

The correlation between designing printed textile Wall-hangings and metal wall-coating for touristic resorts

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Introduction

Africa is distinguished with its cultural significance; as it is the origin of ancient human races; the first human artistic creation emerged in Africa, where primitive humans had practiced their activities during the stone-age. Africa has a special artistic history which had started with scribbles and drawings on caves walls; used as rituals by the prehistoric nations; usually illustrating the animals they used to hunt.

African arts and artifacts are represented in various collections of wooden sculptures, copper & leather products, textiles and ceremonial religious masks, although; and despite the richness of this art which influenced many artistic approaches; only few designers attempted to benefit from its aesthetic values and symbols in their work.

This research attempts to lead the way to experience and utilize the expressive and symbolic values of the African art in designing printed textile wall-hangings and metal wall-coating, to decorate the reception and lobby areas of African-themed hotels and touristic resorts.

Keywords:

Correlation / wall-hangings printed textiles / metal wall-coating

Problem

- Design studies of textile and metal products have not addressed the correlation between both fields as a modern artistic methodology that can be beneficial as a new and experimental thinking approach in these fields.
- Application of the correlation between textile printing and metal products using the African art; as a heritage art; to create designs for touristic villages that combine both fields with authenticity and modernity.

Significance

- Contribution in creating new methodical ways to develop printed textiles for wall-hangings and coatings.
- Propose a new artistic vision for the philosophical perspective of African art aesthetic values.
- Create new patterns to design printed textiles for wall-hangings and coatings for touristic villages; that combine them with the African art in the one-piece design style.
- Contribution in enriching the Arab literature with a correlated analytical study that connects wall-hangings and coatings with the African art.

Objectives

- Create designs for printed wall-hanging textiles and wall metal-coatings by utilizing the African art.

- Accomplish the integration between the developed products of different specializations and materials (printed textile wall-hangings and metal wall-coating used in touristic resorts).
- Use the wall hangings developed through the research experiment to decorate reception and lobby areas of the African-themed hotels and touristic resorts.
- Study the philosophical perspective of the aesthetic values of the African art; and utilize them in developing printed textile wall-hangings and metal wall-coating.
- Initiate a new experimental approach that can help solving the problems that face designers in their work.

Hypothesis

The research suggests that:

- It is possible to combine between the African art and metal wall-coating to produce printed textile wall-hangings designed for touristic resorts.

Delimitation

Spatial limitation:

Utilization in the reception and lobby areas of African-themed hotels and touristic resorts in Egypt.

Objective limitation:

The research is limited in creating designs for wall-hangings printed textiles and metal-coatings by utilizing the African art.

Methodology

The research follows the analytical descriptive method and the experimental method, as follows:

The analytical descriptive method: to explain and describe selections of the African heritage.

The experimental method: to create attempts to design printed textiles for wall-hangings and metal wall-coating.

Practical study

The practical study was based on the following steps:

1- Create design ideas for metal wall-coatings inspired from the African art (3 design ideas): These ideas were executed using “Repoussé”; which is a simple technique that forms the metal piece with cavernous and protrusive parts and various surface heights which gradually curve and fade.

2- Create design ideas for wall-hangings printed textiles inspired from the African art (4 design ideas):

Which were executed using “digital printing”; which is one of the modern techniques used in printed textiles in general; and printed textile wall-hangings in specific; and is one of the outputs of the technological development, in which printing is done through digital files and design is directly transformed on the textile material without any mediators, as information is conveyed from the system digital memory to the textile material.

3- Create design ideas for integrated printed textile wall-hangings that combine the African art and metal wall-coating (3 design ideas):

Textile hangings and metal wall-coating were integrated by techniques related with the application products; “digital printing” was used to execute the printed textile wall-hangings, while “Repoussé” technique was used to execute the metal parts of the wall-coating on copper plates that can be easily installed in the textile wall-hanging by pins at the end of the metal part that are bent to fasten into the printed wall-hanging.

Examples for the developed designs:



Metal wall-coating that represents a copper African mask



Printed textile wall-hanging inspired by the African art



Printed textile wall-hanging that combines the African art and metal wall-

- 1- The African art is a rich source for design ideas; as it incites the creativity of the designer.
- 2- Creation of printed textile wall-hangings that combine metal wall-coating and the African art.
- 3- The African art can attract international interest; and can be utilized as an effective element in the tourism industry.
- 4- The formations and symbols of the African art can be creatively utilized in the field of interior design for touristic villages to help provide unusual tourism experience.
- 5- The variety of materials in the same design increases and enhances the aesthetical value; due to the variations in the surface appearance.

Recommendations

- 1- It is important to provide new approaches to integrate the scientific specializations of the applied arts to serve the community.
- 2- Experimenting and utilizing the inputs of the African art to create serious and innovative artistic works.

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