

A historical vision of artistic entrepreneurship

Dr. Lamiaa Abdel Hamied Abdel Nour Abdel Dayem

Teacher of Art Education Fundamentals - Department of Art Education Sciences

lamiaaabelhamied@gmail.com

Summary of the research:

Entrepreneurship is a type of intellectual, administrative and economic arts, and anyone can become a pioneer in the business sector. Artistic entrepreneurship has several important roles in the economic, social and historical sectors. Art is a free creativity under the title of beauty and it is a language that a person has used to translate expressions. Which is contained in its essential essence and is not an expression of a person's need for the requirements of his life, although some scholars consider art a life necessity for man, such as water and food. There are many types of art, some of which are still throughout history, and some have recently appeared. Today there are beautiful arts such as photography, sculpture, engraving, architecture, interior design and painting, which is the most prominent of them. Art is a gift of creativity that the Creator has given to every human being, but in degrees that vary from one individual to the other, but we cannot describe all these people as artists except those who are distinguished from others by the tremendous creative ability.

Key words: -

Historical vision - entrepreneurship - artistic projects.

Introduction to the research:

the word art is a sign of the skills used to produce things that carry an aesthetic value in terms of a definition. Among the definitions, art is a skill - craft - experience - creativity - intuition - simulation, and the artist is the innovator with ideas that alien to tradition, so the artist is often ahead of his time, when the rest of people think that he is out of his mind due to the distinction of his ideas, but in reality he is considered the smartest of them all, and the most imaginative and sensual, so the artist is the pillar of civilization and the competent leader of the locomotive of development, his entry into any field Practical or scientific may transform him from the reasonable world to the unreasonable world, and he can predict the future through his transparency, inspiration, high feelings and his ability to read things in life, and on this he formulates his art according to the age in which he lives, and however his tools and materials become available to him, he can create a great art, each according to his ability and the strength of his artistic talent, so it contributes to the rise of artistic work continuously over time, and provides the opportunity for him to market his product or artistic work, which leads to an increase in its material price and artistic value, and makes the artist more keen to continuously develop his product or artistic work throughout history .

The problem: artistic entrepreneurship has a long history, it includes establishment of a small or very small artistic project, as well as methods of leadership and marketing and ability to study the feasibility of projects and study the risks. The pioneering history of artistic works over time has not been recorded so far, and this study seeks to reveal Chronological development of the art market and its methods.

Hence the research question is the following:

Q: How can art entrepreneurship be dated to be used in building new artistic projects?

Research importance:

- 1- Know the chronological development of a market.
- 2- Establishing a planning timeline for the gradual change and development in artistic entrepreneurship.
- 3- Establishing a future vision for the development of artistic entrepreneurship in the field of art education.

Research importance:

- 1-Know the chronological development of a market.
- 2-Shedding light on temporal planning for the gradual change and development in artistic entrepreneurship.
- 3- Establishing a future vision for the development of artistic entrepreneurship in the field of art education.

Research aims:

- 1- Knowing the history of artistic entrepreneurship and artistic industries in that era, the reasons for stagnation and prosperity, and how to market these industries?
- 2-Shedding light on artistic industrial crafts in different eras, especially (the French campaign), the era of Muhammad Ali and the following period (the Tulunids - and the Ikhchidids), and their progression to reach small entrepreneurial projects.
- 3-Benefiting from history of entrepreneurship for small enterprises and linking them together in building a future proposal conception for artistic entrepreneurial projects now.

Search terms:**Historical vision:**

The historical vision or historical origins is considered as the outcome of various factors, influences, events, periods, people, societies, and factors. A historical study of a society helps to understand the development of the historical period and to know how to face its problems more clearly on the basis of identifying the most important political, economic and cultural forces that make up a society and its impact on creating what society is facing it at that time, and what makes historical studies important as one of the origins of history is the importance of tracing the dialectical relationship between the educational thought of artistic entrepreneurial projects and the social factors and forces prevailing in this period of this historical study with what this thought contains in terms of time events and the extent of their impact on human beings from prosperity, collapse, development and reflection of opinions of philosophers and historians in this period of time, and so on, which makes us benefit from this study in understanding the dialectical relationship between the social reality of our contemporary society and the previous temporal events in that era, so whenever a generation appears, it has to deal with the concept of what this generation is about. The former is with diligence to improve and develop it, and the study of historical principles is an important element during the time of low morals, because it shows the movement of society and its interactions and its impact on

contemporary society. Many contemporary problems cannot be understood except in light of studying the factors and forces that affected them in the past, since artistic entrepreneurship began with the beginning of human and professional life, so the historical events are endless. Historians were present in different time periods and beyond books and volumes, but that was before the emergence of writing.

