

UNIVERSITI TEKNOLOGI MARA

A CASE STUDY ON PERSIAN GEOMETRIC
ISLAMIC FOR FURNITURE DESIGN

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of the requirements for the degree of
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AUTHOR'S DECLARATION

I declare that the work in this thesis was carried out in accordance with the regulation of Universiti Teknologi MARA. It is original and result of my own work, unless otherwise indicated or acknowledged as referenced work.. This thesis has not been submitted to any other academic institution or non-academic institution for any degree or qualification.

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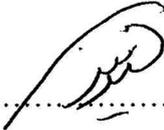
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ABSTRACT

These days, many countries are more concerned about culture where the traditions and thought exist and are putting spurs to the promotion of more value-added cultural industries, the development of individual cultural contents and products, and the growth of the national images and profits. In this research project, it has been tried to develop a cultural product based on ancient traditional culture and heritage in order to have their strength and values approved by and spread to the world. With their primitive and beautiful visual arts, Persia's original cultures present great possibility for developing design value and becoming accepted in the global market.. Facts show very high projections for Persian local cultures to become important cultural elements for future design purposes. The intention of this research is to discover the meaning of cultural features from Persian original cultures and to rediscover their cultural values. This research attempts to show how, by developing the unique meaning and images of these cultural features and by helping new methods of design, they can be changed into modern products that satisfy the desires of the modern customer market.. The specific cultural feature chosen for this study was the Geometric Islimi pattern on decorative tiles of Safavid architectures. The study focuses on analysing the appearance of the chosen samples, their spiritual meaning, and the symbolic cultural values hidden in them. Finally, this research improves a cultural product design model that is helping designers designing a successful cultural product.. The results presented suggest the experience of design and culture in the design process. This study is focuses on Persian Geometric Islimis in decorative architectural patterns during the Safavid era, and recognizing the physical and spiritual values of those designs. Those cultural values will be guidelines for furniture design that represent Persian culture.

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TABLE OF CONTENTS

	Page
AUTHOR'S DECLARATION	ii
ABSTRACT	iii
ACKNOWLEDGMENTS	iv
TABLE OF CONTENTS	v
LIST OF TABLES	x
LIST OF FIGURES	xi
CHAPTER ONE: INTRODUCTION	
1.1 Background	1
1.2 Persian Islamic art	2
1.2.1 Architecture	3
1.2.2 Decorative Art	3
1.2.3 Reflection of Paradise in Architecture Decoration	4
1.3 Safavid era	
1.4 Masterpieces of Architecture from Safavid era	6
1.4.1 Imam Mosque	7
1.4.2 Sheikh Lotfollah Mosque	9
1.4.3 Jameh Mosque	12
1.4.4 Charbaagh School	13
1.5 Variation of Islamic Patterns	16
1.5.1 What is Geometric Islimi?	18
1.5.2 Characteristics of Persian Geometric Islimi	20
1.6 Problem Statement	20
1.7 Research Questions	21
1.8 Aims and Objectives of the Study	21
1.9 Significance of Study	21