

Environmental Design and Its Impact on the Features of Ceramic Murals in Tourism in Kuwait... An Analytical Study.

Dr/ Fahad Ahmed Al Kandari

Dr/ Associate Professor, Department of Art Education, College
of Basic Education, Kuwait

Dr/ Ahmed Than

Dr/ Professor, Faculty of Applied Arts – Dametta , university, Egypt.

Abstract

The ceramic mural artwork creates an integrated environment of artifact work, aesthetics, and functional components. The importance of preserving the environment as the design relies on Facades and walls, creating a new culture to develop creative methods. Moreover, the environmental design of ceramic murals is one of the main areas that play a role in community service. It offers suggested visions to take advantage of ecological decorations by reformulating them according to the environmental designs to make designs for ceramic murals based on aesthetic and structural foundations. Ceramic art is associated with the environmental heritage of Kuwaiti architecture; ceramic is a necessary architectural and aesthetic complement, including architectural installations and the heritage of Kuwait day life. Its aesthetics make it suitable for creating many innovative environmental ceramic designs, whether flat or stereoscopic.

Keywords: ceramic mural artwork, environmental design, ecological decorations

Introduction

Ceramic murals are visual art with a long history of human creativity and are considered an effective means of conveying any society's cultural identity and artistic heritage. In Kuwait, ceramic murals occupy a prominent position in the contemporary art scene, as they represent part of reviving the national cultural heritage, beautifying public places, and expressing local artistic creativity. These murals are part of the Kuwaiti government's vision to develop cultural tourism and enhance national identity, reflecting the development of traditional and contemporary arts in Kuwait.

This type of art is important because it is an innovative way to integrate artistic beauty into public places, such as squares, streets, and buildings, making them a tourist attraction and a means of promoting Kuwaiti culture locally and globally. Ceramic tourist murals in Kuwait provide a visual narrative of rich

heritage and civilisational stories, ranging from traditional designs inspired by elements of nature and the local environment to contemporary designs that reflect the vision of society in its modern stages of development.

This study aims to shed light on the landmarks of ceramic murals in Kuwait by reviewing the most prominent sites containing these murals and studying their impact on promoting cultural tourism in the country. The study also aims to analyse the methods and techniques of ceramic painting used and understand these murals' cultural and social dimensions and their impact on shaping public awareness of the Kuwaiti artistic heritage. The study will also examine how these artworks affect the collective memory of Kuwaiti society and their role in interacting with tourists and visitors from different cultures.

Through this research, light will be shed on the components of ceramic murals and their impact on developing the cultural tourism sector in Kuwait. This will conduct a deeper understanding of the culture and history of this ancient art and its effective role in strengthening national identity and advancing Kuwaiti cultural heritage at the local and international levels.

Research Objectives

1. Study the features of ceramic murals in tourism in the State of Kuwait by analysing their locations and their impact on promoting cultural tourism.
2. Analyze the techniques and artistic methods used in implementing these murals.
3. Explore the role of ceramic murals in enhancing national identity and increasing awareness of Kuwaiti cultural heritage.
4. Study the impact of ceramic murals on cultural tourism and the extent of their contribution to enhancing the local economy.

Importance of the Research

The importance of this research lies in providing a comprehensive study that contributes to shedding light on ceramic murals as one of the elements of tourist attraction in the State of Kuwait. The research contributes to shedding light on the role of art in enhancing national identity and supporting Kuwaiti culture. Identifying the impact of ceramic murals as an incentive for further studies on how to employ these artworks may contribute to sustainable development strategies in the tourism sector. However, to reach the research necessary could be identified in the following questions:

- To what extent does the relationship exist between the ceramic mural design, the architectural walls, and space?
- What are the beneficial elements of environmental design in mural design ceramic?

Terminology

- **Mural Art:**

Mural art is considered one of the most essential arts the world is witnessing. A mirror reflects the reality from which man derives his requirements according to his aesthetic appreciation, expressing his needs and emotions and supporting the psychological and social aspects of the human being. In addition, the art of murals is linked to architecture in its history. Art (2024) [1].