Entrepreneurship of artistic works:

Pioneering is the ability and desire to organize and manage the related technical workers, as the pioneering technical project is considered the basis for building and developing businesses that are able to compete and enter foreign markets.

Peter Drucker in 1985 was defined as an entrepreneur as the person who could move resources from low productivity to high productivity, as for Jeffrey Timmins in 1994, he was the pioneer. The Ottoman view of the literal sects in Ottoman Egypt, especially during the French invasion of Egypt (1213 AH / 1798-1801AD) and their economic role.

The Ottomans cannot be considered the only factor in the decline of industry in Egypt, but they were one of the factors that led to this deterioration, as the political unrest that Egypt witnessed before their era had an effect in this area, and if the French worked to revitalize some industries during their occupation of Egypt, this was in their interest, especially after the destruction of the French fleet in the Abu Qir naval position, and when they established some industries, they forbade the Egyptians to work in them for fear that the secrets of the French industry would be transferred to the Egyptians. Until they stayed in the country for a short period, during which Napoleon appointed some of the sheikhs of the craft in the court.

Findings and recommendations:

- 1- The necessity of coordinating work between institutions, companies and bodies concerned with economic activity and job opportunities to adopt and embrace initiatives in technical entrepreneurship projects and support empowerment to activate them.
- 2- Linking human resources development (entrepreneurs - pioneers) and establishing and developing small and artistic entrepreneurial projects, and working to benefit from the history of artistic entrepreneurship.
- 3- Establishing a reference website for initiators, artistic pioneers, and parties related to art.
4. Announcing an incentive prize for the best technical initiatives and artistic pioneering works.
- 5 -Technical support agencies for entrepreneurs.
- 6-Entities who are financially supportive of entrepreneurs.

References:

- 1-als3yd bryb4 : 2006·drast b3nwan "ras almal alm5a6r bdyl ltmwyl alm4rw3at al9'3yrt"·klyt al3lwml ala8t9adyt.
- 2-3bdalr7mn alraf3a :1930·"tary5 al7rkt al8wmyt wt6wyr nzam al7km fa m9r"·dar alnh'9t alm9ryt ·al8ahrt ·g2.
- 3-mahr 3la 3bd al7fyz:2016,:3b8r·ت اكي alm3mar الى l7'9art aleslam·ت بىن trath al7'9arat wm3a9rt alt6wrat·mgl al3mart walfnwn wal3lwml alansanyt.
- 4-a7md m7md al7tt: 1967·"tary5 m9r ala8t9ada fa al8rn altas3 34r"·alaskndryt.

يوليو ٢٠٢٢

مجلة العمارة والفنون والعلوم الإنسانية - المجلد السابع - العدد الرابع والثلاثون

- 5-s3ad na2f brnw6y: ،٢٠٠٥،" edart ala3mal al9'3irt) ab3ad llrئadt)" ،dar wa2l lln4r.١ ٦ ،
6-blal 5lf alskarnt ٢٠٠٨،"alrئadt w edart mnzmat ala3mal" ،dar almsئirt lln4r w altwz ٣ئw
al6ba3t ،١ ٦ ،alardn.
٧ -٣a6f al4brawy:2002،" tgarb 3almئ w 3rbئ lt4g ٣ئalebda3 altknwlgwy ،almnzmt al3rbئ
lltnmئ al9na3ئ w alt3dئ" ،alrba6 ،mars.
8-٣bd alraz8 al6n6awa al8rmw6:،١٩٩٥ ،"al3la8at alm9ryt al3thmanat"،dar alzhra2 ،al8ahrt.
8-٣la algrytla : 1981،"tary5 al9na3t fa m9r "،al6b3h dar 3yn lln4r waltwzy3.
10- hamltwn rgb ،harwld bwwn1988:،"almgtm3 alaslama wal'3rb"،al8ahrt ،g2.
11-amyn 3fyfa ،m96fa 3bdallh١٩٥٢:،"tary5 m9r ala8t9ada walmala fa al39r al7dyth "،mktbt
alanglw alm9ryt،al8ahrt.
12-gmal abw al5yr: 1989،"t6wralatgahat alfkryt lltrbyt alfnyt wt6wyradad m3lm altrbyt alfnyt
f m9r1805-1989.