

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

Introduction :

Product design is defining the specifications of the product parts and their relationship to each other that makes them a unified whole. The product design must meet a wide range of requirements in a state of effective balance. The product is designed to perform a set of functions efficiently and reliably, to be affordable, safe and easy to use, to have profitable sales, and to suit the purposes and tendencies of the consumer, taking into account the cost of its operation (Sama Ahmed 2013, 25).

Where we now live in a small world with a global market. Therefore, we must think in a non-local way to keep pace with global markets, and in light of the fierce competition in global

markets, products lose their identity due to similarity in function and form, and through cultural design and cultural characteristics that give the product a unique personality and enhance the product's identity in the global market. In markets Global The links between culture and design are becoming increasingly close. (Ya-Ping Chang2007, 1)

Research Problem :

The problem of the research lies in the lack of designs for cultural products that are based on formal studies of ancient Egyptian art, which consolidates Egyptian identity with modern designs.

Search Goal:

The research aims to consolidate the vocabulary of ancient Egyptian art, including formal formations and studies in the design of cultural products

Research Hypotheses :

Relying on the study of ancient Egyptian art, especially the Djed symbol (where Djed appears on columns, tomb walls, lintels (the main beam that rests on the columns), palace walls, colored papyrus panels, and especially coffins. Once one realizes Djed and its importance to ancient Egyptian culture It is a powerful symbol linked to the god Osiris and his return from the dead. The symbol has been interpreted to represent various things such as the spine of the god Osiris, and the tamarisk tree that surrounded the god.

And the fertility pole is raised during festivals. However, it seems that "stability" was its basic meaning and the meaning to which the ancient Egyptians attached great importance, and the eaves, which is the Egyptian frieze that tops the walls of stone buildings in the form of a quarter of a concave circle that increases in prominence and inclines outward as it approaches the upper edge of the eaves.

Research Importance :

The importance of the research lies in studying the impact of ancient Egyptian art, especially Egyptian symbols, in order to design cultural products of aesthetic and symbolic value

Research Methodology :

Due to the nature of the research, the most appropriate method to be used is the descriptive and analytical method. The experimental method is also used in research applications through the standards of cultural design.

Results:

- The product has become an essential element of marketing that focuses on developing and presenting products that achieve the desired satisfaction for potential customers in the target market.
- The most successful designs come as a result of the link between cultural design and product design that meets consumer needs.
- Studying and analyzing user behavior is one of the most important activities that helps the designer understand the nature of the user and determine his needs and desires

Recommendations:

- This study recommends more advanced studies in the areas of:
- Cultural design methods and their inclusion within academic programs
- Related to product design in all college departments.
- The need to provide the Arab library with references in the fields of product design and modern design methods, especially those centered around humans.

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