- **Ceramic murals** are works of visual art executed on large ceramic pieces that are usually displayed in public places and express cultural ideas and symbols.[ceramic(2024)][2]
- **Cultural tourism:** is a kind of tourism that concentrates on exploring the cultural and artistic heritage of the areas visited by tourists. Sayed (2016)[3]
- **National identity:** a set of values, symbols and beliefs that distinguish a particular nation or people and form the basic features of its cultural personality. Tolia-Kelly(2024)[4]
- **Fine art:** includes works of art that rely on visual expression using various media such as painting, sculpture and ceramics. An imaginative art, particularly visual art, whose products are to be respected primarily or solely for their innovative, aesthetic, or academic content. Cambridge (2024)[5].

Research limits

- The research is limited to studying ceramic murals executed in Kuwait in the last two decades, focusing on works found in public and tourist places.
- The study will be limited to the main tourist sites in Kuwait that contain ceramic murals' environmental designs and do not include other types of visual art.

Research Methodology

The researcher followed the analytical approach in analysing examples of artworks whose artists were inspired by environmental motifs to identify the construction standards for creating mural decorations. Data will be assembled from miscellaneous sources, including books, intellectual articles, and sites that possess ceramic murals. The artistic methods and techniques used in creating these murals will be analysed, and their impact on Kuwait's collective heritage and cultural awareness will be studied through two axes.

Axis I:

- Literature review related to ceramic tourist murals.

Axis II:

- The **impact** of ceramic environmental design murals and their implications for tourism in the State of Kuwait.
- Models of ceramic tourist murals in the State of Kuwait.

Axis I.

Literature review

Environmental design addresses enwrapping environmental parameters when developing plans, programs, policies, buildings, or products. The classical sensitive design may have always believed in environmental factors; however, the environmental movement commencing in the 1940s has made the image additionally explicit. Environmental design can also be directed to the applied arts and sciences for constructing a human-designed environment. These specialisations incorporate architecture, geography, urban planning, and topography architecture, in addition to interior design. Environmental design can also encompass interdisciplinary areas such as historical preservation and lighting design. In terms of enormous scope, ecological motives have implications for the industrial design of products: innovative automobiles, wind-electricity generators, solar-electric equipment, and other equipment could serve as examples. Currently, the term has expanded to apply to ecological and sustainability issues. Tahan (2018)[6].

Di Crescenzo et al. (2014)[7]. Artists ignored the characteristics of low-quality materials and products, which were not made to withstand external environmental conditions. After several decades of exposure to extreme weather conditions (e.g. sun, heavy rain, humidity, wind), frescoes began to show evidence of destruction, such as severe breakdown of binders, chalk, cracks and discolouration of paint layers.

Suleiman, (2019)[8]. Contemporary mural painting is affected by several factors, namely: contemporary mural design (techniques, materials, contents and concepts), environment (everything that surrounds humans and is divided into natural and civilised), light (natural or artificial lighting), material (materials used), scenes (psychological and psychological aspects)., Environmental climate, Architectural style of the building and its mural design, Function of the building.

Mahmoud et al. (2019)[9] indicated that Wall art is the basis of the origins and development of human civilisations since human beings were founded. Murals always represent the heritage of peoples, their history and their thoughts. This art has been associated with individuals expressing their accumulated sentiments and knowledge. It is the best witness to the evolution and enrollment of the most influential achievements of countries. It has many favourable effects on society, and the Kingdom of Saudi Arabia is detecting significant growth in all characteristics of life in unrestricted mode. They seek to acquire mechanisms of

constructional measures for ceramic wall design and how to utilise components of ceramic murals to get motives design applicable to social and technical development. They also understand their roles and the elements of the formation of the mural work. They illustrated some examples from the heritage of sadu of the Kingdom of Saudi Arabia, as shown in Figure (1&2).



Figure (1).



Figure (2).

The work consists of a set of ceramic tiles of various sizes, which adopted technical work on the structural synthesis system in mural design. The design represents an expressive construction arising from the interaction between Sadu design and the ceramic tiles, used as motives from the decorative units. The motive shows harmony between the formative elements by varying degrees of mono colour.

