Folk artistic creativity with digital collage technology to create designs for printed upholstery fabrics Prof. Naglaa Ebrahim Mohamed Elwakeel Professor of Design, Department of Textile Printing, Dyeing and Finishing, Faculty of Applied Arts - Helwan University Dr. Biham Mahamad Abd Elsalam

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Abstract:

Fine art has been trending since the early nineteenth century

until today to create many artistic works of aesthetic in a new way that challenges artistic traditions. These works were so effective that they changed the course of the plastic arts .

Experimentation is an opportunity to learn on the practices of creative thought, and we will rely in our research on experimentation in folk art because of its originality derived from the environment, and it contains symbols associated with history and myth and direct expression of the relationship of life to society in order to achieve artistic creativity by finding innovative formulations and solutions with Renewed relations between the popular plastic elements used and the floor represented in the textile printing surfaces of the upholstery fabrics in order to achieve multiple plastic values such as transparency, color dimension, contrast and color compatibility.

Folk creativity is one of the necessities of the vital activity of man within his society. Therefore, it was inevitable that it should be shaped by its continuous and successive legacies in the features and characteristics of contemporary works of art.

Technological progress in various fields of life have the greatest impact on the plastic arts, which led to the emergence of new patterns of fine art works that carry the spirit of the age, through the integration of science with art and the introduction of computers and modern technological tools and raw materials as auxiliary tools.

Key words:

Folk artistic creativity, digital collage, printed upholstery fabrics.