

Article

Sustainable Development in The Plastic Arts

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Abstract: Fine art has an important role in achieving sustainable development through the artistic product achieved by the plastic artist and that art has an important role in the development of man in culture and taste, which is a human product that began from the formulation of the artwork and then its impact on the individual in terms of education and psychological, art is the language of feelings and ideas affecting the recipient in terms of response, taste and instilling values in the souls The artist has used various artistic techniques since ancient times to this day, derived these techniques material from the environment and achieved wonderful technical achievements within the scope of sustainable development.

Keywords: bottled drinking water, Hilla city, Al-Waha, Aquafina.

Citation: Saif Faris Naji, & Afrah Kazem Hassan Al Yasiri. (2024). Sustainable Development in The Plastic Arts . Central Asian Journal of Theoretical and Applied Science, 5(4), 233-244.

Received: April 11, 2024

Revised: April 29, 2024

Accepted: July 22, 2024

Published: August 10, 2024



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Introduction

Search problem

Sustainable development is an economic and social term to advance the social and economic environment in the world in order to improve and develop society without depleting the resources of the environment so that it does not affect the depletion of resources and their preservation and that art and literature have an important role in the development of man in culture and taste and this is what we find Abed Plato when he attacked the arts in his time because it is far from development that affects society and its development and the sustainability of lofty goals in the individual and society If art has a role in sustainable development, how can it be? This role is important and effective in its impact on the individual and society?

Theoretical framework

The art product of humanity appeared from the formulation of the work of art with its impact on the individual in terms of educational and psychological art is the language of feelings and ideas with various effects audio and visual art sublime purposeful influential on thought has a major role in the development of educational ideas affecting the forum in terms of response and taste and instilling values in the souls.

Fine art has a very influential property is a message in which the connotations and many symbols aimed at solving a model or express a bad or good state of society influential to the recipient and thus instilling noble values in society The effective mind thinker who is characterized by the flash of intuition, which is embodied in the moment of creativity of the artist through his artwork, whether it is a painting or a sculptural or ceramic work and this work of psychological, intellectual and educational impact on the human soul human being is a sense Affected by things and empathize and interact with them, whether that interaction is positive or negative, art contributes to the refinement

of public taste and contributes to the presentation of community issues and the treatment of negative cases

On a beautiful art model that draws attention and instills culture in the human psyche.

The arts are constantly working on sustainable development, which tries to keep pace with the global trend to preserve the environment and the life of human societies at the university level, the principle of sustainability is one of the most important steps in highlighting the features of modernity and development and that the artist can turn into a developmental practitioner through the use of raw materials in the environment and activate them in works of art, development means increase, improvement, expansion, development, advancement and change the status quo through the development of available resources and the optimal exploitation of these resources, art stems from Society, which is the most expressive of the spirit of society, and since the early ages of humanity, man employed what exists in nature in the form of expressive art, and this is what we find in the drawings on the walls of caves and the existing monuments of artists in ancient times. If we want to raise the level of achieving actual development for society, we must balance the process of achieving a high artistic level, which affects a large model on the culture of the individual, and this includes various types of arts from theater, plastic art, drawing and music. Which provides purposeful and serious works that affect taste and to deliver a message to the community to build a conscious and educated generation characterized by mental health and

He said (Erwin Addition) when he talked about artwork as food for the soul because of his imagination and pleasure, they are a motor of the senses, they are like magic on the human soul, the artist when (what Nael was) is a mental production by virtue of the natural artist produced mentally and according to the level of his sense and perception of the sublime and the transformation of this sense and perception into analysis or porous logic can the original artist to reveal to us the hidden beauty in his artwork creates us happiness or pleasure meditative far from any description Of the qualities of special benefit.

Art is a latent goal in itself, and it is a production issued by human freedom from any industrial work that is not described by the regions and mental laws, and it is not determined by the foundations and does not weigh, it is beautiful spontaneously and without planning or measurement, and it is the production of a talented genius, pure, original and permanent without any limits or organized rules. Aristotle's creative processes are a flexible human process whose tool and leader is the artist himself because the artist has a conscious and thinking that reveals the reservoirs of beauty in the world of sense and beauty. The real wonderful is objective and absolute in The beauty industry is the absolute affirmation, which is an active intentional will, and the aesthetic creative process is a human process by the will of man and his awareness of the most delicious. The creative process when Al-Farabi human process by building the artist's personal and intellectual potential, a production disagreement can liquidate the aesthetics of nature beauty greater and purer by the abundance of the effective mind and art is a positive creation of natural assets and this creation is linked to nature due to the rational analysis of the artist for the assets of natural artist who achieves sustainable development through his art and the exploitation of his environment in his artwork and the employment of renewable resources and in a way that does not lead to the end or deterioration or decreasing usefulness for future generations and not extravagant And the exploitation of natural materials in the environment and this is what we find in the words of the Prophet (peace and blessings of Allaah be upon him): Eat, drink and give charity without imagination or extravagance, for God loves to see the impact of His grace on His servants. This is what we find in the Islamic arts, after the richness increased and the utensils became made of gold and silver, the Muslim artist made exquisite works of art from simple materials and he invented porcelain with metallic luster as an alternative to gold and silver utensils and the artist used raw materials in the manufacture of ceramic utensils represented by clay or plaster and decorated with inscriptions, decoration and decorations. Ancient artists also used techniques from natural materials such as the Black Peaks technique.

