

Authenticity and Modernism in the Nubian Folk Heritage and its Efficacy on Jewelry Design

Prof. Abdel-Aal Mohamed Abdel-Aal

Emeritus Professor, Department of Metal Products and Jewelry, Faculty of Applied Arts, Helwan University, abdelaal.m.abdelaal@gmail.com

Prof. Aida Ismail Al-Rifi

Emeritus Professor, Department of Metal Products and Jewelry, Faculty of Applied Arts, Helwan University, aida531@hotmail.com

Raymonda Edward Rizkallah

Master's degree researcher, Department of Metal Products and Jewelry, Faculty of Applied Arts, Helwan University, des.raymonda@gmail.com

Abstract:

Egyptian Nubian heritage and folklore is the designer's weapon against globalization, instead it is a massive visual inspiration for immense design ideas that support his own culture and is characterized by unique features and characteristics supporting the national character speaking of its own identity and national affiliation to Egypt and the Arab nation. **Statement of the problem** can be summed up in the following question: how can we find a method to design distinctive jewelry by the help of Nubian folklore characteristics?

The aim of the research is to benefit from the motifs form features and decorative elements to design contemporary jewelry with the characteristics of the Nubian culture. In order to reach its aim the research spotted some examples of lucrative and honorable designers that succussed in holding on to their culture especially Nubian folklore which in co-ordinance added authenticity and identity to their designs in different design specializations and gave them the opportunity to be different and to break through global markets with their art and authentic pieces. 1st the genius engineer Hassan Fathy in architecture discussing some of his well-known successful projects. 2nd Hussien Amin Becar in visual arts who had a great role in the expedition of the 60 artists, designer, architectures...etc that were sent to Nubia by the help of the UNESCO to save Nubia from extinction, third Rabab Tantawy also in visual arts who collaborated with McLaren racing to design Vuse livery used on McLaren F1 racing car, last but not least in metal and jewellery product the researcher discussed the artwork of Azza Fahmy jewellery brand. Based on what is stated, **the significance of the research** is evident in benefiting from the tremendous Egyptian heritage and folklore to fulfil authenticity element in design and the importance of being able to get use of the Nubian folk art and heritage in creating contemporary designs. The research used the descriptive, analytical and deductive methodology. The research is specified in studying pendant jewellery designs that is characterized by the Nubian features. Finally Nubian inspired designs for pendants are presented which accomplish the aim of the research. The research results and recommendation are as follows: The ability of the folklore to achieve authenticity in design. The integration of both authenticity and modernism can results in producing designs that have the ability to compete globally. The designer have to take folk art and heritage of his nation into consideration when creating contemporary designs. Documenting cultural and folk art motives in an encyclopaedia that makes it easier for designers to study and benefit from them.

Keywords:

Cultural heritage – Nubia – Folklore – Authenticity – Contemporary – Heritage.

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