

## **Areference unit for the execution of a contemporary marketable artcraft Through of sustainable development and preservation of identity and heritage**

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### **Abstract:**

A Reference Module for the execution of a contemporary marketable artifact

In the light of sustainable development and preservation of identity and heritage

The research sheds light on the possibility of offering a reference unit for the training and implementation of contemporary art work (two or three-dimensional) inspired by the aesthetics of fabric formation (Khayamiya) as a cultural heritage, and marketable in the light of supporting sustainable economic growth and preserving identity and heritage through the following:

-Developing the technical ability of students (first year) at the Faculty of Art Education, Helwan University, providing them with knowledge and skills, and training them to master the technical methods necessary to implement artistic works.

-Employing plastic vocabulary and structural foundations for some decorations inspired by the Egyptian artistic heritage according to modern artistic and plastic formulations, with an emphasis on the aesthetic and functional values of the artwork.

The importance of this unit is due to the study of this important cultural and artistic heritage, and the training of students scientifically and technically to implement marketable artifacts characterized by authenticity and contemporary, and is an important source for preserving heritage and the identity of the handicraft product in light of the major economic transformations witnessed by our contemporary culture in changing market values and public taste . And that is through the development of technical and plastic formulations that depend on new research hypotheses, whether at the level of perceptions, design, how to achieve or marketing, in a way that effectively contributes to pushing the development train, increasing national income and achieving sustainable economic growth. Hence the following question was identified: - How Can a contemporary art work based on the aesthetics of fabric formation and marketable in light of sustainable development and preservation of identity and heritage be able to compete and confront in light of globalization and market challenges?

The students of the first year at the Faculty of Art Education, Helwan University, class of 2020/2021, implemented a variety of artifacts (two - three dimensional) that are marketable with aesthetic and functional values inspired by the artistic heritage (Islamic - folk). The results of practical applications in general achieved the goal. general unit.

Among the most important results were the following:

-<sup>1</sup>The research hypothesis was achieved where it was possible to design a reference unit to implement a marketable contemporary art work with aesthetic and functional values inspired by the Egyptian artistic heritage.

**Among the most important recommendations were the following:**

-١) Providing more strategies for teaching, learning and technical training, whether for students, young graduates or craftsmen, as a means of preserving the cultural and artistic heritage of handicrafts, increasing the quality of the local product and achieving sustainable economic growth.

**Keywords:**

reference unit; busy art ; marketable; sustainable development; Identity and heritage