(Blak top) using carbon coloring tops for ceramic work The ancient Egyptians also used natural materials to color pots and ceramic vases such as blood, burnt material residues and animal waste, these techniques are the use of cultural artistic resources in ways that balance the needs in society

in its time and for the future to benefit from renewable and recyclable materials and promote awareness of environmental and community issues through art and the development of arts and local cultures, so the arts are an effective way to communicate and stimulate thinking about environmental challenges. And social and therefore can contribute to a great model in achieving sustainable development either in subsequent and modern times multiplied mechanisms of technical work special, which used sustainable development to show the visual fields were the use of elements fragmented from the objective reality and pasted on the surface pictorial through collage in painting, ceramics and underneath as well as mixing colors with sand and ground glass to show them

Tangible elements are the addition of something of the spirit of reality on the painting artist is professional in his work as if in a laboratory and this Manjdh in cubism was (Picasso and Braque) the first credit in the development of cubism and reach a new discovery is sticking (Le collage) Braque was the first to use in some of his cubist works plastic elements derived from the tangible world filmed in an imaginary way trying to transfer to the painting some aspects of materials such as wood or marble and in 1911 enter (Braque) for the first time to His artwork in letters and numbers resemble the writings that are found on fruit boxes and café facades Flohta (Portuguese) be an abstract work based on the overlap of lines and monochrome surfaces, but what is striking in what it represents is the letters and words printed on the canvas in a new step towards pasting These new plastic elements with the objective dismantling of the plastic screen and the addition of new elements such as letters and words added to the painting acquire the value of the work of significance that confirms that the artwork is a deduction and not a simulation.

Picasso and Braque resorted to the use of letters and writing printed on paper and added to the board according to the pasted paper technique. (Papier Colle) which made the artwork directly related to the sites of Cubism and Picasso's collection in a single painting between different materials . Such as wood, cardboard (cardboard) and iron wires in various fields of plastic art such as painting and sculpture, there is no doubt that these Western materials used in the field of gluing have been taken for the general composition of the painting and became part of it, after being isolated from the reality to which it originally belonged, it no longer meant what it represented and gained new connotations associated with the nature of the artwork, but the introduction of such unfamiliar materials to the work of formation was a heresy in the eyes of the public and this process was considered for some From the development of the sticker paper and its introduction into the field of photography as a bondage of color paste (treatment against poisoning) and salvation from the enslavement of the color paste and brush Thus, the artist was able to use what he wants from materials such as postage stamps and postcards or playing cards colored cards (newspapers) and I would like her uncle in the artwork

Samples in sustainable development in assembling art

The concept of assembly in plastic art depends on many intellectual and structural data.

This concept has an active presence in the space of modern and contemporary art formation, and the visions of collection have crystallized as a result of the achievement of the aesthetic goals announced by plastic artists through the impact of experiments through which they practiced several research methods and methods, in order to be able to reach aesthetic outputs.

Compilation is defined as a reformulation of knowledge with innovative artistic visions, through experimentation with different materials, which creates an interaction between the multiplicity of levels and the spread of vocabulary or using the law of deletion and addition, taking the relationship of overlap between vocabulary and different materials as a creative aesthetic character. The assembly is the reshaping of artistic products by using a set of real things and assembly is a method that depends on the superposition of different natural and industrial materials) by sticking and synthesis, and it is invented by placing different materials and installing them on the surface of the painting in different ways to create real formative dimensions of the image and the assembly technique depends on ready-made objects and captured objects that are inserted into the heart of the artwork

Cubism represented the actual mulch of the unusual use of materials, raw materials and media, through the collage technique that enriched the working space of modern and contemporary art, with new modernist visions at the level of style and technique. Dostan (Dadaism) also sought to Dadaist Marcel de Cheyenne, "Ideas are more important than the beauty of the page," so the workers offered to combine arts and the use of ready-made things. The Labor Day is ready-made, such as the urinal, and the wheel 1913 made from a ready-made bicycle wheel resting on a base, as in Model 2, which thus paved the way for the emergence of assembling art, and surrealism may be one of the most modernist currents interested in the technique of mental assembly, as it resorted to the method of pictorial assembly of realistic partial units. And imagined within the faculty of assembly formation, and the formation of shapes or their parts truncated, or parts added to them from other images as an elevation of the value of the collective effect in art, but in his work praise from the point of view of imagination and unconscious.

