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Employing the Aesthetics of Asiri Folk Art Decorations to Preserve Popular Heritage Through Stencil-Printed T-Shirts and A Role in Stimulating Tourism

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Abstract

In this research, the aesthetics of Asiri folk art decorations in the Kingdom of Saudi Arabia were employed in printing T-shirts using the stencil method to preserve the folk heritage and stimulate tourism. The research aims to identify the heritage of Asiri folk art in the Kingdom of Saudi Arabia, to revive the heritage in a contemporary style, and to form decorative design units inspired by Asiri art motifs and employ them in contemporary T-shirts using the stencil printing method. The descriptive, analytical and experimental method was used in this research. The research emphasized the importance of integrating motifs. Asiri art in raising the aesthetic value of clothing, contributing to reviving Saudi heritage, and stimulating tourism through printing clothing T-shirts. The research is based on three basic approaches. It is an entrance to demonstrating the plastic possibilities of Asiri folk art decorations in the Kingdom of Saudi Arabia, an entrance to employing designs of Asiri art decorations in printing T-shirts with stencils, and an entrance to preserving Saudi folk heritage to stimulate tourism by linking them. Through these approaches, the concept of Saudi Asiri decorations and the plastic possibilities were clarified, them and how to connect them. The research concluded that the hypotheses were verified and it was proven that the aesthetics of Asiri folk art decorations in the Kingdom of Saudi Arabia can be used in printing youth T-shirts using stencils to preserve the folk heritage. One of the most important recommendations in this research is to encourage local designers to use Asiri folk art motifs in printing and designing fashion, and to increase interest in studying Asiri art motifs and the artistic and aesthetic values they carry in universities and academic programs by including a course on Asiri folk art, and supporting inspired clothing and textile industries. From the traditional Saudi heritage to suit the modern era, while maintaining its authenticity, which helps in reviving heritage and stimulating tourism.

Key Words: The Plastic Possibilities of The Aesthetics of The Asiriya Popular Vocabulary - Printing Contemporary T-Shirts in the Stencil Style - Preserving Popular Heritage - Stimulating Tourism.

The Introduction

All the peoples of the world, since ancient times, have their heritage, which they preserved, cared about its authenticity, linked it to contemporary times, cared about laying a solid edifice for a better future, and cared about their traditions, making heritage a mirror in which the situations, events, and circumstances experienced by society are reflected. Heritage is a trace of the past through which we can know the authenticity of that people. The future and civilization of a nation is measured by the legacy of the ancestors and the ability of the children to preserve, develop and modernize this heritage The Kingdom of Saudi Arabia is constantly concerned with and supports heritage, as the Saudi heritage is rich in its legacies and the diversity of its customs, traditions, and arts. The Kingdom of Saudi Arabia enjoys diverse

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clothing styles and customs in their methods of implementation, shapes, colors, and style of decoration (Iskandarani, 2013 AD). This is due to the diversity of its regions.

The Asir region, which is located in the southwest of the Kingdom of Saudi Arabia, is a tourist area because of its rich heritage elements that confirm our local identity. The traditional costumes in Asir are rich in their multiplicity of decorations, colors, artistic and aesthetic heritage, and their diversity. The Asir region is characterized by multiple heritage features that make it different from the rest of the regions of the Kingdom, especially in decorations, folk arts, handicrafts, ancient heritage buildings, and traditional costumes. Asir traditional costumes carry a lot of authenticity and beauty in their colors, decoration, and elements. Woven by nature, the fashions of the coastal and cold mountainous regions and the hot plains are characterized by contrast, and fashion in Asir is linked to what is dictated by social conditions, traditions and customs. This diversity gave it more uniqueness that made it an authentic national heritage.

Therefore, the current research has focused on searching for the decorations and elements of Asiri art and the various plastic values it carries and protecting them from extinction so that the rising generation can become acquainted with the heritage of their ancestors. Hence the urgent need to preserve the Asiri heritage from being lost with the crowd of fashions that appear to us every moment in new clothes. Thus, it affects the youth culture of traditional clothing, through the creation of contemporary designs derived from the Asir heritage and its application on youth T-shirts. Here we do not stand in front of the new and contemporary, but we emphasize its importance, especially after imparting a local character to our heritage. This is in addition to the lack of studies that have dealt with the topic. Printing youth t-shirts.

