

**Analytical study of the stick as a product.**

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**Abstract;**

This research is aiming to study the stick and the stages of it's development throughout the ancient ages(Sumarian, Pharaonic, Greek, Romanian) also stick in religions and to the Arabs, study it in Egypt then in the modern age, from it's use, types, progress, ways of manufacture. For all that to lead us to what's the future image of the stick by knowing the new ideas and their sources, and activate the role of industrial design and it's applications on the futuristic stick then technology and it's effect on stick design to know the shape of the stick in the future.

The study pointed to the importance of the new ideas and their major role in and effect on the society by what they offer from chances to develop the products. With identifying the stick as a humanitarian product with no specific features for it's multiple uses and functions. Then it emphasized the role and importance of new ideas and technics with a studied imagination in developing the product in addition to the ideas effect on the products ability in to satisfy the end user needs. Confirming on if the script of civilization effects on the stick were understood, we could have imagined it's futuristic form with the assumption that there is a relation between discovering new ideas for design inspired from the civilizations and the habits' impact on stick.