

## The Digital Display of Design Inspired by Nubian Houses

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### Abstract:

three-dimensional designs began to invade the world of fashion gradually, and one of the most important cultural roots of the Egyptian heritage is the Nubian heritage, Where the problem of the research is not to shed light on the use of the Nubian heritage in the field of designing and displaying digital fashion. The aim of the research is to take advantage of the Nubian heritage with a contemporary concept in preparing a set of digital designs that are compatible with contemporary and modern global trends. The research assumes that the combination of digital design and the Nubian heritage will lead to access to many innovative formulas in the field of digital fashion design. The research follows the descriptive analytical method by analyzing the questionnaire for evaluating the designs proposed by academic bodies, companies and Apparels factories. The research dealt with several topics, namely, the digital display of fashion designs, the three-dimensional design of digital fashion, the Nubian heritage, the Nubian decorations, the Nubian clothes, the Nubian houses and their colors and geometric shapes, the Nubian houses, then the researcher presented digital designs that were presented digitally through a set of modes. The researcher conducted a questionnaire directed to the academic authorities and owners of companies and factories . One of the most important results of the research was the revival of the Nubian heritage through digital designs for contemporary fashion commensurate with contemporary global trends

### Keywords:

Nubian houses , fashion digital , Design

### Introduction :

Heritage represents the civilizational roots of the nation as it expresses its identity and civil affiliation and the extent of the contributions it made to the development of human civilizations. Besides being a social heritage, it is a cultural heritage that must be preserved, renewed and added to be passed on to future generations. Therefore, preserving heritage is not considered to have emotional or symbolic dimensions only. But it clearly guarantees the continuity of the identity of nations and societies. The Nubian folk heritage is an integral part of the components of the Egyptian identity and an extension of the ancient Egyptian civilization, and the merging between heritage and the digital revolution became inevitable, which resulted in the idea of research, where the digital design and digital display of fashion inspired by the Nubian heritage, where the integration between the digital revolution and fashion design and the emphasis on the impact of folklore The Nubian and its importance as a source of inspiration in the digital revolution of fashion in the age of digitization.

The research problem: It is not to shed light on the use of the Nubian heritage in the field of designing and displaying digital fashion.

The aim of the research: is to take advantage of the Nubian heritage with a contemporary concept in preparing a set of digital designs that are compatible with the global trends of contemporary and modern fashion.

**The importance of the research:** It deals with the integration between digital design and the Nubian heritage, in addition to emphasizing the continuity and fertility of the sources of the Nubian heritage as one of the sources of inspiration for digital fashion.

**The research hypothesis:** is to reach many innovative formulas in the field of digital fashion design through the integration between digital design and the Nubian heritage.

**Research limits:** designs for women from the age of 25 years to the age of 35 years.

**The research sample:** The sample to which the questionnaire was directed represents 70 individuals, divided into 45 individuals from the academic bodies, members of the teaching and support staff, and 25 individuals from the owners of companies and factories.

### Search terms:

**Digital fashion:** It is clothes that are created using different computer technologies, where 3D programs are used, and the clothes are digitally worn on a person's image so that it cannot be touched or tried on, but is worn "digitally".

**Heritage:** Heritage means bequeathing the civilizations of the ancestors to the back, and this inheritance is not limited to language, thought and literature only, but has grown to include all the material and emotional aspects of society, such as thought, philosophy, religion, science, art, and architecture.

### Results:

The Nubian heritage is a rich source of artistic lines, shapes and decorations, which are a valuable reference for creating and preparing contemporary digital designs and displaying them digitally in line with the digital revolution, especially according to the impact of the Corona pandemic and its aftermath.

- The extent of the importance of benefiting from the Nubian heritage in the digital design of fashion and integrating them to prepare and create various digital designs as integrated collections in light of the digital revolution.

- Digital designs emphasize the principle of sustainability and low costs because production is only done according to demand.

- The speed of preparing designs and their dissemination through all means of marketing about traditional designs, and therefore the rapid spread and consolidation of Nubian heritage symbols, whether for the local or international community.

Reviving the Nubian heritage through digital designs for contemporary fashion that fit the contemporary global trends in the age of digitization.

The Nubian houses reflect the Nubian culture, which includes symbols that reflect their connotations and popular beliefs. Creativity in the Nubian houses made them a rich source of inspiration for many diverse and varied ideas of digital fashion.

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