

Civilization and Modernity in “Zaha Hadid's” Work as a Creative Influence in the Innovation of Women’s Clothing Fabrics Printing Designs and its Supplements

Assist. Prof. Dr. Dina Ahmed Nafady

Assistant Professor High Institute of Applied Arts 6th October City

dnafadi@dau.edu.sa

Assist.Prof. Dr. Neven Farouk Hussien

Assistant Professor Department of Textile Printing, Dyeing, and Finishing -Faculty of Applied Arts, Benha University

neven.farouk@fapa.bu.edu.eg

Abstract:

Zaha Hadid is one of the most famous architects who created imaginative works. She was interested in modern design and relied her work on flexibility, combining our authentic Arab identity and the deconstructive school, which is the most important postmodern movement.

The research problem was identified in how to take advantage of the aesthetic values and structural foundations of some of Zaha Hadid’s works that combine civilization and modernity to enrich textile printing designs field through the integration between the designs of printed women's textile fabrics and printed outfit supplements. It aims to create innovative solutions that achieve the aesthetic values and structural foundations in the fields of designing women's clothing printed fabrics and printed outfit supplements through studying Zaha Hadid’s works as a creative influence.

The research has temporal limits concern studying some of Zaha Hadid’s architectural works in the period from 1993 to 2016 and objective limits that include technical study that is limited to studying some examples of Zaha Hadid’s works, as long as an experimental study through innovative designs and making use of employing them with employment proposals.

It adopts the descriptive approach, where examples of Zaha Hadid’s work was described alongside the experimental approach which includes design technical experiments and employment proposals to create artistic designs in the field of women's clothing fabrics printing design and outfit supplements, also statistical approach where a statistical study was made to measure the validity of the hypotheses.

Key words:

Civilization, Modernity, Creative Influence, Women’s Clothing Fabrics, Outfit Supplements.

Introduction:

Civilization is a broad cultural entity that extends and has no borders, and therefore, civilizations are unstable change with time and interact with each other, which leads to the enrichment of human civilization in general. Among the most important civilizations of the Middle East are those that existed in the country (Mesopotamia) that are now located in Iraq. It is one of the oldest civilizations which later became an important part of the systems that include Persian, Greek and Roman civilizations. In the seventh century, it has become a major integral part of the Islamic world, Islamic civilization is an integral part of successive human civilizations, as it has provided many experiences for humanity in various fields. Given that art is the primary

form of civilization, Islamic art is the creative civilized form that belongs to the doctrine of Islam in thought and application.

In this sense, exchange and complementarity between civilizations is a gain and does not eliminate the specialty of any civilization, as civilizations are subject to the principle of interaction that yields fruitful results. The ancient civilization of Iraq and the Islamic civilization have contributed to the making of modern human civilization as their ancestors did in ancient civilizations. "Zaha Hadid" has played an effective role in changing the concept of architecture in the world as she is one of the most famous architects who created works characterized by imagination. Zaha Hadid's style depended on combining her Arab civilization identity with the deconstructive school, which is the most important postmodern movement.

Research problem:

The research's aim is how to take advantage of the aesthetic values and structural foundations of some of the architectural works of "Zaha Hadid" in which they combine civilization and modernity, to enrich textile printing designs. This is through the integration between the printed women's textile fabric designs and designed outfit supplements.

Objectives:

The research aims to develop innovative formative solutions by studying models of "Zaha Hadid's" architectural works as a creative influence on women's clothing designs and printed outfit supplements.

Hypothesis:

The research assumes that the artworks created by Zaha Hadid in the field of architecture include many aesthetic values and structural foundations that combine civilization and modernity and work to enrich the fields of design, especially the designs of printed women clothing fabrics and outfit supplements.

Delimitations:

The research has **temporal limits:** Concerns studying the architectural works of Zaha Hadid in the period from 1993 to 2016, and **objective limits:** that include technical study examples Zaha Hadid's architectural models. The experimental study employs innovative designs, taking advantage of the aesthetic values and foundations of Zaha Hadid's architectural works. The research adopts the descriptive analytical method, where examples of architectural works of Zaha Hadid will be described and analyzed, in addition to the experimental approach, and includes technical experiments and employment proposals to create designs for printed women clothing fabrics and outfit supplements.

Methodology:

It adopts the descriptive approach, where examples of Zaha Hadid's work was described alongside the experimental approach which includes design technical experiments and employment proposals to create artistic designs in the field of women's clothing fabrics printing design and outfit supplements, also statistical approach where a statistical study was made to measure the validity of the hypotheses.

Procedural research steps: The research is divided into some steps

First: Systems for the integration of civilizations (The concept of civilization - Mesopotamia civilization - Islamic civilization - Integration between civilizations).

Second: Modernity and the style of Zaha Hadid (The concept of modernity - deconstructive direction - trends in deconstructive style - the origin of "Zaha Hadid" - "Zaha Hadid artistic Style").

