A comparison study to develop the strategy for designing traditional Glass products in Egypt Prof. Yasser Said Mohamed Bendary Prof. in Glass Department, Faculty Of Applied Arts, Helwan University <u>Yaser2hm@Yahoo.com</u> Prof. Neveen Saad El-Dien Abd-Alrahman Salem

Prof. in Glass Department, Faculty Of Applied Arts, Helwan University neveenglass@gmail.com

Assist. Lect. Sara Ahmed Zaki

Assistant Lecturer in glass Department, Faculty Of Applied Arts, Damietta University Saradesigner2006@vahoo.com

Abstract:

Traditional glass industry in Egypt is one of the most important traditional handicraft industries, it distinguished by high artistic and aesthetic value in production. It depends firstly on how skilled the glass maker is and his ability to work on a piece of soft glass to transform it into a distinctive artistic product, has originality and beauty makes it stand out among other glass products. But, with more technological progress and less interest along with poor creative thinking from manufacturers, the industry suffers from the lack of innovation and poor design ideas to keep up with globalization and civilization changings, which led to a drop in traditional glass designs numbers, lowering the traditional glass makers and artists, and leaving the profession of ancestral heritage in Egypt. The research presents a comparison study to develop a strategy for designing traditional Glass products in Egypt along with the country trend in caring and developing handicrafts through small and micro projects, to help bringing handicrafts industries to life again. The research reviews a number of heritage glass products formed by different blowing methods (free blowing - blowing inside a mold blowing with winding - rotating inside a mold), which is produced during different eras in Egypt (The Ancient Egyptian - Roman - Coptic - Islamic) to show the differences in glass products in terms of (shape of decoration, production method, dimensions), by following the analytical scientific methodology research study to know the range of change and stability in products design forming now.

Keywords:

Traditional glass products, design development methodology, design processes