Arabic calligraphy as an aesthetic element in the design of printed women fabrics through global fashion trends

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Abstract:
Arabic calligraphy is one of the important decorative heritage in the Islamic art due to its qualities which enables it to express about aesthetic values make it distinguish about other art works. Various forms of this calligraphy characterized with its creative designs and precise execution. So, the Arabic calligraphy emerges in the history of the Islamic art and has prominent position and unique personality leads him to be distinct art.

After emergence of the Islam, the Arabic calligraphy has great concern by Muslims who were creative in its shapes and forms due to two reasons: the first reason is that the Arabic calligraphy is the used calligraphy in writing the holly Quran, the book of the Islamic nation and its legal constitution. The second reason what was known that Islam prohibited drawing of live organisms. so, Muslims found in the Arabic calligraphy, beside the vegetal and geometric decorations, a field to show their artistic gifts compensate the of drawing. The Arabic calligrapher could reach his purpose when he realized the artistic aesthetic characters as straightness, fitness, consistency, extension, rotation and proportionality. This help it to give different forms so, it reflected the beauty of life after they were merely static letters as if it were stone pieces and changed to stems, breaches and flowers full of life and this still growing till its methods and approaches reached fantastic aesthetic purpose. It had many types as Kufi, Naskh, Diwani, Reqa’a, Tholos, Talique ... and others.

The Arabic letter through time enjoyed with great concern not only to consider it as a tool for registration of ideas, information and speaks, but it was used as a tool for decoration and beauty where the Arabic letters used as a main element in decoration of the architectural buildings as Mosques and science institutions. It also used in decoration of the manufactures as textiles, pottery, glass, copper, wood and others. The Muslim and Arabic artist realized that the calligraphy has characters enable it to be natural decorative element achieves the artistic purposes.

Use of the Arabic calligraphy rarely used as artistic and fine value by the Egyptian designers whereas most of what inspired by the internationa designers of fashion is part of the Egyptian Islamic heritage. No doubt that is a huge loss that we neglect our national heritage and run behind the imported fashion without having an independent personality originates from our roots and original national heritage. So, the filed of Arabic calligraphy is one of the fields need study and research to benefit from its aesthetic and fine value in designing printing of ladies textiles through trends of global fashion.

The study problem could be summarized in there isn’t clear explaining of the Arabic calligraphy capabilities and the need to benefit from it as artistic and fine value in designing printing ladies textiles. Also the role of the Egyptian designer should be emerged to explain this values and use it in designing printed ladies textiles through the global fashion trends.

The study aims to search the fine and aesthetic values of the Arabic calligraphy and reach it to elements could be used in creative designs could be used in printing ladies textiles through trends of global fashion in addition to uncover of methods to achieve the aesthetic values of the Arabic calligraphy and using of computer to make creative designs could be used in printing ladies textiles as a proposed model to the local market and could be exported.

The study importance resembles in studying fine and aesthetic values of the Arabic calligraphy as a source of artistic vision and benefit from it in creating designs could be used in printing ladies textiles through global fashion trends. This study also...
contributes in richness the filed of printing textiles in general and ladies textile printing in special (study subject) by using various fine solutions inspired from forms of the Arabic letters.

The study limits include studying types of Arabic letters, its fine and aesthetic values and global designing trends of the ladies printed textiles for summer of 2015/2016 in addition to create designs could be used in printing ladies textiles for the Egyptian woman aged (20-32) years decorated with different formations of the Arabic calligraphies by using computer capabilities.

The study used the historical method by following the historical development of the Arabic calligraphy and its different stages. Also the study used the descriptive analytical method to study types of Arabic calligraphies and the fine and aesthetic values in it. In addition to previous methods the study used the experimental method to deal with the creative aspect to design ladies textiles and apply it in a method parallel to the recent global fashion calligraphies.

The study reached to result that the Arabic calligraphy has all fine and aesthetic values which helps to diverse design methods and is an important source leads to create distinguish designs could be used for the ladies printed textiles in addition to creation of designs could be used in printing ladies textiles from the Arabic calligraphies meet needs and demand of the age category (20-32) years for the Egyptian woman. The study also benefited from the global fashion trends through colors and printing effects in treatment the design ideas which reached about 7 designing ideas. The study benefited also from the models of modern fashion in making an employment of these designing ideas.

The study recommends that it is necessary to encourage studies and researches which aim to deal with the Arabic calligraphy because it is a rich source could contribute in richness the artistic works in the current age. The study also recommends to teach the fine and aesthetic values of the Arabic calligraphy of the young children in the education curriculum specially in the field of artistic education due what is containing of national fine heritage specially in the field of printing industrial application.

The study also recommends with using capabilities of the computer in designing but in a way doesn’t cancel the practical manual creative designing process in addition to apply the scientific research and use it in the optimum link between artistic designing field and the field of printing industrial application.