Therefore, the current research turned to studying this topic for fear of losing the distinctive features of Asir traditional costumes in the Asir region so that we do not lose our distinctive identity, in addition to benefiting from the aesthetic elements of traditional dress in the Asir region, through inventorying and describing youth T-shirts and creating modern designs with a heritage character that are in line with era, suit and appeal to today's youth. By addressing several basic axes, namely the axis of employing the aesthetics of Asiri folk art decorations, the axis of preserving Asiri folk heritage, the axis of stencil-printed T-shirts, and the axis of a course in revitalizing tourism, and linking them. They were employed using the experimental descriptive approach to create contemporary artistic designs that enrich the T-shirts. Youth print.

Esearch Problem

The research problem is determined by answering the following questions:

-How can the aesthetics of Asiri folk art decorations be employed to preserve folk heritage through stencil-printed T-shirts and a role in stimulating tourism?

This main question leads us to a group of sub-questions as follows:

- 1- How can the aesthetics of Saudi folk art decorations be adapted to produce print designs to enrich youth T-shirts and print them using stencil printing technology?
- 2- What are the opinions of specialists on the proposed designs?
- 3- What are the opinions of "young" consumers on the proposed designs?
- 4-What is the possibility of implementing selections of the proposed designs?

Research Objectives

The Research Aims To

- 1- Identify some Asiri folk decorations and their elements, through which modern, contemporary designs can be created.
- 2- Showing the aesthetic and artistic values of Asiri art decorations in the design of printing youth T-shirts

- 3- Creating designs for youth T-shirts that are characterized by authenticity and popular heritage.
- 4- Employing the designs of Asiri art decorations in printing youth T-shirts using stencil technology in a contemporary style.
- 5- Get to know the opinions of specialists on the proposed designs.
- 6- Getting to know the opinions of "young" consumers on the proposed designs.
- 7-Implementing some proposed designs.

Research Significance

The importance of the research is due to:

- 1- Shedding light on the aesthetics of Saudi Asiri folk art.
- 2- Achieving new horizons for research and experimentation in the field of printing contemporary youth T-shirts.
- 3-Finding design and printing solutions that support the Saudi Arabian identity in light of the era of globalization through a new vision in formulating Saudi Asir plastic decorations in clothing printing.

Research Hypotheses

- 1- The research assumes that employing the aesthetics of Asiri folk art decorations in the Kingdom of Saudi Arabia in printing youth T-shirts in a stencil style preserves the folk heritage.
- 2- There are statistically significant differences between the evaluation of youth T-shirts printed with Asiri art decorations in achieving the evaluation aspects (as a whole) according to the opinions of specialists.
- 3- There are statistically significant differences between the evaluation of youth T-shirts printed with Asiri art decorations in fulfilling the evaluation items (as a whole) according to the opinions of female consumers.
- 4-There is a correlation between the ranking of specialists and the ranking of female consumers of young clothes printed with Asiri art decorations.

Research Methodology

The research follows the applied descriptive experimental method.

The research follows the descriptive analytical method: This is through studying the decorations of Saudi Asiri art, its types and characteristics, and the plastic and aesthetic values of Asiri art.

Experimental (applied artistic) approach: This is through the design aspect, using Asiri art decorations to create proposed designs for youth T-shirts using stencil printing, and through the implementation aspect, to show the aesthetic and artistic aspect of the implemented product.

Research Delimitations

1-Spatial Delimitations: The applied aspect is limited to students of art education at the College of Home Economics - King Khalid University.

And in the Asir region, which is located in the southwestern part of the Kingdom of Saudi Arabia.

Objective Delimitations

- 1. An applied study of some decorations and units of the Saudi Asiri cat to be used in some of the youth's T-shirts printed in the stencil style, and their number is () designs that keep pace with the times and keep up with fashion.
- 2. Stencil printing is a basic technology, while direct drawing printing is a subsidiary technology.
- 3. Using opaque, transparent and prominent pigment printing pastes and various dyes.
- 4. -Printing on youth T-shirts.

Research Terminology

Aesthetics

Language: A feminine noun attributed to beauty, and beauty is the source of beauty, and the verb is camel, and the Almighty says (and you will have camels therein when you rest and when you set free) meaning splendor and beauty.

