

# The Creative Features of the Naïve Spontaneous Artistic Façade as an Entry Point for the Creation of Contemporary Wall

## Hanging Fabrics Design

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### Abstract

The preservation of the realistic manifestation of the form, which sometimes reaches the point of artistic naivety, is only a path of plastic creativity at a time when the distance between the artist and the painting is canceled, and the narrative spirit prevails. Here artistic creations are manifested by a naive, spontaneous art that appears in an image free from submission to standards. The blocks and the scales of linear perspective or the law of volumes, in which it creates a state of spontaneity closer to playing and tampering with lines and colors, so that its lines appear more rigorous and its basic colors without mixing or analyzing and rotating and the painting turns into pulsating entities that interact with shapes to give us semantic and symbolic capabilities that can be interpreted, which helped to uncover new possibilities for these traditional codes. Possibilities that reflect a popular sensibility that goes beyond everyday function to innate practice, to creative art spaces. So naive art is considered creativity dominated by the naivety of action and narrative style, an art concerned with simplicity in performance and indulgence in the imagination of the image. Emphasizing the importance of innate, naive art, and the artistic capabilities it possesses with privacy and strangeness, the research presented in a fundamental point is based on the design of the hanging fabrics and its philosophy, an art springing from the community movement, a translator of its concepts and ideas, his culture and lived his suffering, art has become an important subject in the research of historical and artistic studies in the world and its inclusion in folklore due to its connection with tales and myths and its proximity to the surrealist imagination, the closest to the soul of man and his deep feelings without frills, as it is the closest to the reality of man in all ages, despite the weakness that appears in it. In the performance or decline in the construction of the work according to the view of some, due to the fact that it is an automatic art that depends on the moment of implementation without prior warning, preparation or sketches.

### Keywords:

Art - Naïve Art - Design - Textile wall hanging

### Introduction

The creative process tends to differ in a clear way in the different forms within the works of art, as it is a process of positive change, innovative upgrading, and effective development in order to organize one's life. (Abdul Hameed, Shaker 1987, 12) Creativity is the initiative shown by a person with his ability to break away from the normal sequence of thinking to completely different thinking. Genius is an attempt to overcome the contradiction in matters of taste and

the artistic values of things, that is, to bring about a change in people's tastes and in their conscience. (Okasha, Ahmed 2001, 36-37), and the importance of creativity, as Harold Anderson says, does not lie in the fact that it is a production process that witnesses every moment of the birth of an essence of momentary value, not only that, but the importance lies in the fact that creativity is a necessity One of the necessities of life (Al-Suwaidan, Muhammad 2004, 20). The artist's spontaneous, chaotic lines are more distinguished than the deliberate forms. The random, spontaneous lines are considered more expressive of the personality components, which appeared clearly in an art close to life, close to society, which is naive, innate art. An art that is considered the truest of arts that is not tainted by imitation or subordination to anyone, but rather comes out from the heart to the painting without frills, improvement, lies or hypocrisy.

### **Research problem**

The research problem From the previous presentation of the research introduction and the axes included in the background of the problem, we can define the research problem in several questions.

- 1- What is naive art?
- 2- What is behind this art in terms of creativity? How can we benefit from it in obtaining creative visions that are compatible with aesthetic and functional values?
- 3- How to benefit from naive art in creating contemporary textile designs and employing them on hanging fabrics.

**Research hypotheses:** In search of finding a solution to this problem, the research assumes the following:

- 1- The study of naive art and the new values it carries contribute to reaching innovative designs that enjoy originality and contemporary.

### **Research Aims:**

The research aims to:

- 1- Delving into the depths of naive art with the aim of revealing the nature of this mysterious art and its impact on the structure of the artwork.
- 2- Identifying the most important formal features of naive art in general.
- 3- The research aims to derive the aesthetics of forms that have a naive, innate nature through the theoretical study of that art.

### **Research Importance:**

- 1- This research is an attempt to enrich the field of designing textile pendants through:
  - 1 - Define what naive art is, its aesthetic features and creative format.
  - 2- Creating designs suitable for printing contemporary textile hangings inspired by naive art.

### **Research Axes:**

First: a historical study: through a historical study of the nature of the creative process based on innate naive art and the human feeling behind it through a study of some of the works of naive art artists.

Second: A descriptive and analytical study: This is done by studying, describing and analyzing some works of art that were based on naive art.

Third: An experimental study, through the applied side of the study, which is based on creating designs suitable for printing on textile hangers inspired by naive art.

### **The results of the research through the theoretical study and the applied study of the research, the following results were reached:**

- 1- The philosophy of naive, spontaneous art and its multiple directions enriched the artistic movement, which was reflected in the nature of textile design in particular.
- 2- Selection of simple, uncomplicated arts and what they contain of intellectual and mental contents is a topic that deserves attention and can be applied practically and even adds something new to the world of design.
- 3- It is possible to reach innovative hanging designs that suit the contemporary Egyptian home through naive art.
- 4- The study benefited from some of the works of naive art artists as a design input for textile hangings. (6) different designs were presented, derived from the nature of the Egyptian countryside as a source of inspiration, and they were used as hangings in a contemporary Egyptian house.

### **2- Recommendations:**

- 1- The research recommends the need to take advantage of naive art in creating contemporary textile designs and employing them as complements to the contemporary home.
- 2- The need to link design to human life and the reality in which he lives, and to allow those who are not experts to express their reality with artistic works, in order to highlight new formulas and solutions for the design process.
- 3- Taking care of textile pendants because they add aesthetic values when decorating places with them.

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