

Design of sculptural product with an Egyptian cultural character

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Abstract:

Culture in different countries has its own characteristics, whether local or global, and these characteristics shape and control human behavior towards everything in life. Different cultures are generally similar and differ in details. Where cultural design employs cultural elements to create products that are widely sold around the world, how can cultural design be incorporated into product design methodologies to explore new areas in the design process and gain deep experiences that are relevant in the job market. Because of intense competition, companies try to offer attractive products to consumers. The cultural design approach is used by many companies to develop products that draw on consumer cultures.

Artistic activities are the main cultural features because they were used in all parts of the world, where they are considered a representative of culture that expresses social life. Art activities include many forms such as painting, sculpture, writing, artifacts, etc., and cultural features play a major role in the design of contemporary products. , artistic activities are values that can inspire designers a new and different imagination and vision to connect culture with modern design.

Need to Design "Egyptian Cultural Features" in Modern Products Ancient Egyptian culture provides a good example of applying cultural features to design while retaining meaningful cultural value. This paper explains the cultural features of the ancient Egyptian culture, and how to transform these features into the design of a new cultural product that can suit the contemporary market. Thus, cultural products can extend the heritage and traditional values of consumer culture and increase the sense of spiritual essence in human life. Perhaps the best way to expand the culture of the indigenous people in Egypt is to promote it in the daily life of consumers through the impressions obtained through the use of products such as handicrafts, decorations, utensils, furniture, ornaments and packages whose designs are based on that culture.

Key words:

Cultural design, product design, ancient Egyptian civilization