Arabic Calligraphy in the Design of Contemporary Printed Wall Hangings

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Abstract: Since the first human beginnings, search for a way to express the life requirements to communicate with humans and his environment, he used means which differed from environment to another and from era to era. The result of this outcome, is access to language was sometimes written or read or signal or kinetics or iconic. The Arabic calligraphy is considered as one of the most genius artistic aspect among the Arabs. A Muslim artist emphasized the importance of aesthetic presence for the holy word in the holy places. The most famous lines: Kufic, Thuluth, Naskh, Ruq‘ah, Diwani. Although the Arabic calligraphy played a major role in the deployment of Arabic and Islamic culture, which lasted several centuries however, with the low of writing Arabic calligraphy and the difficult to read, words lose their meaning and the value of Arabs civilization lose too. Under the civilization regression of the Arab world for many years, we have to preserve the Arabic calligraphy as one of the cultural tributaries, which represents an important anchor to preserve the nation culture, identity and its great heritage. Therefore, the researcher found that it is her national duty to innovate contemporary printed designs for wall hangings inspired from Arabic calligraphy to contribute the return of Arab civilization, and to highlight the fine and aesthetic values of the Arabic calligraphy. The problem can be summarized in the next question: To what extent can take advantage of the Arabic calligraphy, as an aesthetic value to innovate contemporary printed designs for wall hangings that appropriate with that era, and contribute in preserving our heritage and cultural identity. The research aims to take advantage of the Arabic calligraphy aesthetic values to innovate contemporary printing designs for wall hangings to the preservation of cultural identity inherited from generation to generation.

Methodology: The historical approach: to know the history of the Arabic calligraphy. The descriptive analytical approach: to characterize and analysis the printed designs for wall hangings that have been innovated. The Experimental approach: through subjective experiences of the researcher to create contemporary printing designs for wall hangings. Results proved the availability of aesthetic values in the designs that have been innovated (31 Printing designs for wall hangings), that appeared clearly in the rhythm, balance, consistency and dynamic elements. As well as the suitability of innovative printing designs from Arabic calligraphy for wall hangings. The quality assessment of the designs range between 85% to 100%. As the Arabic calligraphy concedes an important anchor to safeguard the nation's culture, identity and civilization heritage, and has unlimited potential of aesthetics values. The researcher recommend the necessity of the textile printing designers to innovate printed designs to preserve our Arab cultural identity, and the importance of teaching Arabic Calligraphy in faculties of education in public and specially in Arts Faculties to build bridges of communication between us and our civilizational heritage. As well as organize competitions, and exhibitions of Arabic calligraphy inside and outside Egypt.

Keywords: Arabic Calligraphy, Design, Wall Hangings, Printing, Contemporary, Identity

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