The art of abstract sculpture has exceeded some of the models that faced the art of painting and that it can invest a number of materials within the style of assembly, that the most prominent sculptors abstraction is the sculptor Jan Arp, he relied on the graceful blocks derived from the softness of the human body away from reality, either the sculptor Gabo, and the sculptor Bfrens has deliberately stripped the sculpture and the use of unfamiliar materials, as well as the English sculptor Hepworth has been her style influenced by the artist Mondrian, as there are two sculptors Two others varied their work within the abstract collection style, namely the Swiss sculptor Bell, and the German sculptor Artong has added the model depending on its relationship to space, while the Spanish sculptor Gonzalez is the first to use various metal assembly materials in sculpture instead of stone or bronze agglomeration, while the American sculptor Calder has used in his collective sculptural works iron bars and plates, and he is famous for inventing what is described as mobile air sculpture, as in the model (3)

The American sculptor Lepton is considered a representative of the American abstract suburb, while the Danish sculptor Jacobsen has used various metal materials in the production of sculptures according to assembly method ,

In postmodernism, folk art was one of the most important and most important trends that employed the method of assembly, as the artists of this current relied on the collection of marginalized media and materials, to express rebellion against traditional ideas in art. Like contemporary art collectively, its technique relies on assembling some ready-made pieces from the waste of consumer society and installing them again to create new plastic relationships. It is a trend that is based on combining in one place between different physical elements, stereoscopic or illustrated specially prepared for work or pre-processed, or from old waste or industrial and household waste, to model the artist from this assembly an integrated work of art.

In organic unity, which was a cry of rebellion against all the social and political constants of society. Thus, the art of assembly has become famous with the fifties of the twentieth century, so that plastic painting has become a field for the practice of experimentation, and the search for a kind of plastic solutions that arouse the thought of the connoisseur and his artistic curiosity, in (1961) the Museum of Modern Art in New York presented an exhibition under the title (The Art of Assembly), which resulted in several doctrines using commercial support and its propaganda game, to impose its distinctive features, and it was stated in the exhibition guide that "the wave of assembly indicates a shift from abstract art self-streamlined to art Revised with the environment, the adjacent method is the medium to express the sense of disappointment to which abstract expressionism and social values reflected by the status quo The first nuggets of assemblage art began with Rauschenberg, Jasper Jones and Jim Dane (1935) and in the fifties of the twentieth century after (Robert Rochenberg) the most famous American artists who worked with the technique of overlapping means, which began to move towards (mixture drawing), a creative pattern in which the dyed surface is mixed with various things installed on the surface sometimes, it was His goal is to make

Thus, he was able (Rauschenberg) with his collections to harmonize between two worlds (painting and sculpture) in the form of assembly. The artist Picasso has appeared to him many works of assembly after the fifties, where his works consisting of different things seemed rich in connotations and diverse content and technique as in the model (5), which represents the statue (goat) famous has been influenced by many artists work Picasso this Vnjo goats style diverse collection and these artists Syrian sculptor Safaa six, which is still sculpting her work in a small workshop located in The copper market in Old Damascus, did not waste time in searching for the idea, but came through daily cohabitation of absurd death in inflamed Syria, it was enough for her eyes to fall on the skeleton of a pigeon found in the house of her boyfriend, who returned to check on it after a long travel, to begin to tell the painful story, starting with a dead pigeon crafted of iron and copper, documenting the moment of general death, with collective sculpture works. Without resorting to a prior plan, but rather monitored the forms of death of the inventory, the parrot, the crow, the bird, the swallow, the dog, the gazelle, the giraffe, the buffalo with its copper horns, and the goat that stubbornly raises its head, refusing to disappear despite its transformation into a basket

