy, leading to the development of craft industries and increasing the economic value of interior spaces in the future.

Table 15: Testing the Fourth Hypothesis

Variables	Pearson Correlation Coefficient	Statistical Significance
Design practices based on employing traditional crafts and arts in Contemporary Saudi Interior Design ↔ Promoting Cultural Sustainability and Supporting the Local Economy	0.793**	0.000

Table shows a statistically significant positive correlation at the 0.01 level. This confirms Hypothesis 4, indicating that design practices integrating traditional crafts and arts enhance cultural sustainability, support the local economy, develop craft industries, and increase the economic value of interior spaces in the future.

All four hypotheses were confirmed, showing strong positive correlations between traditional crafts and arts in contemporary Saudi interior design and:

1. Reinforcement of cultural identity
2. Support of cultural sustainability
3. Enhancement of the local economy and craft industries
4. Integration of cultural and economic benefits in design practices

These results highlight the dual role (cultural and economic) of traditional crafts in contemporary Saudi interior design, confirming their strategic significance for sustainable development in both heritage preservation and economic growth.

5. RESULTS AND DISCUSSION

Through the statistical processing of the collected data, the study reached the following:

- A high level of manifestation of traditional crafts and arts in contemporary Saudi interior design, with an arithmetic mean value of 3.88 and a standard deviation of 1.11. This clarifies that traditional crafts and arts enjoy wide acceptance as elements that enhance identity and cultural specificity in contemporary Saudi interior design, although the level of employment varies between superficial aesthetic treatment and deeper attempts linked to the designer's awareness and cultural experience.
- A high level of the role of traditional crafts and arts in contemporary Saudi interior design in supporting cultural sustainability, with an arithmetic mean value of 3.84 and a standard deviation of 1.13. This clarifies the positive role of traditional crafts and arts in contemporary Saudi interior design, with clear support for the research hypothesis related to cultural sustainability and identity. Also, considering interior design a strategic means for preserving tangible and intangible cultural heritage.
- A high level of the role of traditional crafts and arts in contemporary Saudi interior design in supporting the local economy and craft industries, with an arithmetic mean value of 3.79 and a standard deviation of 1.21. This trend reflects a strong conviction among the sample members regarding the effective economic role of traditional crafts and arts within contemporary Saudi interior design; indicating the enhancement of the economic role of interior design as a driver for craft industries, with an indicator of rising future demand for local craft products within contemporary projects. Also, the transformation of traditional crafts from symbolic elements into sustainable economic resources, and supporting the local economy within the framework of cultural and economic sustainability.
- A high level of integrative manifestations of traditional crafts and arts in Saudi interior design and their role in supporting cultural sustainability and the local economy, with an arithmetic mean value of 3.90 and a standard deviation of 1.11. This trend reflects a strong conviction among the sample members regarding the effective economic role of traditional crafts and arts within contemporary Saudi interior design; indicating the enhancement of the economic role of interior design as a driver for craft industries, with an indicator of rising future demand for local craft products within contemporary projects. Also, the transformation of traditional crafts from symbolic elements into sustainable economic resources, and supporting the local economy within the framework of cultural and economic sustainability, which indicates the existence of a high perception among the sample members and the existence of wide acceptance for the economic-cultural role of interior design and the existence of societal and professional readiness to adopt this direction in the future; accordingly, it can be said that Saudi interior design is a candidate to be a developmental mediator between culture and economy.
- The existence of a direct correlational relationship with statistical significance at the 0.01 level between traditional crafts and arts in Saudi interior design and enhancing cultural identity; confirming that traditional crafts and arts in contemporary Saudi interior design manifest as expressive elements that enhance cultural identity.
- The existence of a direct correlational relationship with statistical significance at the 0.01 level between employing traditional crafts and arts in contemporary Saudi interior design and supporting cultural sustainability and enhancing the perception of cultural identity; confirming that employing traditional crafts and arts in contemporary Saudi interior design contributes to supporting cultural sustainability and enhancing the perception of cultural identity.
- The existence of a direct correlational relationship with statistical significance at the 0.01 level between employing traditional crafts and arts in contemporary Saudi interior design and supporting the local economy and craft industries; confirming that employing traditional crafts and arts in contemporary Saudi interior design contributes to supporting the local economy and craft industries, which positively reflects on the sustainability of craft production and enhancing the economic value of interior spaces.
- The existence of a direct correlational relationship with statistical significance at the 0.01 level between design practices based on employing traditional crafts and arts in contemporary Saudi interior design and enhancing cultural sustainability, and supporting the local economy; confirming that design practices based on employing traditional crafts and arts in contemporary Saudi interior design contribute to enhancing cultural sustainability, and supporting the local economy, leading to the development of craft industries and raising the economic value of interior spaces in the future.

6. STUDY RECOMMENDATIONS

Based on the findings of this study regarding the role of traditional crafts and arts in contemporary Saudi interior design, the following recommendations are proposed to ensure practical and strategic application:

1. Integrate traditional Saudi crafts and arts into contemporary interior design as core elements that strengthen cultural identity, not just as decorative features, reflecting the study's finding that designer awareness significantly impacts cultural depth (Mean = 4.19).
2. Implement cultural sustainability frameworks in interior design projects, using traditional crafts as living cultural resources rather than static heritage symbols, in line with the demonstrated positive effect on cultural identity awareness (Correlation = 0.736, $p < 0.01$).
3. Create clear guidelines for designers to incorporate traditional crafts functionally, aesthetically, and economically, reflecting the high agreement among participants on the importance of integrating crafts with design practice (Mean = 3.88–3.90).
4. Foster partnerships between interior designers and local artisans to ensure authenticity, quality, and sustainable application of crafts, aligning with findings showing the economic role of crafts in supporting local production chains (Correlation = 0.741, $p < 0.01$).
5. Incorporate specialized courses in interior design programs that focus on traditional Saudi crafts, their history, and contemporary applications, supporting the finding that designer awareness drives successful craft integration.
6. Encourage government programs and institutional support for projects using local handicrafts, leveraging their demonstrated role in promoting both cultural sustainability and the local economy.
7. Establish national digital databases documenting traditional crafts to provide designers with reliable models, materials, and application methods, enhancing accuracy and cultural fidelity in design.
8. Direct investment toward creative industries linked to traditional crafts, reflecting the study's evidence that interior design can act as a driver for craft industry growth and economic sustainability.
9. Develop joint training initiatives for designers and artisans that emphasize heritage-based innovation while considering contemporary market demands, supporting the high agreement on crafts' economic and aesthetic value (Mean = 3.79–3.90).
10. Implement performance metrics to measure the impact of traditional crafts integration on cultural sustainability, user satisfaction, and economic outcomes, ensuring alignment with the study's empirical findings.
11. Introduce policies that encourage the use of local handicrafts in public and private projects, particularly in heritage, cultural, and tourism-related spaces, reflecting the positive economic correlations (Correlation = 0.793, $p < 0.01$).
12. Promote public understanding of the value of traditional crafts by integrating them into public interiors, reinforcing cultural identity, consistent with the observed high levels of participant agreement on heritage awareness (Mean = 3.84–3.90).
13. Ensure that the use of traditional crafts achieves a balance between authenticity and contemporary design, avoiding superficial applications, as highlighted by variations in participants' responses regarding craft depth in design.
14. Include traditional crafts and arts in the strategic vision for Saudi interior design, enhancing its regional and global recognition as a sustainable, culturally expressive design model.

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