

رؤية فنية معاصرة لتوظيف اللون كمؤثر إبداعي في تصميم الأزياء المطبوعة للسيدات
والمستوحاه من أعمال الفنان موندريان

A Contemporary Artistic Vision for Color Application as a Creative Effect in Women's Printed Fashion Design Inspired by Mondrian's Works

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مدرس بقسم طباعة المنسوجات والصباغة التجهيز بالمعهد العالى للفنون التطبيقية- التجمع الخامس

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▪ **Abstract:**

The study tackles the main role of colors in design in general and in fashion design in particular. It is used as a visual language of expression that reveals an indispensable sentimental value and greatly contributes to success of design due to the great influence it practices in drawing attention. Fashion world cannot be imagined without colors. Thus, they are considered among the most significant factors of design that should be taken into the fashion designer's consideration while searching for a source from which his ideas are inspired. Color is the source of enrichment in most works of art including Mondrian's who innovated a style that distinguishes him in dealing with colors and areas as if they share an intellectual dialogue at a high degree of unlimited purity. Hence, the researcher was inspired by printed women fashion designs thorough the use of artistic vision of the color group related to Mondrian's works to achieve energy, movement and harmony within the design.

▪ **Problem of the Study:**

Problem of the study lies in answering the following questions:

1. How can we benefit from color as creative effect in designing contemporary women printed fashion design?
2. To what extent the color group of Mondrian's works can be used in women printed fashion design with a contemporary artistic vision?

▪ **Objectives of the Study:**

1. Identifying the role of color in design in general and fashion design in particular.
2. Employing artistic and aesthetic values of color with a contemporary artistic vision in women printed fashion design inspired by Mondrian's works.

▪ **Methodology:**

The study adopts descriptive analytical method and applied experimental method.

- ### ▪ **Keywords:** (Color-creativity-fashion design – printed).