

"EFFECT OF CONSTITUENTS OF THE AESTHETICS OF PERSIAN ISLAMIC GLASS TO RAISE COMPETITIVENESS OF THE LOCAL GLASS TABLEWARE"

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Introduction:

The glass industry is one of the old industries of Persia that continued development and prosperity after the Islam reach Persia. The producing and decorating of the old glass products were by one of the main ways or merge them: production and decoration of hot glass and free blowing or in a mould or by adding parts or threads to the molten glass. Moreover, the second was decorating on cold glass by drilling or cutting or engraving either manually or by tools.¹

Each technique used for production or for decoration were different from other techniques and had its own effect and appearance, which recognized and enriched the production of this civilization. In addition to the products of different models of decorations followed to Persia since the Islamic existences and these models evolved and emerged differently than appeared in the rest of the Muslim world reflecting subjective Persian art and has appeared in many products which ranged in historical periods they were manufactured in.

And now as we see the invasion of products imported to Egypt from all kinds of tableware from East and West. Companies complained and the local glass factories in several interviews with the managers of a few new ideas for products, which led to the decline of their share of the domestic market, so it was imperative to confront these

¹Nasser D. khalili –Islamic art and culture timeline and history–the American university in Cairo press– glass and rock crystal

products in many modern products and inspired by all the data of nature and heritage ... To create new sets of tableware of all kinds to respond to the torrent of products on the domestic market as well as for the use of these elements in the heritage-inspired products for export to countries in the world devotee of ancient heritage.

This paper presents a comparison between types of production techniques and decorative Persian Islamic glass to benefit in developing the basics of designing and producing glassware for table produced quantitatively.

Research Problem:

The need to raise competitiveness of glass tableware products by adapting the constituents and the aesthetics of Persian glass.

The lack of good sources for tableware designs produced quantified verses the fierce competition in the local market as well as opening up new prospects for export.

Research Objectives:

Reach using elements of Islamic Persian glass art aesthetic as input in the development of inventive design for glass tableware.

The need to raise the competitiveness of local products, and increase export opportunities.

Research importance:

Development of innovative activity to the designer in the field of industrial glass products.

This research contributes to the efficiency of the local glass product design. And the development of the glass industry. In addition to, raising GDP by increasing exports of glass tableware...