

The comparative and competitive advantage of the technical and functional diversity of Arjun and Palm Leaves in developing traditional handicrafts

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Abstract:

The study aimed to invest techniques and methods of artistic works with a technical and functional diversity of the ores of Arjoun and palm leaf as plastic media with a comparative and competitive advantages to develop handicrafts and develop the skills of students, craftsmen and youth in Aswan Governorate, where field visits to craftsmen and training workshops aimed at encouraging women and girls on environmental practices and applying plastic techniques using a mood board to facilitate the materials. The technology saves time during design and implementation, and the study relied on the semi-experimental and applied approaches, and recommended support for talents in specialized colleges and schools through specialized workshops and training courses to develop their talents to be a nucleus for trainers for some trades that depend on sustainable environment materials, and to encourage young people to establish small and medium projects. As a comparative and competitive distinction in society, it helps in economic progress and increase in exports.

Key words:

Comparative and Competitive Distinction - the palm Arjun - Folk handicrafts.

Introduction to the study and its problem:

Handicraft folk industries are considered a cultural heritage in which the utilitarian function is mixed with religion, customs and traditions are mixed with inherited values, from which the identity of peoples is inferred with their cultural legacies, aesthetic taste, lifestyle and thinking as an activity that provides employment opportunities and contributes to improving income and raising the standard of living, as it is one of the important factors to revive the commercial, tourism and economic movement with legacies. Intellectual and emotional materials, and different tools and methods of production.

The environment, with its materials, was an inspiring source for many popular crafts that enhance the innate role of the artist, as craft production is not just a marginal commodity, but rather a base that represents the backbone of economic life with a continuous cultural system, which gives its workers the status of artists or intellectuals, as the products were characterized by an aesthetical and industrial aspects together to acquire skills from “the history of environmental crafts as a history that reflects a record of artistic, cultural, industrial, agricultural and social activities that show an emotion in which the creativity of the lives of parents and grandparents is reflected in the various industries used in life.

The study by Abd Elgany Alya mentioned that the palm is one of the most important trees that each part of it is used in a different industry, in line with the current study, as the fronts of

the leaves are used for the manufacture of fences and cages, wicker in the manufacture of bags, ropes, hats, mats, baskets, and fibers are used for the manufacture of ropes and their timber in the manufacture of roofs, and their fruits entered in ointments manufacture as they are curative compresses for some diseases: We often see on the walls of tombs and temples of the modern state, the Doum palm alone or accompanying the arjun palm, the Badari civilization 4500 B.C. "in the form of small bundles that may have been treated by beating to make them more flexible, so mats of leaf and palm leaf were found to be useful in bedding and floors and wrapping the dead bodies, Soliman Mahmoud Hassan's study dealt with folk crafts such as the craft of making mats and baskets in Egypt since the Neolithic era for the operation of plant raw materials, which he benefited from in artistic education at the secondary stage to be a nucleus of a small project and a productive school for the local community that carries out artifacts coping with the uses of the environment. He found "a braided mat made of palm fronds (the party) and another made of Doum palm (Talil) wicker in the form of a mat composed of white and black, which was used in the covering of the Kaaba during the season of Hajj "which is also used in military bows, popular brides, the stand and bags with the techniques of wrapped baskets from Nubia and is used in the treatment of spinal pain by sleeping on the mats of the gorbah and palm fronds in Nubia and" covering the dead bodies with mats that were stretched over the remains to rise 20 cm on the walls of the grave itself.



Picture No. (1: 5) The image of the god Anubis preparing the dead for his eschatological journey - the mats of Al-Leif and Arjun - Al-Anjrib, Nubian mats and dishes <http://www.kabbos.com/index.php?darck> according to

Popular dolls are made as toys for children in the oases and villages of Fayoum, made of braided palm leaf, used by Tihama tribes who are located across the Red Sea coast in Hijaz and Yemen. With the hot weather in summer, in France there is an archaeological exhibition that contains traditional woven masks and shoes made of palm fibers that protected them from the rough roads, hats and robe, nets to keep fish and a robe for the owners of apiaries”
Picture No.(١٠ :٦) .



صورة رقم (٦ : ١٠) قلا عن <http://nzetc.victoria.ac.nz/tm/scholarly/tei-Cen01>

Study Objectives: The study aims to:

١. Investing the techniques of Arjun and palm leaf in making artistic artifacts of technical and functional diversity to develop handicrafts and preserve them from extinction with a comparative and competitive advantages.
٢. Developing plastic employment skills in the ores of Arjun and Palm Leaves, in order to develop folk crafts.