And Beauty According to Philosophers

A quality that is observed in things and brings joy and contentment to the soul (Al-Wadi, 2015 AD, 9-10).

The art of the Asiri cat

A traditional, heritage Asiri art in which Asiri women in particular excelled. It is an art that imitates abstract art with its various creative components and elements. Asiri women were creative in placing patterns and colors with their innate nature and aesthetic outlook towards things, through which they expressed their simplicity by using cat art tools or the art of carving houses from the inside. This art is one of the types of arts that the Asir region is famous for, especially the country of Rijal al-Ma', and it represents an independent art with its social connotations, as a woman's taste is known through her decoration of her home.

Asir Region

It is the region located in the southwest of the Kingdom of Saudi Arabia and is part of the Sarawat mountain range extending from northern Yemen to the borders of the Emirate of Al-Baha in the north. It was given this name due to the rugged paths and terrain (Ibn Saud, 1989 AD, 20-21).

Previous Studies

- 1-A study by (Ali bin Abdullah Al-Shahrani (1420)), entitled (The Artistic and Aesthetic Elements of Traditional Architecture in the Asir Region): The study aimed to identify the plastic structural foundations and the artistic values extracted from the analysis and study of the complementary elements of traditional architecture in the Asir region, and the study may be useful. The current research focuses on identifying the vocabulary of popular heritage, its types, and the various plastic values associated with it, and on using Asiri decorations in printing clothing in a contemporary way.
- 2-A study by (Ali bin Abdullah Al-Shahrani (1420)), entitled (The Artistic and Aesthetic Elements of Traditional Architecture in the Asir Region): The study aimed to identify the plastic structural foundations and the artistic values extracted from the analysis and study of the complementary elements of traditional architecture in the Asir region, and the study may be useful. The current research focuses on identifying the vocabulary of popular heritage, its types, and the various plastic values associated with it, and on using Asiri decorations in printing clothing in a contemporary way.
- **3-Study (Ahmed Muhammad Al-Sanad, 2008 AD), entitled (The role of plastic arts in developing domestic tourism in the Kingdom of Saudi Arabia):** The study aimed to identify the components and obstacles of plastic tourism, as well as to identify the role of plastic arts in developing tourism, and among the results of the study is the necessity Working to establish a permanent exhibition in the form of artistic clubs specializing in plastic arts. The study may benefit the current research in identifying the features and vocabulary of popular heritage, its types, and the various plastic values associated with it, and in creating designs suitable for printing on clothing.
- 4-A study (Mais bin Ayed Al-Qahtani: 2003), entitled (The extent of the effectiveness of the activities and contributions of Al-Muftaha village on plastic arts): The study aimed to know the impact of the village on society through preserving traditional crafts and paying attention to courses for

preparing talented people in the region, and one of the results was The study showed that there is a clear and direct impact of the surrounding environment of Al-Muftaha on the works that were produced in it. Also, from the results of the study, it was shown that residence in Al-Qalaya's studio increases the artist's productivity. The study may benefit the current research in identifying the traditional artistic features of the village with its Asiri architectural style and the popular decorations it contains that are suitable for designs. Contemporary It is used in a contemporary style by using stencils on clothes.

5- A study (Omaima Sadaqa Ashour - 1995) entitled "Creating decorative designs based on employing rhythmic systems for selected Saudi folk costume decorations and their complements" Master's thesis.

The study aimed to find an experimental approach through the plastic systems of decorative units derived from the heritage of folk costumes and their complements to achieve decorative designs linked to artistic and aesthetic values and to enrich the intellectual stock and artistic and design expertise by contributing to the formation of a framework derived from the local reality that has a special characteristic in the Kingdom through the analysis of some existing decorations. In fashion and its accessories, the study followed the descriptive approach, and the results of the study reached a relationship between popular art and modern art, as it was possible to employ the former in accordance with modern theories of plastic art.

6- A study (Halima Ali Mujahid 2009) entitled "Fashions and accessories of popular arts at the Janadriyah Festival and creating contemporary designs from them" Master's thesis.

The study aimed to identify the forms of folk arts costumes for the Janadriya Festival in the Kingdom of Saudi Arabia, the influence of historical, geographical, economic and social factors on folk arts costumes, and to develop folk arts costumes by developing innovative designs to be appropriate to the developments of the times while preserving the fragrance of originality.

