The Aesthetic values of bead handicrafts inspired by Saudi heritage in Taif Governorate ornamentations utilized in design on the dress form

Mrs. Eman Abdul Aziz Hashem Nazer  
Trainer, Fashion design and production of clothing Department, Technical College for Girls in Jeddah

Dr. Nermeen Abdel Rahman Abdel Basset Mohammed  
Professor - Department of Clothing and Textiles - Faculty of Home Economics - King Abdul Aziz University – Jeddah

Abstract:  
Beadwork are one of the traditional handicrafts since ancient times, which reflects people’s customs, traditions, and cultures. Beads have been used aesthetically to embellish traditional dresses, garments, and accessories in the Kingdom of Saudi Arabia using regular or irregular decorative embellishments including straight, parallel, intersecting lines or ornamental triangular or square shapes. Several villages in the south of Taif province, including Bani Malik, Belharith, and Bani Saad, have been famous for Embroidery and ornamentation traditional dresses with colored crystal or metal beads. This theme has motivated the researcher to explore ways of using beads to create a variety of modern embroidery inspired by the aesthetic and popular heritage, and ways of taking advantage of beadwork in designing fashion using by design on the dress form. **Objectives:** identify the artistic features and aesthetic values of the traditional beadwork ornamentations in Taif province, Kingdom of Saudi Arabia, and to take inspiration from traditional Saudi decorative beadwork heritage to create modern artistic beadwork. Furthermore, it aims to make use of the artistic characteristics and decorative embroidery beadwork to design women’s night dresses (for ages between 20 – 30), using the design on the dress form to revive heritage and protect it from disappearing or identity loss, by giving these historical beadworks a modern touch. The importance of the study The documentation of the handicrafts of woven beads and the revival of handicrafts, which are characterized by artistic creativity in a modern style. **Methodology:** The research followed the analytical descriptive approach along with the applied study through the analysis and characterization of the traditional beadwork. The experimental part of this study includes a beadwork design and making use of its aesthetics by presenting fifteen designs. **The results** showed a statistical difference in terms of aesthetic and functional aspects, at a significance level of (0.00), among the designs proposed by specialists. The findings also show a statistical difference in terms of aesthetic and functional aspects, at a significance level of (0.00), among the designs suggested by female customers, and these differences came in favor of the second design, which ranked first position among the designs proposed in both the aesthetic and functional aspects by the research sample (specialists and consumers).

Keywords:  
Beads, Beads handicrafts, Design on the dress form, Taif Governorate

**Paper received 8th January 2018, accepted 14th March 2018, published 1st of April 2018**