

The Digital Display of Design Inspired by Nubian Houses

Associ. Prof. Dr. Mai Samir Kamel Ali Mohamed

Associate Professor at The Higher Institute of Applied Arts, 5th settlement, Egypt

drmaisamir82@gmail.com

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