

Structure of Morphogenetic Design as a source of decorative and digital designs

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Abstract:

Nature is deemed as the main fountain of creativity for artists and designers in general and for decorative designs in particular. The study of nature has stimulated the emergence of several disciplines such as morphogenesis. This science is concerned with the interior genetic structure and the exterior one the natural components. It requires certain technologies, skills and technical know – how to apply this field to design or, in other words, to transfer It from nature to design.

The study of morphogenetic design basically originates from the study of organic theory which is based on organic processes arising from the activity of all the living organism's organs regarded as a whole organic order. This holistic organic order helps designers trace the elements and components of the structural order in nature to produce a contemporary decorative design.

Morphogenetic design field introduce the designer to the potential of investigating the very inner essence of the natural organic components so as to figure out their three – dimensional orders; the cells and the elements that constitute them. It also provides decorative designers with the possibility to scrutinize and probe the outer structural from a given morphology and its three – dimensional aspect in space which gives designs new dimensions in comparison to plane ones.