

A comparative study of the rococo art styles for creating contemporary textile hangings designs

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Abstract:

The art of Rococo, which we are interested in studying in this research and highlighting its values and characteristics, is an artistic trend that goes back to the classical origins. The spread of this artistic trend began as a new face of the Renaissance in France at the beginning of the eighteenth century in 1715 AD, and "Rococo" art prevailed in most European countries. Where he grew up and flourished in France, as it was widely spread in Germany, but he disappeared from France after the French Revolution in 1789 AD. His appearance was a reaction to the luxurious life of the aristocratic nobles, and the exaggeration and excessive decoration and decoration in the facades of the foreign palaces that prevailed in the era of Louis XIV. It is a style unique in its kindness and elegance; It is an extension of "Baroque" art, but with more subtle artistic features. Among the most prominent artists of this style is the photographer Watteau (1684-1721 AD), who contributed in his innovative style that he invented in his works to the transformation towards this new style in art.

This art enriched the interior decoration by paying attention to the decoration of palaces, houses and houses from the inside, using curved lines, snails and oysters.

The Rococo art was also interested in the ways and methods of making and decorating furniture, as well as the pieces of art that adorn palaces and homes, such as mirrors, clocks, and others. It was inspired by the arts of the decorations of its diverse and multiple artistic styles to create contemporary design treatments suitable to enrich the design of textile hangings, which have an important role in beautifying facilities and institutions, which has positive effects on workers that are reflected in their performance and production.

This is due to the distinguished aesthetic and artistic values of these decorations, as well as rich plastic elements. Therefore, the study was carried out by analyzing and detailing the most important decorations and highlighting the characteristics and characteristics of each style with a comparison between the furniture models that they contained. Then the implementation of the design in the style of digital printing to achieve works of art with a contemporary vision and to enrich the field of textile printing design in general.

Statement of the problem:

In view of the scarcity of wall hangings in administrative establishments and institutions, with their artistic, aesthetic, and plastic values, and their extreme negative impact on workers and those who frequent them, and from here it was found that it is necessary to define the research problem in the following questions:

- 1- How to draw inspiration from the decorative values of the artworks of the "Rococo" style as an important classical value to suit the creation of designs that suit administrative facilities and highlight the decorative values in a contemporary way.
- 2- How can the artistic elements from the Rococo era be employed in textile hangings to beautify administrative facilities.

Objective: The research aims to:

Creating hanging designs suitable for new administrative facilities inspired by the classic "rococo" elements, through a comparative study of the various furniture styles of rococo art.

Research Methodology:

- Analytical descriptive approach: Through the historical and analytical descriptive study of models from the Rococo furniture Styles.
- Experimental approach: through innovative experiments with designs suitable for printing as contemporary classic textile hangings.
- Applied approach: by implementing the printing of these designs using digital printing technology.

Results:

- 1- Shedding light on rococo art as one of the arts with distinctive decorative and aesthetic values and rich plastic elements.
- 2- The decorative and plastic elements of Rococo art have been utilized in creating contemporary design treatments.
- 3- Enriching the field of textile design printing with designs with contemporary visions.
- 4- The rococo motifs were used as a design input to create the woven print suspension.
- 5- Employing printed textile pendants using digital technology to beautify offices and administrative institutions.
- 6- The researcher created a set of designs inspired by the decorative values of rococo art furniture models, with a proposal

to implement them as contemporary textile pendants.

7- Attracting attention to the field of enriching cosmetic factors in offices and administrative bodies.

8- Take advantage of the textile printing hangings in cosmetics and decoration and add richness to the decorations of offices and administrative facilities.

Keywords :

Rococo art - Guardianship style - Louis 15 style - Louis 16 style.

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