The importance of the study:

- Opening new horizons for experimentation in Arjun and Palm Leaves, which benefit those in charge of training youth, students, craftsmen and curriculum developers, thus contributing to the development of technical cadres to meet the needs of the labor market, solve the unemployment problem and preserve the popular crafts from disappearing.
- Employing safe materials - available throughout the year - that are characterized by strength, rigidity, cheapness and weather resistance.
- Linking art education students with their community, environment, and the craftsmen around them for training and education, and providing a comparative and competitive advantage in the field of handicrafts. By offering its goods at low cost, or by providing its customers with better goods or services than the goods and services of its competitors, and / or by focusing on a specific need of consumers.

Limits of the study: The study was limited to the following:





• Objective borders: Artifacts based on the formation of Arjun and palm leaf. Spatial boundaries: Aswan Governorate.

• Human Borders: Students of the third year of the Faculty of Specific Education - Aswan University - craftsmen - graduates of the Faculty of Fine Arts.

Study methodology: The study follows the descriptive and experimental approach through experimental applications with three main axes:

The first axis: plastic and technical methods: Arjun ore and palm leaf are accepted through experimental practices, “controlling them by revealing their formative energy and expressive capacity, then performance and implementation as a stage of aesthetic

insight that supports the interaction between the artist’s senses and his abilities to shape using different techniques”. Pictures (36: 77) Experiments by the Researcher:

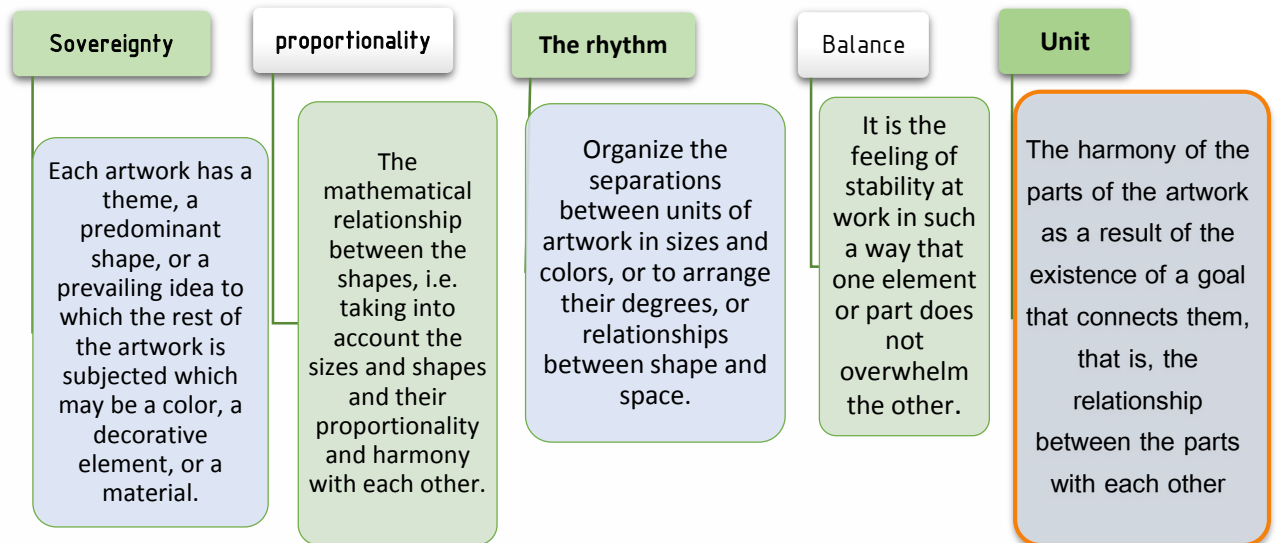
Arjun techniques:		
<p>Knitting:</p> 	<p>Drill with hand and electric drill :</p> 	<p>Incineration by incineration machine</p> 
<p>Stereoscopic texture</p> 	<p>The fabric has different textures</p> 	<p>Scraping on lameness</p> 
<p>Assemble with glue</p> 	<p>Embroidery with laminate slices</p> 	<p>Grinding into a powder</p> 
Palm leaf techniques		
<p>Stereotactic molding of fiber strips</p> 	<p>Coarse and fine fiber fabric</p> 	<p>Casting and stereoscopic molding</p> 
<p>Dyed fiber embroidery</p> 	<p>Abrasion, drill and sanding</p> 	<p>Fiber dyeing</p> 
<p>The method of plaiting the longitudinal slices with successive stitches gives a beautiful appearance to the product and increases its durability.</p> 	<p>Weaving with straps. Arjun has been woven into belts called the gorbah. Artistic and aesthetic images, color relations and texture of the natural plant component, as the basic unit of construction.</p> 	

Twisting, folding, bending and twisting again after a period of softening in water.