Al-Qahtani (2019)[10] employed the analytical descriptive procedure to describe Al-Qatt Al-Asiri's facts and investigate some of the artworks of some of the Aseer province artists. The study concluded that the Aseer region and its folk decorations, represented in Al-Qatt Al-Asiri, have artistic and aesthetic values that help update distinct works of visual art. This study sought to ensure originality and heritage by inspiring Al-Qatt Al-Asiri and engaging it in a modern form. The study suggested establishing an academy, under the General Authority for Culture umbrella, specialised in learning the style of Al-Qatt Al-Asiri by popular female artists to sustain this style and disseminate it within the community. Furthermore, the research sought to confirm the concept of originality and heritage through the inspiration of Al-Qatt Al-Asiri.

Zakaria (2019) [11] seeks to highlight the role of Al-Asiri's women in the development and transmission of the artistic and cultural heritage of Al-Qatt Al-Asiri; moreover, its objectives in terms of clarifying the philosophy of its construction, its distinctive colours, and the most famous artists of Al-Qatt Al-Asiri. In addition, it aims to show how women are empowered in society by creating unique designs and producing workshops, courses, museums, and villages. Moreover, it seeks to develop and preserve this heritage and its properties, create designs that stimulate tourism marketing, upgrade the public taste, and reveal its heritage identity and what it holds of archaeological treasures that make it the top tourist heritage destination in the Kingdom.

The study focused on achieving the aesthetic and functional vision of mural painting applications in architecture. It also aimed to identify the types of technologies and modern wall materials related to the design and implementation of the mural.[12,13,14].

Search applications:

Environmental motive

The curved line of the seashell and the dress fabric

Zaity (2019)[15] reported that the designer's introductory goal is to create a distinctive experience by seeing the patterns to give shoppers positive emotions. A motif in art is an opinion, pattern, image, or duplicated theme. A pattern is a duplication of specific visual elements. Designers must comprehend the relationship between the figure they design into patterns and the nature of the consumption knowledge as determined by the content of their emotions. The Impact of Motifs and Patterns on Surface Design in Fashion and Textile Designs on People Emotions realise how the shape of motif patterns relates to emotional design. The relationships among the components contribute to human emotions and provide a structure to comprehend better the shape of motif patterns. The design can influence human feelings. Figure (3) shows the seashell motive, while Figure (4) shows the motive application to the resemble and attractive skirt fabric design.



Figure (3)



Figure (4).

Axis II:

The impact of ceramic murals on tourism in the State of Kuwait:

Ceramic murals in Kuwait are essential to the country's cultural and artistic heritage. The present works are one means of visual expression that combines contemporary art and local traditions. Ceramic murals are essential in attracting tourists and introducing them to Kuwaiti culture.[16]. They are found in many public places and tourist areas, such as public parks, government buildings, and cultural centres, enhancing the visitor experience and drawing attention to Kuwaiti culture through the following factors:-

1. Improving national identity:

Ceramic murals are an influential way to preserve national identity by demonstrating historical and cultural notations reflecting the manner of life of the people of Kuwait. These art pieces exemplify historical events, and the symbols become knowledgeable, assisting to develop dignity in national heritage.[17].

1. Enhancing urban landscapes:

One form of ceramic that permits the beautification of spaces within the city is murals. They are more than ornaments: They enliven public spaces, enhancing the attractiveness of towns by illustrating the heritage of Kuwaiti culture to visitors.

2. Promoting contemporary and traditional art:

Ceramic murals combine environmental designs with contemporary art to document Kuwaiti heritage culture through modern techniques. These murals highlight the creativity of local artists and reflect the development of art in Kuwait.

The impact of ceramic murals on tourism in the State of Kuwait:

1. Local and international tourists' excitement :

Ceramic murals allure tourists who select cultural and artistic tourism. These artifacts represent a point of interest for visitors looking for new tourism adventures that combine environmental design, the arts, and heritage. Moreover, tourists can take photographs of artifacts to increase tourism.

1. Encouraging cultural tourism:

Ceramic murals could be part of cultural tours all over Kuwait. This mural would bring out their heritage, traditions, visual arts, and places available to culturally enhance tourism and highlight it for tourists.

How the present research revives the local economy:

The present works could contribute by attracting more tourists to these murals, stimulating the national economy. The more tourism, the more demand for tourism services such as hotels, restaurants, cafes, etc., positively stimulating the national economy.