Procedural steps for research

Firstly: Theoretical framework: Includes

- 1- Study the meaning of the Asiri cat and its different forms.
- 2- Study of Asir decorative units and their various capabilities
- 3-Study the stencil printing method and its advantages.

secondly: The practical framework

By benefiting from the results of the study in the theoretical framework

- 1- Experimental practices carried out by fifth-level students in the Department of Art Education at the College of Home Economics King Khalid University, to benefit from the plastic and aesthetic values of Asiri art decorations in the Kingdom.
- 2- Adding variables such as transparent, opaque and dyed fabric printing colors (pigment), and color value variables.
- 3- Implementing and employing these applied experiments in contemporary printing works to achieve artistic and aesthetic goals.
- 4-Presenting the results and recommendations in light of the research findings.

Firstly: Theoretical framework

Folklore

Heritage is considered one of the most important things that express the cultures, history, and identity of peoples. It is considered an important source of design because it has a major role in highlighting the

spirit and identity of nations. Heritage has historical, artistic, and aesthetic dimensions, which must be taken advantage of in enriching T-shirt printing designs. The Saudi Asiri heritage is considered one of the historical sources that has Many diverse shapes, elements, lines, colors and decorations, from which inspiration can be used to create contemporary designs with a heritage spirit to preserve national identity.

The Asir region is considered one of the most famous southern regions in the Kingdom and is known as Tihama Asir. It is located in the southwestern part of the Kingdom of Saudi Arabia and enjoys its sea coasts, majestic mountains, and flat plains between the sea and the mountains, which has given it distinction, uniqueness, and tourist attraction.

Saudi Asiri heritage

The Asir region is famous for many archaeological and historical sites and traditional arts that document the culture of the Asir society. Folk and traditional arts appeared clearly in the designs of various houses and dwellings, as well as the tools and things used inside homes, including various furniture and decorations. Many materials were used, such as palm fronds and pottery, and cheerful colors were also used. They are interwoven in a way that achieves the aesthetic purpose, and the use of different geometric shapes appears in many heritage designs.

Asir region location:

The Asir region is located in the southwestern part of the Kingdom of Saudi Arabia. Its area is estimated at about eighty thousand square kilometers, equivalent to 3.7% of the total area of the Kingdom of Saudi Arabia. It shares its borders with a number of emirates of the Kingdom and with the Yemen Arab Republic. It is bordered to the north by Al-Baha region and Mecca, and to the east by Riyadh. Najran, to the south, Jizan and Al-Yamin, and to the west, it remains on the Red Sea, with a coast extending approximately approximately 140 km.

The importance of the Asir heritage region: The Asir region occupied an important strategic location, which gave it great importance and a prominent role in the emergence and development of the ancient civilizations that existed on the land of the Arabian Peninsula. Contemporary research that was conducted in some of its parts has proven the existence of eras of human settlement in this region dating back to ancient times before the date .

Customs and Traditions in the Asir Region

Society in the Asir region is characterized by following and preserving traditions and customs, which have a special character in everything related to the details of life in this society, including hospitality and interest in preserving and adhering to heritage. An example of this is folk medicine (cupping) and treatment with herbs, as well as distinctive women's clothing in which patterns usually appear in bright colors. It is usually black, and the type of fabric varies according to the capabilities of the wearer. It is distinctively embroidered with silk threads, especially the sleeves and chest. The upper part is made of black velvet and is embroidered with threads of bright, harmonious golden colors, ranging from glowing gold to red.

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Among the types of adornment and types of clothing, the Asiri dress called (the Metli) is represented by a long dress that is a woman's length and expands gradually from top to bottom, with long sleeves and narrows down to the cuff. The embroidery is concentrated on the end of the sleeves, the chest and the sides with colored silk threads, as well as the Asiri Mukallaf dress, which is similar to the Metli but depends on the color. Machine embroidery and also the classified dress, which is a striped garment usually decorated with embellished lines on the edges and green stripes on the sides. As for the Asir dress, which is called (Al-Mazand), it expresses a woman's femininity and is with highly embroidered, well-designed and consistent in the colors of the threads from the top of the dress to the bottom of the dress. The Asir region is also famous for the Aleppo dress, which is a colorful fabric characterized by luster and is made in the style of the Atlantic fabric and is striped.

