

## **The design of printed hanging using the illusory third dimension through the artist Edwin long works**

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### **Abstract:**

The concept of the delusional third dimension in artistic work is one of the concepts that have gone through many and many experiences over the different periods of art history. The artist is constantly searching and experimenting to achieve the third delusional dimension in artistic formations,

It is noticeable that global influences prevail in creativity in varying degrees, but the Egyptian identity began to mix with these influences, and that the different artistic schools are a general artistic asset that can be studied and benefited from, but at the same time we must have our identity, and it must not be limited to keeping pace with the progress of development, but rather that We pay to contribute something of our personality.

Hence, the search for the Egyptian artistic personality invites us to dig into the spirit of this country and search for its true features through the image of the Egyptian woman in ancient Egypt through the eyes of Orientalist photographers, especially the British orientalist artist Edwin Long, and to benefit from it as a formative value in the design of printed hanging fabrics

### **Keywords:**

Printing, design, orientalism

### **Introduction:**

Researchers and philosophers have unanimously agreed that every civilization has its own view that is reflected in its arts, and that the constant criterion for tasting any of the arts, regardless of its cultural standards, is the absolute form and formulation, including harmony, unity and rhythm in the elements of the artwork that make up the design and Gain his strength, and these elements are the vocabulary of the language of the form used by the artist-designer (8 pp. 351-353). And design is a complete creative process for planning the shape of something, or creating it in a specific way from a functional point of view, and at the same time it brings pleasure to the soul, which leads to satisfying the human need both utilitarian and aesthetically at the same time. (10 p. 11), and the modern technologies represented in the computer with its various programs as an advanced medium have affected the visual outcome of the designer in general and the designer of textile printing in particular. It gave the opportunity to see many

design ideas with the possibility of changing and modifying quickly and easily in the form, color and texture, which requires the traditional methods of effort and time to see and make it happen.

The concept of the delusional third dimension in artistic work is one of the concepts that have gone through many and many experiences over the different periods of art history. And delusional depth and visual connotations of form and ground (9 p. 29). Although the various fields of art that depend on two-dimensional surfaces such as drawing, photography and printing, this concept was used through some performative techniques that achieve the spatial depth of the artwork. Therefore, the study will present the most important methods used in achieving the illusory third dimension, such as: Silhouette gradients, linear perspective, color perspective, transparency, partial masking, overlay, zoom in and out, through some specialized computer programs that can be used in design elements to create designs suitable for printing on hanging fabrics.

It is noticeable that global influences dominate creativity in varying degrees, but the Egyptian identity has begun to mix with these influences, and that the different artistic schools are a general artistic asset that can be studied and benefited from, but at the same time we must have our identity, and it must not be limited to keeping pace with the progress of development, but rather that We pay to contribute something of our personality to it.

Hence, the search for the Egyptian artistic personality invites us to explore the spirit of this country and search for its true features through the image of the Egyptian woman in ancient Egypt through the eyes of Orientalist photographers, especially the British orientalist artist "Edwin Long", and to benefit from it as a formative value in the design of printed hanging fabrics.

### **Research Problem:**

The research problem is summed up in answering the following question:

How to present the true image of the Egyptian woman in the ancient Egyptian era, which was depicted in the works of the English orientalist "Edwin Long" through the application of computer programs in the designs of printing pendants of the illusory third dimension?

### **Research Importance:**

The importance of the research lies in:

Presenting a vision to strengthen the field of textile printing with contemporary and innovative designs using the illusory third dimension that illustrates the aesthetic and expressive content in the works of the Orientalist artist "Edwin Long", which dealt with Egyptian women in the ancient Egyptian era as a target for artwork.

### **Research Aims:**

**The research aims to:**

- Reaching contemporary and innovative design solutions using the illusory third dimension, with an Egyptian identity for hanging fabrics inspired by the aesthetic values of the image of Egyptian women in the ancient Egyptian era through the works of the English orientalist "Edwin Long", after the technical analytical study of it.

- Expressing the illusory third dimension by using some computer programs to create a contemporary typographic design for hanging fabrics.

### **Research hypotheses:**

#### **The Search Assumes:**

- 1- Clarifying the image of the Egyptian woman in the ancient Egyptian era through the works of an orientalist artist illustrates the importance and status of women.
- 2- The use of computer programs to express the third delusional dimension in obtaining a typographical commentator inspired by the works of the English orientalist "Edwin Long" is a new addition to the art of textile printing.

#### **Search Limits :**

- Objective limits:
  - Painting works by the Orientalist "Edwin Long" about Egyptian women in the ancient Egyptian era.
  - Typographic commentator using modern computer programs.
- Spatial boundaries: Arab Republic of Egypt
- Time limits: includes the time period from 1829 AD - 1891 AD

### **Research Methodology:**

- 1- The analytical descriptive approach: through a descriptive and analytical study of some of the figurative works of the English orientalist artist "Edwin Long" that dealt with Egyptian women in the ancient Egyptian era.
- 2- Experimental approach: in the use of some computer programs in making designs of the imaginary third dimension of printed hanging fabrics.

### **Search terms:**

**Orientalism:** It is the science of the East, and it is that intellectual current that was represented in the various studies on the Islamic East, which included its civilization, religions, literature, languages, and culture.

- The third delusional dimension: it is the realization of shapes of estimated size that arise through perspective and the use of shadow and light in building these shapes and the realization of proximity and distance by zooming in and out, as well as achieving the spatial dimensions between shapes through different overlay images (9 p. 32).

- Hanging print: It is a piece of textile printed, flexible in a space that allows it to drop to be hung on the walls, clarifying the content and following a specific artistic direction with exquisite and innovative artistic design treatments, to perform its architectural function, but inside the building in a way that enriches the interior design (15 p. 9)

### **Results:**

- 1- The study proved that the image of the Egyptian woman in the works of the artist Edwin Long was associated with the mental and intellectual aspects in the artist's imagination that portrayed the woman in the ancient Egyptian era as close as the queen that he saw in the various scenes on the artifacts in the Egyptian Museum in Cairo.

2- The study reached to new innovative formulas in the field of designing the printing of textile pendants using modern computer programs and the methods of its applications in drawing to express the third delusional dimension and the work of five innovative designs and the appropriate employment for them.

### **Recommendations:**

- 1- Interest in studying more orientalist artists' works on Egypt and Egyptian women because of their importance as a multi-faceted cultural and plastic heritage and as a source of inspiration for new approaches in the various fields of design.
- 2- Opening new horizons and innovative methods in computer software applications that serve as entrances for the designer in the various fields of design in general and in the field of textile printing in particular.
- 3- Interest in applying research results based on modern methods and computer applications as a subject taught to students in various art faculties.

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