

The role of form and content in achieving sustainable artistic formation according to the perceptions of the Saudi city (The Line)

Prof. Dr./Tabara Jamil Taha Khasifan

Professor, Department of Drawing and Arts College of Design and Art University of Jeddah – Jeddah – Kingdom of Saudi Arabia

tjkhusaifan@uj.edu.sa

Researcher / Huda Ali Ibrahim Babaier

Researcher in a PhD program - drawing and painting- College of Art and Design – University of Jeddah

Hudababaier@gmail.com

Abstract

This research tended to study the role of form and content in the artistic composition, due to its great importance in the field of contemporary arts, despite its controversy among philosophers and the tendency of some of the sufficiency of one of them for the success of the work. It has been directed to take advantage of the future visions set by the Kingdom of Saudi Arabia in the designs of the city (The Line) located within the NEOM projects in the northwest of the Kingdom, which constitutes one of the main goals of Vision 2030, due to its unique artistic composition that reflects around it the concept of formative relationships. In a sustainable content linking human life with the surrounding environment. The importance of this research lies in shedding light on the importance of integrating form and content in achieving sustainable artistic formation, through future perceptions of the Saudi city (The Line), which aims to form a sustainable urban community, as the city was designed longitudinally in the form of a straight line with a surface reflected on The environment surrounding it includes, in turn, three vital areas that are linked in turn to the main factors of the concepts of sustainability. The objectives of the research come in three main points, which are to reach the importance of integrating form and content in achieving sustainable artistic formation, and to benefit from the perceptions of the Saudi city (The Line) in enriching the field of plastic arts in 2030, and a statement of the spatial importance of artistic formation and its relationship to the concepts of sustainability. The search tool is through observation in the images taken from the future city designs (The Line), and the use of the descriptive and analytical approach for the main research axes and the analytical aspect of future perceptions. Previous studies were used in this research, which enriches the theoretical framework of the research, which came in its main axes: Form and content, artistic formation and its relationship to sustainability, benefiting from the perceptions of the city (The Line), and the research reached results, the most important of which was that the artist's adoption of a specific thought or perception through which he achieves his desired goal increases his ability to innovate and create, and the growth of his knowledge and experiences through theories and information The unity of form and content has an aesthetic and artistic importance in shaping sustainable artistic formation according to factors that the artist or designer must take into account when the goal is environmental sustainability, and

the need to develop the visual culture of the artist for sustainable environmental forms because of their essential role in keeping pace with this age based on artificial intelligence.

Key words

Form and content ، technical composition ، the line ، sustainability