Popular Traditional Arts in the Asir Region

Architecture in the Asir region has a variety of styles due to the availability of building materials in the region and the diversity of climatic conditions. These buildings were built together around each other or individually, but most of them appear together, close together, and the close proximity of the dwellings was a result of security conditions in the past. Narrow paths and corridors were also found to reach... Outside residential neighborhoods, their goal is to protect passers-by from wind, sun, and rain. These dwellings consist of several floors or one floor, and these floors narrow as the building rises to provide the building with a broad base for stability and resistance.

As a result of the different geographical styles in the Asir region, many types of architecture have emerged. Therefore, we can divide the building styles in Asir into: the clay-stone style, the mud-stone style, and the stone style of building. These styles include a type of architectural style, which is (kasbahs and towers).

Decorations in the Asir region

The Asiri House is considered one of the distinctive things in the ancient Saudi heritage, and it is considered one of the most important things that is unique to the southern region. The Asiri House has many features that are different from the rest of the regions, as it is distinguished by its colorful colors from the inside to the outside and its exquisite design. What attracts attention in the local architecture is the harmony of the blocks. The distribution of small windows on the external facades shows us the builders' serious attempt to show compatibility and harmony between the outside and the inside. It also reflects their success in choosing geometric units that fit the area of the external building. They were abstract geometric units that arouse in the hearts of the viewer the desire and curiosity to enter this building and wander inside to find out. A lot to enjoy and enjoy the decorative drawings and engravings it contains

The drawings were symbols with specific meanings, and these drawings and decorations found in the Asiri House were repeated on ancient crafts and crafts, such as jewelry, household utensils, clothes, and hats, which are what the women of the region are famous for. The Asiri woman also used the walls of her house as an expression to practice her artistic creativity.

The Asiri cat

The Asiri cat is considered one of the abstract arts that originated in the Asir region in the Kingdom of Saudi Arabia. The Asiri cat was chosen on the representative list of the World Intangible Heritage by UNESCO, and it means the art of decoration and traditional engraving on the walls of homes inside and outside, and women excelled in it. The Asir region in this art, and it is considered an essential element in the Asir region, and is represented by geometric decorations whose symbols, connotations and dimensions are inspired by the surrounding culture, especially the colors of nature. The interior of the house has been described as geometric artistic paintings.

And artistic engravings. The drawings drawn by women are characterized by spontaneity, instinct, and accuracy in performance. Women choose geometric shapes and different proportionate decorations to create layers on top of each other. Many shapes and lines appear in these drawings and are then colored in a number of colors, such as black, blue, red, and yellow, as in Figure No. (1).

Figure No. (1): Shows the Shapes and Decorations of the Asiri Cat.



Types of decorations in the Asir region

Decorations in the Asir region were limited to geometric and sometimes floral shapes, and were devoid of decorations derived from living elements, and were limited to abstract geometric decorations, as in Figure No. (2).

Figure No. (2): Shows the Types of Asir Decorations.



The Art of Drawings in Heritage Houses in the Southern Region

Those decorations and artistic drawings on the walls of old Tehama houses

The "Asiri Cat" with its wonderful drawing exists as many models in decoration, furniture and fashion works, as in Figure No. (4,3).

Figure No. (3): Shows the Decoration in Asir Houses.



Figure No. (4): Shows the Decoration in Asir Houses.



Al-Qat Al-Asiri, Al-Naqsh, or Al-Zayyan

It is one of the abstract arts that originated in the Asir region in Saudi Arabia, which women do to decorate their homes. Different proportionate geometric patterns and designs are chosen to create layers on top of each other, in which many lines and drawings are formed, each of which has its own term, and then they are colored in a number of colors such as green, black, blue, red, and yellow. As in Figure No. (5).

Figure No. (5): Shows the Asiri cat, the Naqsh or the Zayan.



The Asiri cat art is considered an ancient heritage art in the Asir region in southern Saudi Arabia. It specializes in decorating homes from the inside and is performed by women. While the man is responsible for building and maintaining the house from the outside, the woman of the house is responsible for decorating it from the inside, as she draws harmonious shapes on the walls of the room in bright and attractive colors. This art was the reason for women to gather and help in drawing the decorations. The housewife would draw preliminary lines for the decorations and place colored dots representing the color of each part, so that her relatives and friends would come and help her in drawing and coloring the decorations and shapes.