The artistic works are concerned with putting the objectives of experimentation into practice according to codified conditions so that the constants can be controlled and the variables can be controlled and limited in a narrow range by changing, switching and organizing relationships in search of new dimensions. The term "is derived from the Greek word Empiria (experiment) by using curricula that are based on a set of recognized theoretical principles. It collects techniques and chooses from them. It transforms from the mood board to the sample board. Experimental techniques are attached and presented to students or craftsmen to choose the implementation mechanism, thus facilitating the design and arrangement of materials and techniques. Colors and the functionality of the work carried out, are considered as a record of the occupied, shortening the time during design and implementation.

Principles of composition: (unity, rhythm, balance, supremacy, proportionality) must be taken into account when forming:



Every artistic work has a functional content (intangible or material) related to the form and the material, “The functional content is not limited to the technical side of the multi-level artistic work, but also the moral side with the literary and emotional content, which is a functional aspect that the material and skill share in its evaluation and demonstration.” Organizing and conducting a small project to train a group of uneducated and non-working women to develop their technical skills, train first graduates, train craftswomen and make exhibitions, and the produced artifacts are one of the basic components "to attract visitors as one of the human motives for preserving and developing traditional crafts" for the continuation of sustainable development through the artistic formation of Arjun and palm leaves because they contain the cultural authenticity of a technical development through inherited experiences of life experiences and the plastic and productive capabilities of the available materials within each community, and we see the effect of this after a period of field visits.

Results:

1 -Arjun and Al-Nakhil Leaves were formed for the people of Aswan and Nubia and the students of the Faculty of Specific Education, to become one of the subsistence industries in the field of handicrafts with relative and competitive advantages.

2-Activating the role of technical works in developing the skills of plastic employment in a technical and functional diversity in the two ores of Arjun and Palm Leaves to develop handicrafts, and to form an information bank by communicating with the designated bodies to provide free advisory services to craftsmen and youth.

3 -Implementing workshops and exhibitions that benefit students, non-specialized youth, and the breadwinner woman, taking advantage of the mood board as a competitive advantage that meets the needs of the labor market, reduces unemployment, and opens up a profitable competition field of available local materials that shorten the time during design and implementation.

Recommendations:

١ .Directing youth projects towards the application of techniques for working with palm waste in the production of tourist crafts aimed at preserving and improving the environment and helping to eliminate it safely.

٢ .Linking separated rural youth to the employment system, encouraging women and girls to adopt environmental practices and applying production methods, especially girls who have dropped out of education, as well as divorced women, widows and breadwinners.

٣ .Activating the project of qualifying students of the final teams for the labor market at the Career Development Center at the university by providing qualified training courses according to the labor market invasions and the development of industries and converting them into an institutional project, as a comparative and competitive advantage in society to improve income, provide job opportunities and raise the standard of living.

٤ . Holding periodic exhibitions that help develop internal and external tourism to become one of the subsistence industries, which are included in the tourist attractions characterized by the cultural and heritage expressiveness.

٥ . Amending the study plans (by laws of courses and departments) to make an organic link, as possible, between technical education at the level of schools and institutes - technical and the requirements of self-development with sustainable materials for each region / governorate that includes its operational plan - whereby benefiting from palm waste for sustainable development by a productive reality for setting up investment projects.

٦ The establishment of the open day, the charitable market, the school fair, the day of the profession and the trade forum, granting school principals the powers to self-finance some of their projects and dispose their additional financial allocations, raise the efficiency of school employees 'performance and block the sources of educational waste in them and teach the student a craft that makes him respect the workforce and gain job opportunities for the breadwinner mirror from the organizational construction standard for a home craft for self-sufficiency of the family whose outputs are an aesthetic utilitarian production.

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