

## أثر دراسة عادات تناول الطعام على الابتكارية في تصميم الأواني الزجاجية للمائدة باستخدام الزخارف الإسلامية

### The Impact of Investigating Eating Habits on The Creativity of Designing Glass Tableware by using Islamic motifs

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#### Introduction: -

social eating habits vary from one area to another and from one level to another and from one country to another, and from one age to another, also these habits influence by types of foods offered and quantities, for example, coastal zones eat too much fish differ from rural areas who eat too much rice, poultry, red meat and cooked vegetables, each have different requirements when serving their kinds of food.

Having food together habits also differ from villages and cities and the Bedouins, and the attitude when eating, tools and utensils used related to the types of foods in each place, and ways of serve and time for it, Is it for everyday use or for occasions and various holidays, which is followed by the use of various shapes, sizes and colors that are consistent with consumers' lifestyles according to the nature of the food, customs and occasions.

hence we find that the consumer needs for more tableware designs that help satisfy his and his family's needs. And cover their habits in eating and drinking, which vary from one to another territory.

developing new distinguished products has gain great importance to the companies by serving markets, so that these new products are a potential source of raising corporate economics by offset slow growth and lack of profits that happens because of existing products in the maturity phase in their life cycles. As studies have shown that 25% of corporate profits come mostly from new products introduced in the last three years<sup>1</sup>. As these companies with renewable premium products, which tracks the needs of their client have priority in the selection of its position in the market.

This research deals the link between consumers' needs and designing tableware using some Islamic motifs that achieves sort of family bonding on the Egyptian dining table as well as to meet desires of designers in creativity through studying these needs and try to meet them.

#### The Research Problem:-

The need to create a structural system for the design of glass-tableware associated with eating habits and derived from Islamic decorations.

#### Goal of research: -

To determine the impact of social eating habits on the achievement of an innovative design system for tableware derived from Islamic decorations.

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<sup>1</sup> John R. Hauser, MIT and Ely Dahan. New Product Development, 2008.

<http://web.mit.edu/hauser/www/Papers/Chapter%208%20Hauser%20Dahan%20Book%20Chapter%20on%20New%20Products.pdf>

**The Importance of the Research: -**

Satisfying the needs of consumers by strengthening communication with them to develop innovative activity that influences the creative abilities of designers in the design of table glassware.

**Hypothesizes: -**

The research assumes that the recognition of the social habits of Egyptians in eating their meals can stimulate the innovation of the design of glass-tableware inspired by Islamic decorations.

**The Research Limits: -**

Research into the impact of social habits in Egypt is determined by how to create a structural system to form and assemble table's glassware designs that inspired by Islamic decorations.

**The Research methodology:-**

The research follows the deductive approach (survey-analysis).