

Creating Printed Upholstery Designs Inspired by Mixing the Aesthetic Values of Movement in the Elements of Arabic Calligraphy and the Shapes of Domes and Minarets in Morocco

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Abstract:

The fierce competition with foreign products sweeping the local markets necessitates an attempt to create contemporary designs based on reliance on the national and cultural heritage of our Arab and Islamic nation. By identifying the emergence of Arabic writing before and after the advent of Islam, then we move on to the emergence of the Moroccan script and identify the stages of its development through the different ages to identify the diversifications of Moroccan scripts and their differences in form and content, as well as the distinct characteristics of the Moroccan script.

The research deals with the study of values, especially aesthetic values, and their importance for the individual and society, including the concept of movement and its value in design, its psychological, objective and creative effects, and the various types it includes that help highlight the aesthetics of the artwork, in addition to knowing the patterns of movement and its variables and its perception of the viewer through natural and other industrial means. for movement.

In the end, the researcher came up with finding new innovative design solutions that are compatible with modern printed furnishing fabrics, by benefiting from her analytical study of models of Arabic calligraphy, domes and minarets in the Maghreb.

The artist's creation of something stems from his inner sense and his innate creativity in switching from imagination to reality, which results in a work of art that depends on a free, sane will (the concept of art philosophically, <https://mawdoo3.com>), and art is linked to beauty, which makes the artist interested in achieving it in various forms. Arts throughout the different eras, and the value of beauty in the product depends on achieving the design function that it performs (Mohamed Ezzat Saad, 1999AD, p. Through its types (Ahmed Hassan Mohammed Al-Abhar, 2004 AD, pp. 64-65).

The design requires collecting and organizing the elements in a new distinctive way based on personal experiences and adding the value of the movement through its psychological, objective and creative effects to the design. Especially the art of Islamic written motifs, and the element of movement appeared through the movement of the pen in writing Arabic calligraphy, and the movement of lines became the main structural building for linear formations through vertical axes - horizontal axes - oblique axes - curves, and the architecture of the Maghreb countries was represented as an Islamic style with a special, distinctive and compatible character. With planning patterns, he mentioned them, especially the minarets and domes that cover parts of mosques and the capitals of columns (Salah Ahmed Al-Bahnasy, n.d., p. 4). The research focuses on studying the aesthetic values of movement in the elements of Arabic calligraphy and mixing them with the forms of Moroccan minarets and domes to create printed furnishing fabrics with contemporary artistic aesthetic values.

Keywords:

Moroccan calligraphy - the aesthetic value of movement in design - printing of upholstery fabrics.

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