

Art of Calligraphiti and Its Role in the Identification of Contemporary Interior Design & Furniture

Assist. Prof. Dr. Nermin Ahmed Sabry Helal

Assistant Professor in Interior Design & Furniture Department, Faculty of Applied

Arts, Helwan University, Egypt

nahmedsabry@yahoo.com

ABSTRACT:

From time to time, the peoples need to assert themselves, to show their distinctiveness and uniqueness, and to have an identity that helps to raise the status of their members in different societies. The presence of identity contributes to the individual's sense of individuality and privacy, and it is considered the image that reflects his culture, civilization, and history.

In this regard, the Arabic calligraphy is one of the Islamic motifs elements that express the Arab identity. Therefore, the research problem appears in the following questions: How can Arab identity be achieved in Interior Design & Furniture? And how can the Arabic calligraphy be used in a contemporary way to achieve this identity? So, the research aims to presenting a contemporary vision for the use of the Arabic calligraphy in Interior Design & Furniture from the perspective of Calligraphiti. The research derives its importance from being it sheds light on the role of modern arts in reviving the elements of heritage in a contemporary way, through the development of new design formulations, based on the research hypotheses that reviving the heritage in contemporary designs contributes to the assertion of identity and the achievement of excellence, and that interest in the Arabic calligraphy- as one of the heritage elements of Islamic Art- is one of the mechanisms of heritage revival, in addition, the art of Calligraphiti has an effective role in enriching the creative process of the designer.

The research is divided into several axes, the first axis: it is a historical overview of the Arabic calligraphy, where we learn about its origins, factors of prosperity and its uses in the Islamic civilization, and through the second axis: it includes a technical study of the Arabic calligraphy; its types, features, characteristics, forming styles, and methods of use in Interior Design & Furniture, then the third axis: it reviews the Arabic calligraphy and the development movement- represented by the art of Calligraphiti, its definition, its origins and factors of appearance, characteristics, methods of achievement, and its applications in Architecture, Interior Design and Furniture. The objective boundaries of the research are concentrated in the study of the art of Arabic Calligraphiti. The research follows the extrapolative approach, the analytical descriptive approach, and the applied approach through developing a suggested designing vision for the use of Calligraphiti in Furniture Design. Finally, the results and recommendations of the research, and Arabic and foreign references are presented.

KEY WORDS:

Arabic Calligraphy, Art of Calligraphiti, Identity, Contemporary Interior Design & Furniture.

INTRODUCTION:

The Arabic calligraphy- this pure Arabic art- has taken a prominent place in the artistic heritage of Islamic civilization, which has made it a stand-alone art. It has emerged as one of the decorative elements of Islamic art, because Arabic writing was not only linguistic symbols for reading and writing and a means of science, but it was a great field for art, creativity, and a

manifestation of beauty, the Arab artist realized that the Arabic calligraphy is characterized by the characteristics that qualify it to achieve the artistic goals, so that the Islamic art- without other arts- his national calligraphy was used as a purely decorative element.

These unique possibilities of the Arabic calligraphy drew the attention of the artists, as illustrated by the Spanish painter Pablo Picasso: "**The greatest thing I wanted to achieve, I found the Arabic calligraphy had preceded me a long time ago**", making it a wide field for artists' creations including the interior designer and the furniture designer, where they have the opportunity to use the Arabic calligraphy in Interior Design & Furniture because it possesses a strong symbolism, where is a way to express and pride the Arab identity.

RESEARCH PROBLEM:

The research problem appears in the following questions: How can Arab identity be achieved in Interior Design & Furniture? And how can the Arabic calligraphy be used in a contemporary way to achieve this identity?

RESEARCH AIMS:

The research aims to presenting a contemporary vision for the use of the Arabic calligraphy in Interior Design & Furniture from the perspective of Calligraphiti.

RESEARCH IMPORTANCE:

The research derives its importance from being it sheds light on the role of modern arts in reviving the elements of heritage in a contemporary way, through the development of new design formulations.

RESEARCH HYPOTHESES:

The research assumes that reviving the heritage in contemporary designs contributes to the assertion of identity and the achievement of excellence, and that interest in the Arabic calligraphy- as one of the heritage elements of Islamic Art- is one of the mechanisms of heritage revival, in addition, the art of Calligraphiti has an effective role in enriching the creative process of the designer.

RESEARCH LIMITS:

The objective boundaries of the research are concentrated in the study of the art of Arabic Calligraphiti.

RESEARCH METHODOLOGIES:

The research follows the extrapolative approach, the theoretical descriptive approach, and the applied approach.

RESEARCH RESULTS AND RECOMMENDATIONS:

- The Arabic calligraphy is a fundamental pillar of the cultural identity of the Arab nation, and a source of inspiration for artists. The Arabic calligraphy, in terms of **its creativity in formation**, because it has the infinite artistic possibilities that enable it to accept the modern artistic trends in design, and shape in a manner appropriate to the age, and **its rich in content**, because of its pure Arab national indication which plays a key role in maintaining national identity, where it is one of the soft forces to preserve that identity.

- The art of Calligraphiti is considered one of the results of Arabic calligraphy development to suit the fields of design, where it is characterized by transforming it from a means of expression to a means of purely aesthetic form, which qualifies it to interact with the designer's creations.
- There are many ways to achieve the art of Calligraphiti in Interior Design & Furniture: a spontaneous style in which the design of Calligraphiti is free of formation, and a thoughtful systematic style in which the design of Calligraphiti is defined within a specific artistic framework, and these styles are implemented by different techniques such as painting, coloring, printing, drilling, unloading, and so on.
- The research recommends that using the art of Calligraphiti in Interior Design & Furniture to reach contemporary designs with a heritage character.

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