

Modulation formulations of natural art and their use in decorative design**Associ. Prof. Dr. Marwa Ezzat Mostafa**

Associate Professor, College of Architecture and Digital Design, Dar Al Uloom

University - Saudi Arabia

marwa.ezzat@dau.edu.sa**Abstract:**

The new movements in the history of human thought are the expression of the reality of man and the expression of the contemporary style of an idea throughout the ages. The innate art has occupied a distinctive and significant place in the history of art in various parts of the world as a whole, as it was and still is an important topic for research and study, as with time it has formed An experience with a peculiarity and unique and unique features in terms of its dependence on the innate, far from education in art, and the connection of its artists and the artistic product they present to the environment in which they live and the local and popular culture to which the artist belongs, hence the research problem was determined in the extent of the possibility of extracting innovative formulations inspired by The innate art to achieve innovative and creative values for the traverse designer? The research aims to enrich the designer's thought by extracting plastic formulas according to the constructive foundations of the innate art, and the importance of the research lies in linking nature with art and design by studying the plastic formulas of innate art to create designs that enrich the field of design. The research assumes the extent of the use of plastic formulas for Qatari art and extracting plastic formulas from nature. To design, which broadens the designer's perceptions, and the research adopts a descriptive, analytical and experimental approach by following innovative plastic formulas inspired by the innate art to achieve innovative and creative values for the traverse designer to create innovative artistic and design experiences that enrich the field of design and from the results of the research that art and nature can be linked through the study of nature Which added experimental approaches according to the study of innovative plastic formulations inspired by the innate art in nature, and the research recommends studying the arts that linked nature and richness, thus opening the field of design to reach innovation.

Key words:

Plastic formulations - natural art - decorative designs.

An Introduction:

The innate art was and still is a subject of study as it is a special experience in terms of its dependence on the instinct and nature away from the study, and the association of its artists and the artistic product they present of the nature in which they live and the local and popular culture to which the innate artist belongs "(3), which are qualities that give this The type of primitive art has great ability to reach the recipient and the viewer in which he touches honesty, simplicity, naivety and spontaneity, and finds in it a simple likable human character and a term given to self-learning works of art that mimic reality, within the scope of plastic art, with a growing interest in commitment, simplicity and primitiveness in performance. And the spread of ideas in the imagination of the image in an innovative way, for innate art is an automatic and direct expression, I think that the creators of this trend paint and color automatically and innately because they did not receive artistic study but rather from nature. Therefore, you find all of their

paintings do not match their proportions and proportions with colors, lines and white spaces, that is, inspired by drawings of the child's art, but empty Of any complexity or ambiguity, the paintings dealt with scenes from nature and other scenes that embody the customs and traditions of daily life, and on various occasions Third of weddings, or the crafts and occupations that they practice, "it also dealt with scenes inspired by folk tales such as Aba Zaid Al-Hilali, Antar and Abla that are passed down to generations in the village and the region. The works were characterized by the accuracy of photography and the choice of bright, cheerful colors that were dominated by the joyful colors that reflect the simplicity and beauty of rural life. In nature, and artistic paintings inspired by folk tales for children, they disclose what they store from childhood tales, and psychologists have emphasized that the human artist is innate since the beginning of creation in the universe, while sociologists have considered that the innate art is the origin of plastic art in the foundation, as it has existed since the beginning Human consciousness in human existence was drawn in caves, and the primitive art of the Hawaiian Islands, as well as the influence of the primitive, innate arts in the paintings of savage artists and paintings by Henri Rousseau, who is one of the most important artists of primitive art and Pablo Picasso who borrowed elements from African sculpture, especially the wide open eyes and similar facial features of masks and masks. The understanding of perspective is a special understanding, and primitive art is often considered a strange art practiced by someone without training or practicing in a special way. It is official, but there are currently academies of natural art, as natural art is a type of art that is fully recognized in the world and displayed in art galleries around the world, and innate art is characterized by an art that does not follow the three rules of perspective (as the traditional painters of the Renaissance knew it)

The innate art appeared from the beginning of history in cave painting and continued until the seventeenth century in Europe, as unprofessional artists created their "naive primitive" masterpieces ... in an independent artistic style, and it was continuous that naive art appeared in the early twentieth century. It should be noted that the works of naive art are varied. And very innovative in their individual style "(1), and yet almost all of them are optimistic and cheerful. They are ordinary people who live in small villages or towns, earn their livelihood through physical labor, and do so in their spare time. The desire for art and painting often awakens at an early age or Very old, naive art originated in France, but it gained an unprecedented high popularity abroad in the United States at the end of the nineteenth century, and paintings were collected by the Nazis in this country for museums and private collections. In Russia, this trend began to develop and innovate in a way. My grandfather only in the eighties and nineties of the last century, "The innate art is a type of art in the twentieth century, which is a summary of all that surrounds us about the reality of the artist, and reformulated it with a different artistic vision in which the artist's innate sense of color, movement and imagination is reflected." , And the innate art rebellion has been linked to ancient historical traditions in culture, which considered art a kind of sophisticated illustration, and works of art are admired because of the interest it attaches to the story inspired by nature or the subject represented by the art painting "(6).

The research problem:

What is the possibility of extracting innovative plastic formulas inspired by the innate art to achieve the innovative and creative values of the decorative designer?

Research goal:

The research aims to enrich the designer's thought to extract plastic formulas according to the plastic and structural foundations of innate art.

Research Importance:

The importance of research lies in linking nature with art and design by studying the plastic formulas of innate art to create innovative designs that enrich the field of design.

Research Hypotheses:

- What is the extent of benefiting from plastic formulas for Qatari art and extracting plastic formulas from the nature of the design, which broadens the designer's perceptions.

What is the possibility for the designer to benefit from extracting innovative formulas for natural art and linking them with postmodern art to enrich the field of decorative design?

Search Limits:

The objective limits of the research focus on extracting plastic formulas for innate art and functional design.

Research Methodology:

The research follows the inductive approach, the descriptive analytical approach.

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