

## Kinetic Art in view of Industrial Design

**Prof. Mohammed Ezzat Saad**

Professor of Industrial Design, Faculty of Applied Arts, Helwan University.

**Prof. Mofeda Sadek Elekyaby**

Professor of Industrial Design, Faculty of Applied Arts, Helwan University.

**Samar Farouk Abd Elkawy Hassan**

PhD Researcher at Industrial Design Dept., Faculty of Applied Arts, Helwan University.

### **Abstract:**

Kinetic art is a type of modern art, which was partly practiced or paved by a number of Op-Art artists, in short for what is known as Optical Art, in which the works that arouse the viewer represent a psychological reaction using the artist drawings With wavy effects that excite and confuse the eye to suggest a movement based on the principle of optical illusion, depending on the overlapping of the geometric shapes, which are usually black and white. This trend then evolved from the inspiration of movement in the painting to the actual movement in kinetic art. It was known as the Kinetic Art. The boundaries between optical art and kinetic art are largely flimsy, both of which carry the same common heritage, and the same similar goals, even though kinetic art has led the artist, in practice, to abandon boundaries, while the visual art forced the artist to be satisfied with these limits and work to enrich them. The basis of kinetic art is light and movement, through which creativity appears in artwork. Movements almost give a different look at every moment. That is, the movement in a single artwork produces many artworks originating in only one artwork by adding the time factor to it. **Research Objective:** Using Kinetic Art as a source of inspiration in design, because of its ability to find aesthetic and dynamic solutions, and to exploit the imagination and organized thought enjoyed by the kinetic art in the field of industrial design. **Research Approach:** The research follows the Inductive Approach. **Research Ambiguity:** The necessity of having a knowledge for kinetic art in the field of industrial design, and how to benefit from it in developing products. **Findings:** Movement is a vital component of design functionality and aesthetics. Kinetic art is based on four main axes: time, pleasure, dynamic, interaction between the recipient and product. The emergence of Kinetic Design led to the rise of new types of industrial, architectural and engineering design. Design of Movement is a modern method that will open the creative horizons for the designer to design more exciting, beautiful and effective products. The study of kinetic art expands the imagination of the industrial designers, as it added ideas through the fourth dimension (Time). The application of kinetic design results in an impressive product, enjoyable during interaction, and fulfilling the desired function.

### **Keywords**

Kinetic Art  
Kinetic Design  
Interaction Design

### **Paper History:**

Paper received 10<sup>th</sup> July 2020 Accepted 15<sup>th</sup> August 2020, Published 1<sup>st</sup> of October 2020