

Integration of the Aesthetic and Functional aspects of Hanging Design Printed Textile in the light of Interactive Technology

Heba Atef Abd Elaziz Mohamed

Lecturer, Textile Printing ,Dyeing and Finishing, Faculty of Applied Arts, Banha University,
Heba.atef@fapa.bu.edu.eg

Abstract:

The nascent idea in the spirit becomes a subject of a utilitarian idea in the search since ancient times, and coordinated what can be exploited and benefited from it, as the ancient Egyptian considered the inscriptions and drawings on the walls of the caves aimed at entering under the protection system in the spiritual. Therefore, textile printing designers searched for the industrial zone for new technological techniques that accompany us in our daily lives. Hence the research problem in how to achieve complementarity between the aesthetic and functional aspects of designing printed textile hanging fabrics inspired by the architectural intellectual trends in Egypt during the twentieth century? How to take advantage of interactive technology and apply it to create aesthetic and functional visions that keep pace with contemporary thought of printed textile hangings?

The objectives of the research lie in achieving complementarity between the aesthetic and functional aspects of designing printed textile hanging fabrics inspired by the Egyptian architectural intellectual trends during the twentieth century and employing them in the Egyptian airports to stimulate tourism, in addition to creating a contemporary experimental intellectual approach based on benefiting from interactive technology such as augmented reality techniques. And metaverses to enrich the functional side of printed textile hanging fabrics. The importance of the research is limited to creating printing designs for printed textile hanging fabrics in which the aesthetic and functional aspects are achieved by augmented reality and metaverse techniques, and obtaining interactive three-dimensional audio and visual outputs that emphasize the aesthetic and functional visions of printing printed textile hanging design in the Egyptian airports.

Keywords:

Integration- Aesthetic and Functional aspects- Interactive Technology

References:

- 1- Abdul Rahman Farid Kamal Heika : Augmented Reality Technologies, NTERNATIONAL JOURNAL OF ARTIFICIAL INTELLIGENCE AND EMERGING TECHNOLOG, ISSN: 2735-4806 ,VOLUME 4, ISSUE 1, 2021.
- 2- <https://doi.org/10.3390/encyclopedia2010031> 2022.
- 3- Ilaria Di Carlo : The Aesthetics Of Sustainability , Institute For Advanced Architecture Of Catalonia ,Barcelona, 2016.
- 4- in fashion stores, International Journal of Retail & Distribution Management, Vol. 47 No. 12, 2019The School of Art and Design, Nottingham Trent University, Nottingham, UK, 2018.
- 5- Mark Dekay : five levels of sustainable design aesthetics perceiving and appreciating developmental complexity ,28th conference , opportunities ,limits and needs towards an environmentally responsible architecture lima , peru7-9 november2012
- 6- Nida Gökçe Narin: A Content Analysis of the Metaverse Articles , Journal of Metaverse , Volume 1, Issue1,2021.
- 7- Riikka kalkaja: sustainable design strategies examination of aesthetics and function in zero waste and up cycling , master thesis clothing design , faculty of art and design ,university of Lapland,2016.
- 8- Salin Boonbrahma, Poonpong Boonbrahma , and Charlee Kaewrat : The Use of Marker-Based Augmented Reality in Space Measurement , International Conference on Industry 4.0 and Smart Manufacturing , science Direct ,2020.
- 9- Stylianos Mystakidis: Metaverse ,Encyclopedia,
- 10- Tobias Hollerer: Augmented reality, principles and practice, springer ISBN 978-3-319-54501-1- ebook, library of congress control number 2017936981, 2018
- 11- Valentyna Kovalenko , Maiia Volodymyrivna Marienko , Alisa Sukhikh:Use of augmented and virtual reality tools in a general secondary education institution in the context of blended learning , DOI: 10.33407/itlt.v8i6.4664 ISSN: 2076-8184. Information Technologies and Learning Tools, Vol 86, №6, 2021.
- 12- Yuri Siregar and Anthony Kent: Consumer experience of interactive technology
- 13- <https://healtheg.com/ar/Item/53692/19/3/20232>
- 14- <https://www.cairo24.com/1422425/19/3/20235>

- 15- <https://akhbarelyom.com/news/newdetails/2624834/20/3/2023>
- 16- <https://becami.com/banque-misr-museum20/3/2023m>
- 17- https://ar.m.wikipedia.org/wiki/%D9%85%D9%84%D9%81:Egyptian_Central_Bank_building.jpg/20/3/2023g
- 18- <https://nabd.com/s/109011685-91a847/%D8%A7%D9%84%D8%B5%D8%A22/3/2023%20>
- 19- <https://www.almasryalyoum.com/news/details/1008340/20/3/2023>
- 20- https://naoumshebib.com/pages_ar/al_ahram_ar.html 20/3/2023
- 21- https://www.tripadvisor.com/eg/LocationPhotoDirectLink-g294201-d3805791-i244195080-Foustat_Traditional_Crafts_Center-Cairo_Cairo_Governorate.html
- 22- https://www.almosafer.com/ar/hotel/details/atg/1079376?modals=IMAGE_GALLERY_MODAL 12/3/2023
- 23- [://www.albawabhnews.com/4336925/22/3/20235](http://www.albawabhnews.com/4336925/22/3/20235)
- 24- <https://daralmaref.com//17/2/2023>

Paper History:

Paper received July 13, 2023, Accepted September 30, 2023, Published of November 1, 2023