Engraving shapes

Al-Banna: This shape symbolizes the female, and it often appears at the top of the cat, whether it is in the piece, the wall at the end, or the portion. It is symbolized by what resembles a tree resting on a triangular base with its hypotenuse horizontal and its top pointing upward, as if it also symbolizes compact mountains.

Feathers: They come in the form of plants among builders.

Mihrab: It symbolizes the mihrab. Its shape represents the religious aspect and its presence among the

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interests of the engravers. The mihrab in the engraving comes in a shape resembling a cascade of sea waves.

Rakoun: They are large adjacent triangular shapes that differ in shape and may contain different types of engraving designs.

Balsana: It comes in the adjective and at the end and is decorated with what they call dots, which are diamond-shaped blocks that are in line with the extension of the <u>adjective</u>. Balsana is represented by small circles and dots.

Combs: They are parallel lines pointing up or down at the end of the comb, similar in shape to the teeth of a comb.

Al-Tadhiz: At the end of the building, the apex of the triangle ends with three points resembling corn stalks.

Sankar Wali: It is a form of adjacent, parallel niches, but it often faces the right.

Triangles and pentagons: These are three or five parallel lines. They appear at the bottom of the inscription as an opening to it, and they may appear individually in stairwells or backfills.

Palm: Parallel lines of different colors at the bottom of the room wall and in the corridors of stairs.

Grid: These are overlapping geometric rhombuses or squares that take on a uniform color, and rarely have multiple colors.

Colors

Four colors are used in engraving the Asiri cat:

Black color: a mixture of (stove charcoal) with black gum added.

Red color: Hassan, myrrh, and carefully crushed fried rice. The role of fried rice is to reduce the intensity

of the hassan color and increase its quantity. **Blue color**: white acacia and blue arsenic. **Green color**: white acacia and green arsenic.

Second: The Practical Framework

From the above, the study concluded, in the theoretical framework, that there are different plastic values for the Saudi Asiri cat art motifs that are suitable for making contemporary designs. The study will conduct an experiment on fifth-level female students in the textile printing course to achieve this by employing these designs in modern youth T-shirts while using the basic technique of stencil printing and techniques. Added live drawing.

Experimentation Controls

The testing controls are determined as follows:

First - Printing Materials

Transparent and opaque textile printing colors, pigments, brushes, plastic tubes, pestles for stencil printing.

Second: Printing Surfaces

The research experiment is based on cotton cloth material.

Third: Printing methods and methods:

- 1- Stencil printing (basic technique).
- 2- Direct printing (sub-technology added to the design).

3-The application aspect of researching and employing designs on youth T-shirts.

Some T-Shirts Made Using Printing Techniques Whose Designs Are Derived from Saudi Asiri Art Motifs



Results and Recommendations

First: Results

1- The hypotheses were verified and it was proven that the aesthetics of Asiri folk art decorations in the

- Kingdom of Saudi Arabia can be employed in printing youth T-shirts using stencils to preserve the folk heritage.
- 2-Environmental data and popular arts in the Asir region have plastic features and values that help enrich modern T-shirt printing designs.
- 3- The styles, techniques and materials in Asir folk arts are numerous and diverse, allowing for the diversity of expressive artistic trends that create innovative variations of clothing printing designs.
- 4- Linking art with heritage to develop and preserve heritage through printing T-shirts with motifs of Asiri folk art and the role of heritage in enriching the plastic arts movement.
- 5-Preserving popular heritage by creating designs that have familiar dimensions in a well-known template, such as heritage.

Second: Recommendations

- 1- Employing the stencil printing method in a way that achieves plastic and aesthetic values that increase the value of printed clothing.
- 2- Directing attention towards the art of stencil printing and its unique and unconventional plastic potential.
- 3- Research and review more studies on Saudi heritage, especially Asiri heritage, which help enrich and enhance printing fashions.
- 4-The necessity of benefiting from the stencil printing method and benefiting from the diverse values of the Asiri cat decorations in the fields of various arts and the field of textile printing, especially in creating innovative designs suitable for the modern era.

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