As for the American artist Louise Nevelson, she dealt with (the issue of collection and installation in a new concept, using the finds of old objects in her major interdisciplinary works). The model of wooden walls built of boxes filled with various things taken from household furniture, and these works consist of wooden elements taken from old or dilapidated houses, to form collective works that had a great impact and a strong impact on the viewer, and possessed spacious spaces of their own, as in model (6) and from contemporary artistic experiences of assemblage art in America and Europe, the experience of the African-American artist (Noah) Purifoy Noah, whose works are located in multiple places in Los Angeles. In 1956, he built the first collection work from burning debris and other materials from here he created a name for himself as an artist and activist, and drew attention when he turned the huge waste and turned into an artistic symbol in his creative way and the collection style also appeared when another contemporary artist is the American artist (Simon Ciaro), who is famous for painting and multimedia art, (Sparrow) was influenced by folk art and was a self-artist, that is, he taught himself, and he won the (Walaa) Award in (2012) as a result of his mother's work. Collective, he was famous for his unique compositions in multimedia art, in which he used small and delicate materials and objects such as beads, threads and balls as in the small model (7), to create subjects consisting of human and animal forms and images in the work, and another experience of the American synthesis artist Robert Hudson and his distinction in painting and modern sculpture, as well as multimedia work, as well as his interests in the art of sculpture with metal, bronze and steel, and his works are famous and found throughout the United States and Europe, and he has dozens of exhibitions, as in the model (8)

The American critic Susan Foley described the work of the artist Hudson in her book published in (1973) by saying: "Hudson's collective works are characterized by a bold style, as he employs his Lebanese elements with complete care, and skillfully manipulates the cognitive experiences of the viewer, the surface construction of his works creates a vital tension between the two-dimensional model and the three-dimensional model, which gives his works more distinction and excitement. In his assemblies, Hudson combines welded iron, vulgar objects that are found, and brightly painted surfaces to create shapes. Complex, attracting the recipient's eye, each of his works somehow emphasizes the pleasure of shapes and textures.

In a series of associations with previous artists, the experience of another contemporary collector, the American artist David Hammons (1943), who exaggerated the use of the vulgar and cheap, and what is outside the scope of the classical aesthetic tradition, and outside the limits of morality, in order to achieve surprise and shock in the recipient, he used spent cloth, nylon bags, and wood in his works as in the model (9)

A contemporary experience emerged on the art scene of a young multimedia collector known as Andysacz Neski (1977), an American artist of Polish origin, educated through his studies of art in Florida, an artist influenced by the Cubist movement, folk art, street art, and the art of display in outdoor spaces, and he is fond of collecting objects, tools and abandoned pieces that he reproduces again through his artistic ideas, to produce his collection. Instead of fabric and colors that could cost

him more, Saczynski tried, through this technique, to find similarities between his work and people, explaining that there is something common between people and things, and that the origin can be found in new paths and second chances.

As for kinetic art, it is also based on the method of assembly in the completion of sculptural works, and there have been many kinetic sculptural experiences, foremost of which is the American sculptor Calder is considered one of the most important sculptors of kinetic sculpture, it has many works that move by air or by electrical devices and others, as in the model (10)

The creativity does not stop at a certain limit, the artist Antoli Ha and the work of three-dimensional artwork of metal pieces and mirrors and moving thanks to the force of the wind, he carves the pieces and takes advantage of the possibilities provided by animation programs to make kinematic diagrams and then transfers them on curved metal pieces of steel, so the shapes appear in a surreal and mechanical way because the sculpture depends on physical processes in terms of the effect of wind force to give the desired effect of the model As in Model 11, he was poisoned by everything around him, stationary, immobile, so he did extensive research in kinetic sculpture using wind energies, and he helped him develop it using motion programs and kinetic graphics, and he says that he is in a way to do more under kinetic. in the world

