

## الحُضور اللّوني في الدلالات اللّونية الحديثة للمنسوجات

## The Color Presence in Modern Color Implications of Textiles

د/ نوال زويدي

أستاذة بالمعهد العالي للفنون والحرف بقفصة، تونس

**Dr. Nawal Zoueidi**

**Professor at the Higher institute of Arts and Crafts in Gafsa, Tunisia**

[nawalzoueidi2021@gmail.com](mailto:nawalzoueidi2021@gmail.com)

### **Abstract:**

The presence of color in textile practice represents a vital element that significantly influences the aesthetics and artistic expression of textiles. Since ancient times, artisans have used color as a means of expressing cultural identity and tradition, as colors carried deep symbolic meanings and cultural connotations. The sources of dyes used to color fabrics vary, from natural dyes extracted from plants and minerals to modern synthetic dyes that offer a wider range of colors. In the contemporary context, the use of color in textile practice requires a combination of traditional knowledge and modern innovations. Designers play an important role in integrating color in a way that enhances the aesthetics of textile work, calling for an understanding of the complex relationships between artisans and designers. The choice of color depends on a number of factors, including the cultural context, the materials used, and current market trends. Colors in textiles interact with visual and artistic dimensions, contributing to determining audience perceptions and influencing their mood. For example, warm colors are used to attract attention and create a sense of comfort, while cool colors are used to create a sense of calm and relaxation. The use of color can also reflect social and economic changes, as cultural trends influence color choices and their application in modern designs.

Besides aesthetics, sustainability also plays an increasingly important role in the use of color in textile practice. With growing environmental awareness, many artisans and designers are seeking to use eco-friendly coloring techniques, requiring consideration of how dyes are extracted and applied in a sustainable manner. It is clear that the presence of color in textile practice is a multidimensional topic that reflects a rich interaction between culture, art, and technology. Therefore, this research seeks to explore the presence of color in modern textile color connotations, analyze the impact of color on textile designs, understand the relationship between artisans and designers in their use, and examine the evolution of traditional and contemporary coloring techniques.

Through this exploration, we seek to highlight the importance of color as an essential element in textile design and its impact on shaping the aesthetic and functional identity of textiles. Color plays a pivotal role in textile practice, as it is considered one of the most important elements that give textile pieces visual beauty and cultural value. Throughout history, colors have been a means of expressing cultural and social identity, and they also carry symbolic meanings

and connotations that vary from one culture to another. In traditional societies, craftsmen relied on natural sources to extract dyes and color textiles, paying special attention to selecting colors that express their culture and traditions. In the modern era, with technological advances in the textile industry and the emergence of new coloring techniques, textile practice has undergone significant transformations. The presence of color is no longer limited to aesthetic aspects but has expanded to encompass other functions, such as achieving innovative visual effects and meeting market needs for durability and attractiveness. This transformation has prompted artisans and designers to collaborate, with traditional craftsmen combining fine manual skills and designers adding creative touches and modern technology to color selection and application. The growing interest in the role of color in contemporary textile design reflects a greater awareness of the importance of color as an expressive and artistic tool. Whether in traditional or contemporary textiles, color remains a fundamental element that shapes a textile piece's identity and determines how the audience interacts with it. Color also contributes to enhancing the value of textiles, not only aesthetically, but also through the continuity of these practices in preserving cultural heritage and developing modern methods that reflect the spirit of the times.

Therefore, this research seeks to explore the presence of color in textile practice, analyze the impact of color on textile designs, understand the relationship between craftsmen and designers in the use of color, and study the development of traditional and contemporary coloring techniques. Through this exploration, we seek to highlight the importance of color as an essential element in textile design and its impact on shaping the aesthetic and functional identity of textiles. The research problem is to explore the presence of color in textile practice.

To determine the dimensions of this problem, how does the use of color affect the aesthetics and effectiveness of textiles in traditional and contemporary textile practice? This question explores the impact of color on the visual and aesthetic perception of textiles and how the public interacts with them. It also aims to determine the choice and application of color in textiles, and how do the colors used in textiles reflect cultural identity and social changes in different societies? This research seeks to analyze how colors embody cultural values and traditions.

These questions contribute to clearly defining the research problem, as they aim to study the relationship between color and textiles, examine the role of individuals in these practices, and explore the cultural and social dimensions of color presence. This analysis will help develop a comprehensive understanding of the various dimensions of color presence in textile practice, contributing to improved design and implementation strategies.

This research also addresses the importance of color presence in textile practice and reveals how colors influence the aesthetics and effectiveness of textile pieces. Color is an essential element in enhancing the appeal of textiles, whether traditional or contemporary. Therefore, the importance of the research lies in examining the aesthetic impact of color in textiles and studying the effect of colors on attracting the eye and highlighting textile design. It also examines the role of color in cultural identity, how color reflects cultural values and traditions in textile practice by enriching contemporary textile design, and the role of color in enhancing creativity in the field of textiles, exploring the impact of color on textile practice.