The Role of Textile Printing Design in Theatrical Costumes Design
A case study on Opera "Aida" Performance

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- **Abstract:**

The theater is one of the most important human arts, as it contains a number of artistic elements such as script, acting, scenery, costumes, lighting, tricks, music and physical performance. Each art contributes a certain proportion to the production of the integrated theatrical performance, and despite the technical development and high potentials of execution on The Great Theater of the Egyptian Opera House in the scenes, lighting and tricks, innovation has not reached the costumes design, especially the Aida Opera performance which is still implemented on the same first design, made by Italian Pietro Riba for almost twenty years now, so the researcher has thought to rephrase it through a different Egyptian vision of design in a way that enriches the dramatic vision of the shows performed in Cairo Opera House.

In order to achieve this, there has been a need for a historical study of theatrical costumes design in general, the old Egyptian fashion style and the decoration of the old Egyptian art in particular, together with the technical analysis of the costume design of "Opera Aida" performance which was held on the Great Theater in Cairo Opera House in January 2015 to innovate new vision of design that not only maintains the same effect of plastic and dramatic impact, but also gives it new features of change, diversity and low costs, especially in the large numbers of groups of chorus and dancers. Thus, "Opera Aida" has been selected as subject of research considered for being one of the brightest and most prominent marks in the history of serious arts, and a very special state of art, as it is one of the world's most famous operas, in addition to being a model of artistic interaction between the history and Pharaonic civilization, and a symbol of the Egyptian identity.

- **Research Significance**:

To shed light on costumes of opera theater, especially Opera Aida, as a subject that has not sufficiently been studied in the field of textile printing.
1. To innovate new vision of design that contributes to the modernization of the system of formation of costumes of opera theater by the vision of the Egyptian designer.
2. To Link the design of textile printing and the theatrical arts to present it as an influential element of the plastic framework for the scenes of operatic theater.

- **Research Problem**:

In which the student discussed:

1. The potential of inventing new design solutions for the design of textile printing in the operatic theater, especially Opera Aida, that contributes to the realization of the aesthetic values that affect the dramatic aspect of theatrical performance of Opera Aida

2. Use of designing computer programs to create new textile printing designs and implement them by heat transfer.

- **Research Objectives**:

The student has found that this research achieves several goals:

1. Developing of new solutions for the design of textile printing using designing computer programs and implement them by heat transfer in a way that achieve aesthetic and functional values affecting the plastic and dramatic framework of the operatic theater of the Cairo Opera House, especially Opera Aida.

2. The analytical artistic study of decorative and architectural units in the ancient Egyptian art and its significance for the use of the design of textile printing and the theatrical scenes of "Opera Aida".

- **Research hypotheses**:

The research assumes that:

1. Studying the technical bases in textile printing, the ancient Egyptian fashion design and decorative units positively affects the costumes of the operatic theater especially Opera Aida that has a large number of performers (singers, dancers and chorus), and this needs the provision of suitable costumes with specific details and low cost.

2. It is possible to benefit from computer programs in innovating design solutions for textile printing, which contribute to enriching the role of the dramatic aspect accompanying the costumes and operatic theater scenes.

- **Thesis Scope**:

The thesis is determined in:

1. **Scope of time**: Opera Aida performance held in January 2015.
2. **Scope of Place**: The Great Theater in Cairo Opera House in Egypt.
3. **Scope of subjects**:

– **Analytical artistic study**: The study and analysis of models of the theatrical costumes of "Opera Aida" performance.

– **Applied Study**: to function the innovative designs of the study as costumes for theatrical performance in modern techniques (heat transfer printing).

- **Research Methodology**:

The research combines several approaches:

– **Analytical descriptive approach**:

A descriptive artistic analysis of models of costumes of Opera Aida performance.

– **Applied Curriculum**:

Conducting applied technical experiments which is derived from analytical studies to create artistic designs of textile printing and use them in application to achieve research hypotheses.

• **Research Definitions**:

- Opera:

An Italian word that means literary or artistic work. It is derived from the Latin word Opus, which is a play composed of a theatrical script accompanied by music and singing by a group of performers composed of soloists, chorus or choir, it also contains, (In addition to acting with singing and dancing), other arts, including costumes design, stage settings, furniture, sound effects and lighting.

- Design:

The whole process of planning and creating anything in a way that is not only satisfactory from the functional or beneficial point of view, but also brings pleasure to the soul, which satisfies the needs of the human being both beneficially and aesthetically at the same time.

- Scenography:

A concept that includes everything that exists within the theatrical scene such as static or dynamic decorative pieces in the theater space, the actors moves, the costumes they wear and the lighting falling on the stage.

• **Research Tools**

1. Arab and foreign references.
2. Scientific theses (MSc, PhD and both published and unpublished researches).
3. Specialized encyclopedias.
4. Specialized journals and periodicals.
5. The Internet.
6. Specialized computer programs such as: Adobe Photoshop CC 2015 - Adobe Illustrator CC 2015.

Conclusions:

In the end of this thesis, the student has achieved the following results:

– The benefit of the artistic analysis of the costumes of Opera Aida performance held on the Great Theater of Cairo Opera House in January 2015 and the study of the decorative units and fashion style of ancient Egyptian art, which contains artistic and aesthetic values, in the creation of printed textile designs having contemporary artistic values using designing computer programs (Adobe Photoshop CC 2015 and Adobe Illustrator CC 2015).

– The student has functioned innovative design ideas in the costumes of the Opera Aida performance on different materials by one of the digital printing methods (Heat Transfer) for its high quality, low cost effort and time saving results.

– The role of textile printing design has raised the aesthetic value of the theatrical costumes design by linking the used decorative elements and the historical and dramatic aspect of Opera Aida events, in which the researcher has inspired her designs from the ancient Egyptian and African decorative elements as the Opera Aida events takes place in Ancient Egypt.

– After the artistic study, the operatic theater has been presented as a significant art in the field of developing artistic designs especially in textile printing.