Sample List

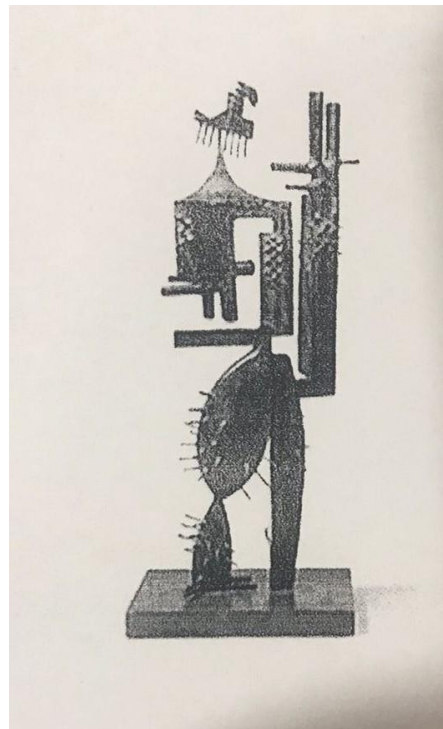


Form No. (1) Assembled Sculptural Work

Model No. (2) Wheel for Dushan



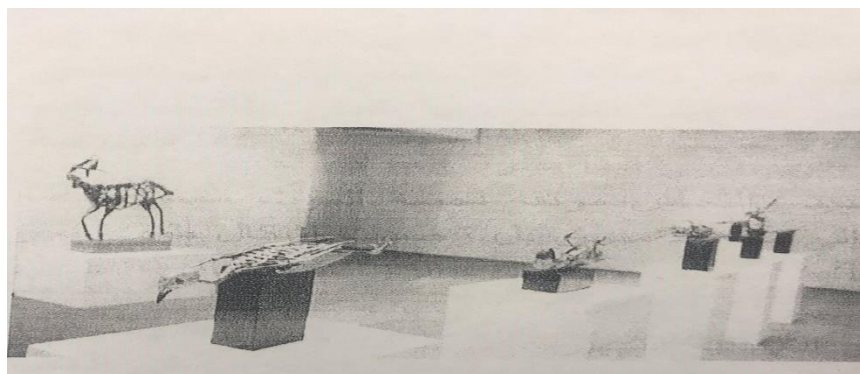
Model No. (3) Collective sculpture by the artist Gonz Ellis



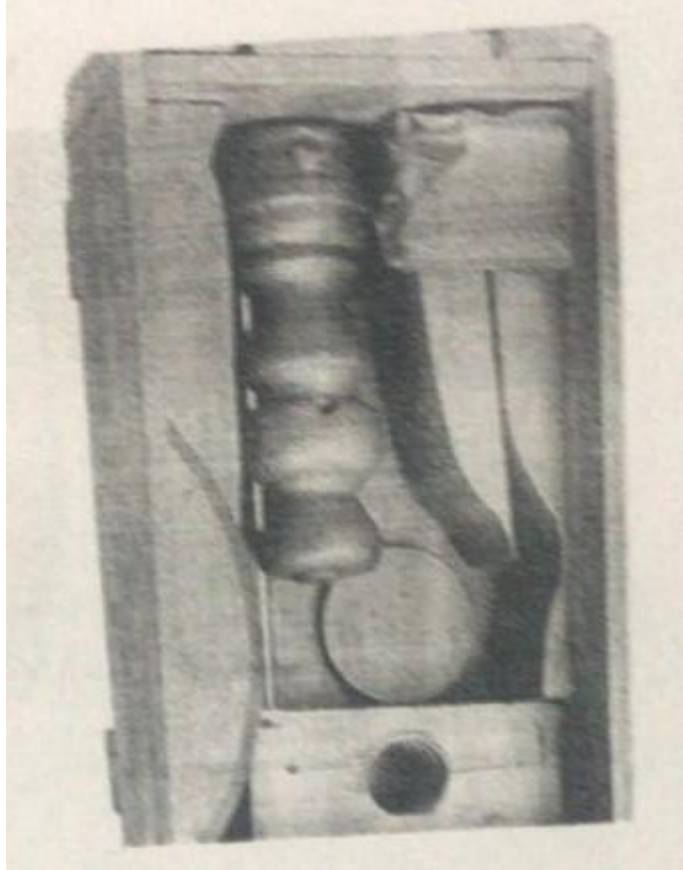
**Model No. (4) Picasso
Goat**



Model No. (5) Syrian goat Safaa



Model No. (6) work by Louise Nevelson



Model No. (7) work by the American artist Simon Sparrow



Model No. (8) Collection work by Robert Hudson



Model No. (9) work by artist David Hammons



Model No. (10) Kinetic work of the sculptor Calder**Model No. (11) Kinetic work by the artist Antaoli****Results**

- Arts are constantly working on sustainable development, which in turn preserves the environment and the sustainability of life
- The artist is developmental by using the raw materials available in the environment and using them in the artistic product

- The artist has relied since ancient times in the primary ages through the Islamic, modern and contemporary eras on multiple methods with his artistic techniques in accordance with the requirements of sustainable development
- Assemblage art is one of the important arts in its reliance on the means and methods of sustainable development
- Sustainable development is embodied in some of the works of famous artists
- Adoption and replacement of some materials in accordance with the benefit of sustainable development gives the artistic product luster and gives it new connotations and a beautiful artistic spirit
- The arts are an effective means of communication and stimulating thinking to achieve sustainable development

Recommendations

- Attention and emphasis on sustainable development in the plastic arts through programs, posters and lectures.
- Adopting sustainable development in art lessons in schools, institutes and colleges specialized in the field of arts .

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