

Contemporary Visions for Designing Women's Clothing Print Fabrics by Integrating both Typography Art and Hieroglyphic Writings

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Abstract:

Egypt, which has stood on the banks of the Nile since eternity, and a place where we trace the glorious history written by man on the pages of ancient eras, through a civilization that lasted for many centuries, from around 3100 to 525 BC when it was conquered by the Persians, It was ruled by successive generations of pharaohs belonging to no less than 26 ruling families. It is a symbol of world civilizations and the conscience of humanity, and it is a source of development and history through its splendid pages and the eternal monuments left by the ancients, which spread here and there. Scientists have interpreted every mystery in human life. With the historical development of human life and the intertwining and interconnection of societies, humans have strived to find a way through which they can communicate and understand other societies. This led to the invention of writing, which also enabled them to preserve their intellectual output and cultural and scientific heritage from loss and extinction.

Problem of the Research: The research problem lies in: To what extent can humans benefit from the arts of their heritage civilisations to contribute to the enrichment of scientific research in general and applied artistic research in particular? How can we make use of the works of typography artists and blend them with elements of the ancient Egyptian language to reach new and innovative design solutions that boost the field of textile printing in general and women's one-piece garments in particular?

Objectives of the Research: Creating new design solutions that bring to life a creative vision for design one-piece women's clothing prints, utilising the design of a typography artist and elements of the ancient Egyptian language to open up a wide field for engagement with Western cultures in a modern and contemporary style.

Research Methodology: This research relied on the experimental approach in which the researcher made some design experiments to fulfil the aesthetic and functional values of the final product.

Research Significance: The importance of this research lies in: Highlighting the importance of cultural heritage and its role in preserving our cultural identity. Proposing a new study combining typography and ancient Egyptian heritage to create contemporary print designs that reflect Egyptian identity for printing on women's one-piece fabrics.

Research Results: Highlight the importance of typography and the aesthetic and artistic values it brings to the field of textile printing. Introduce one of the most important contemporary typography artists, which open up a new creative space for embracing other cultures. Combining Ancient Egyptian writings and Typography can be used as inspiration for contemporary print designs that keep up with fashion while preserving Egyptian identity.

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