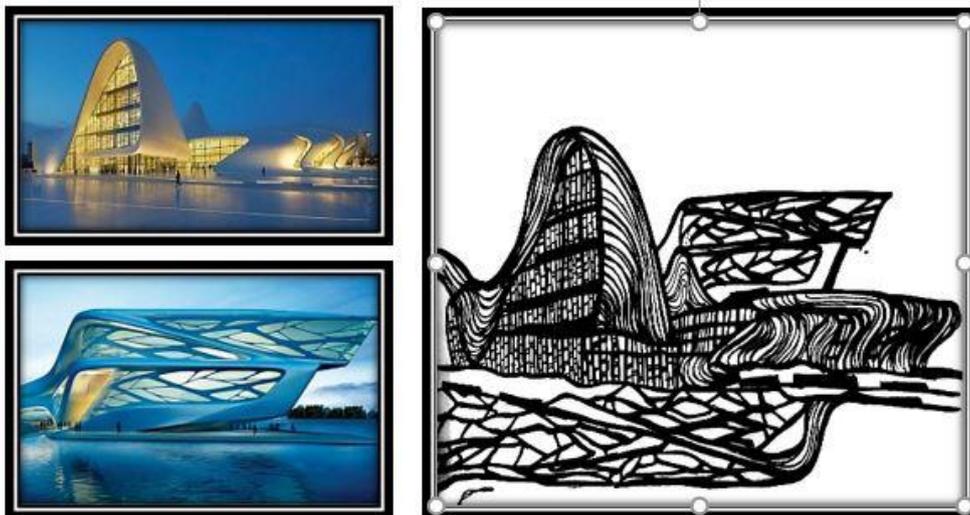
Third: A descriptive study of some of "Zaha Hadid's" work.

Fourth: Women's Clothing fabrics and outfit accessories.

Fifth: The experimental study (Design - What is design - Design and experiment - Factors affecting design - Presentation of the designs).

Some examples of the designs of printed women clothing fabrics and outfit supplements.

Design (1)



Sources of inspiration from Zaha Hadid's work

Design (1)



Employment (1- A) Women's Clothing

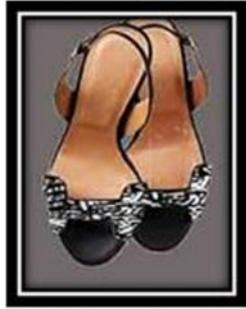
Employment (1- B) Outfit Supplements



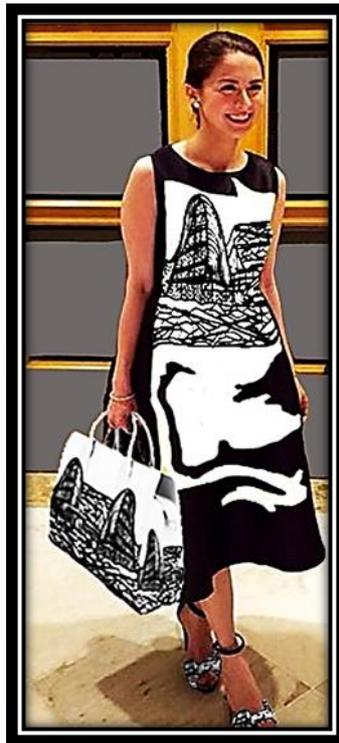
(1-1) Scarf



(1-2) Bag



(1-3) Sandal



Employment (1- C) Women's clothing with Employment Outfit Supplements

Design (2)



Sources of inspiration from Zaha Hadid's work

Design (2)



(2-1) Scarf



(2-2) sandal

Employment (2- A) Women's Clothing Employment (2- B) Outfit Supplements



Employment (2- C) Women's clothing with Employment Outfit Supplements

Results:

Through the theoretical and practical framework, and after applying the final form of the questionnaire to the research sample, in addition to analyzing the results and treating them statistically, the following is revealed:

- 1- Through the descriptive study of selections from the architectural works of "Zaha Hadid", it was realized that there is a rich balance of artistic works of the architect "Zaha Hadid" that bear their own and distinctive features and characteristics, which are characterized by the two characteristics of civilization and modernity at the same time.
- 2 - Benefiting from the distinctive plastic elements of the work of the artist "Zaha Hadid" as a creative influence, as the research presented (3) design groups for women's clothing fabrics and printed supplements, both of them together, and where each group consisted of (10) that enriched the two fields of designing women's clothing fabrics and their printed supplements.
- 3- It became clear through the statistical study that there is a positive sign in favor of the design experiments that were judged, which indicates the validity of the second and third hypotheses.

Recommendations:

- 1- The necessity of preserving the cultural heritage and integrating it with modern artistic trends by employing contemporary inspired design solutions in various fields.
- 2- Conducting more studies in the field of achieving integration systems between ancient civilizations and modern artistic trends, especially in the field of designing women's fabrics and their supplements.
- 3- The necessity of linking daily needs with the data of civilization and modernity in order to reach artistic products in the field of textile printing.

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