

Design printed on sportswear and its role in highlighting the Egyptian Identity

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Abstract:

In the field of textile printing, the design plays an important role in achieving the purpose or function for which it was developed. Design ideas printed on sportswear are currently limited to material products or services and are not exposed to intangible ideas such as cultures, arts, and the different thoughts of people. And since ancient Egyptian art carries within it a timeless civilization that has remained strong in its features that reveal the diversity of elements and decorations on the various applied arts with a variety of topics, whether social, religious or ideological. And one of these social topics, sports which subjects a number of sports that were practiced frequently and appeared in many of their timeless works. Since sport is one of the influential elements on people and culture where the viewer is influenced by the players and what they wear and help to leave a significant impact in the same scenes and help in shaping the identity of the people, so we have taken care in this research of the printed design on sports clothes at the present time and how to convey its message and the culture of its people on the sportswear of some famous sports, such as the sport of football Sportswear which is the most popular sport in most countries, through the use of elements of the ancient Egyptian art and symbols in the work of printed designs for Al Ahli Football Team which commensurate with the values of the club and its objectives and promote the culture and identity of the Egyptian human origin and fixes the Cultural identity in the hearts and minds of the recipients of this art.

Keywords:

Printed design, Sportswear, Identity.