

A Design System to benefit from the impact of ancient Egyptian art on modern painters for innovating printed designs to enrich the Egyptian visual identity

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Abstract:

Ancient Egyptian art arose and developed since the dawn of history, and the artist adhered to certain rules imposed on him by the environment that was characterized by stability and calm, as well as his funerary and environmental beliefs. Ancient Egyptian art developed under the influence of authentic Egyptian elements and was developed by Egyptian social, political and religious events. For this reason, freedom was given to the qualified sculptors, painters, and photographers, and the cultural climate was prepared for the emergence of a philosophical renaissance that society had not witnessed before. It is known that the age of art is the age of humanity, and art is a necessity not in copying images from reality, but in its ability to make everything that is invisible visible, when primitive man began writing on the walls of caves his stories and battles with words consisting of simple symbols that refer to actions and things. With the passage of time, this symbolic image began to move away from the realistic forms until it ended up with cuneiform and hieroglyphic writing, after which these writings turned into letters and words. The ancient Egyptian civilization was also associated with the idea of resurrection and immortality, as the Egyptian artist came carrying with it his religious beliefs and ideas by contemplating nature and looking beyond nature. The ancient Egyptian artist also excelled in using symbols that by their nature are the focus of reflections and emotions, and he has always been. The ancient Egyptian had his own accounts with the world of numbers, symbols and mathematics, so he produced works of art with accurate calculations based on cosmic phenomena. The richness of ancient Egyptian art inspired many different arts and was a source of inspiration and was greatly influenced by it. Among the most prominent arts affected by this ancient art is modern art. Where modern art artists tended to liberate themselves from all that is traditional and to create new artistic methods that express their ideas in a way that is commensurate with the new society. Reaching artistic creations that suit modern society and carry with it the plastic and artistic foundations of ancient Egyptian art. Modern art was also characterized by abstraction, which was considered the only way to express ideas. The design system is one of the innovative means to take advantage of the relationship of the influence of ancient Egyptian art on modern art painters and use it in an innovative artistic way that results in artistic designs that enrich the Egyptian visual identity.

Problem of Research:

There are very few studies that focus on the relationship between ancient Egyptian art and modern art in general, and between the plastic foundations of ancient Egyptian art and their impact on modern art painters in particular, which prompted us to study the aesthetics of that relationship through a design system because of its aesthetic and artistic values. It can be used to create an Egyptian visual identity based on the combination of the artistic elements of ancient Egyptian art and modern art.

Aim of Research: 1- The research aims to create an innovative design system inspired by the relationship between the influence of ancient Egyptian art on modern art painters. 2- Creating innovative designs drawn from this relationship that emphasize the Egyptian visual identity and enrich the field of textile printing.

Importance of Research: The relationship between ancient Egyptian art and modern art contains many structural foundations that can be used to create an Egyptian visual identity with modern specifications that enrich the field of textile printing.

Research hypotheses: The research assumes that 1-There is a relationship between ancient Egyptian art and modern art in an analytical and artistic manner that results in the work of a design system suitable for creating innovative designs that support the Egyptian visual identity. 2 -Doing a systemic design study of the relationship between Egyptian art and modern art, which results in a detailed study of the prophetic foundations

of each art individually, and thus many innovative design solutions can be reached.

Research Methodology: [1] The analytical descriptive method: The research deals with the study, description and analysis of selections from ancient Egyptian art in terms of form and artistic construction, as well as what corresponds to them in the works of modern art painters . [2] Experimental Work: deals with the innovative aspect of the work of experiments, studies, and technical and applied solutions for the work of the design system drawn from the study [3] The statistical analysis: It relies on making a questionnaire to survey the public opinion of a number of experts about the importance of designs drawn from the study in emphasizing the Egyptian visual identity.

Results: 1- The research presented a design system to benefit from studying the influence of ancient Egyptian art on modern art 2- The research presented an artistic analysis of selections from ancient Egyptian art and its counterparts in modern art, in an attempt to clarify the extent of influence on ancient Egyptian art. 3- The research explained the effect of artistic formation using graphic programs on the basic features of ancient Egyptian and modern art. 4- The research presented a number of innovative design solutions based on modeling between the eras of formation in the ancient Egyptian and modern arts. 5- The research presented experimental design employment for a number of different patterns in an attempt to emphasize and support the Egyptian identity through various means of implementations

Recommendations: 1. The trend towards developing new systematic strategies and visions in the field of design in order to create designs that enrich the field of printed fabrics. 2. The need to encourage studies and research that open new areas for inspiration and design to create new and innovative designs, and the need to pay attention to linking design with modern technology, as each of them complements the other and leads to an integrated product design and technology.

Keywords :

Design system - ancient Egyptian art - modern art painters - visual identity.

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