

Utilization of the aesthetics of geometric decorations in creation of printing designs for contemporary tapestries fabrics

Prof. Eng. Dr. Marwa Mamdouh Mostafa Hamoud

Assistant Professor, Faculty of Applied Arts, Beni Suef University **Introduction :**

The motifs of architectural decoration are among the most important artistic symbols that contain characteristics and significances that have content and meaning in modern art. Contemporary artists made use of these units to decorate their works to create a cultural vision that stems from the Eastern societies. They did not consider them as a cultural heritage, but considered as their own art; especially in the works of Matisse, Paul Klee, Picasso and Mondrian. This contemporary art culture acquired by the pioneers of contemporary art is an innovation that carries inside itself the continuity through the time since its appearance in its essence, past, present and future. Therefore, these motifs are considered to be the most important elements of the art that must be studied analytical and aesthetically through the Egyptian heritage and transform it into a contemporary content that bears the characteristics of Egyptian Authenticity and Contemporary in an artistic expressionist vision. It is based on harmony, values, contrast, rhythm, balance, and proportionality, through which designs are innovated for tapestry printed fabrics to confirm the Egyptian identity among the currents of globalization.

Research problem:

Despite the aesthetic diversity of architectural decorative units, it has not received sufficient study and research in the field of design, especially tapestry printed fabrics.

Research Objective:

Emphasize the creation of new plastic solutions to design contemporary tapestry printed fabrics while maintaining the Egyptian identity and self-realization in the presence of cultural conflicts in the era of globalization, open skies and free trade.