Highlighting local culture:

- Ceramic murals are a significant way to establish a local culture in an artistic performance, allowing tourists to participate in authentic Kuwaiti culture. They also raise visitors to the variety of arts in Kuwait and extend their appreciation of heritage through the designs of the local environment.
- By improving cultural identity and embellishing cities, these works of visual art allure tourists and achieve economic benefits.
- It effectively conveys Kuwait's heritage and culture to future generations and visitors worldwide.

Creating the right mural design

The right mural design for a wall space must complement the overall aesthetic and blend in with the environmental design lexicon. Therefore, the following precautions should be considered to make the right choice (Usha. (2024).[18]:-

- **The cohesivity:**

The mural must fit well within the space and resume conveying the design chronology. Reflect the style of the interior design, flooring, and type of colours. The mural must complete these elements and create a harmonious aesthetic rather than conflict with the design elements that incorporate the space.

The proper mood recalling:

What sentiment should a mural prompt in each space? A mural can have a influential effect on a space's mood and atmosphere. For example, a pacifying nature setting in soothing blues and greys on the exterior mural wall can elevate a comfortable feeling. At the same time, a vibrant geometric pattern infuses energy and excitement.

- **The space size and scale :**

The proportions and scale of the selected mural design must be carefully evaluated in terms of the space's dimensions. A massive, intricate mural will destroy a short space, while a smallish mural might get lost on a large scale. Therefore, the appropriate balance creates visual harmony and guarantees the mural evolves into a focal point without devastating the space.

- **The functionality:**

Whenever most murals are created to add aesthetic value, it is essential to consider how the space will be used. A mural design with a washable surface might be more practical for polluted areas.

- **The communication:**

Ultimately, the chosen mural should reflect the audience's liking and style. Consider carefully picking a bold or unique design that suits all the audience.

Search applications:

The analytical study of the environmental design motifs

The motifs analytical study of the traditional heritage of Kuwaiti art is represented by the environmental designs used as ceramic murals. The ceramic wall design was chosen because of the material characteristics, which have many aesthetic and functional features. The diversity of ceramic used is suitable for various products, and the aesthetics of formation and surface treatment, such as murals linked to the heritage of the Kuwaiti state, contribute to finding new methods to communicate emotionally with the local community and tourists through wall designs. The ceramic works to activate the tourism aspect with a national identity. Therefore, some of the environmental design Models of tourist ceramic murals in the State of Kuwait are reviewed as follows:

Environmental motive I.

- **The fishing boats**
- **The Blue Sea,**
- **Kuwait Towers with blue balls**

Al-Ghawali Tower is a complex featuring a modern design with ceramic murals and multiple facilities. The complex pays excellent attention to providing a luxurious experience for its visitors. It is also a distinguished location for various events and cultural and entertainment activities, making it an attractive destination for many visitors of all ages.

Figure (5) The Ceramic board inside the Al-Ghawali market represents many environmental motives from modern buildings such as the Kuwait Towers, where the Blue balls are harmonic with the ocean and sky. The Chinese dishes are

fabricated from iron and coated in eight bright colours. All of this is mixed with traditional life, such as fishing boats.

Figure (6) Al Ghawali presents a set of ceramic tiles of exact sizes and spaces between elevated lines. The design thought of the proposal on establishing semantic geometrical relationships arises from the interaction of consistent repetition of the ceramic tiles resulting from the Beige and orange-coloured decorative units.



Figure (5)

Figure (5). Tower Al Ghawali Market is located in the eastern area and is a landmark

of Kuwait



Figure (6)

Figure (6). The ceramic mural at the center of the Al-Ghawali market symbolises Kuwait's environmental and cultural life.

Environmental motive II.

- The contrast in mono colour tone
- The size of a decorative unit.
- The sails boats at blue sea
- The famous buildings in Kuwait

- **The national flag of Kuwait**

Figure (7) shows that the design relies on the assembly of a systematic structure, its construction based on a single colour with a contrast between the colour tones and the size of the decorative unit. Moreover, the dark and light grades of the decorative units represent the daylight and night of the sky of Kuwait, creating diversity in the design. The national flag of Kuwait is divided into three equal horizontal stripes: the top is green, the middle is white, and the bottom red, with the side next to the flagpole constructing the piece of a black trapezoid protruding into the stripes, emanates the colours of the flag. The symbolism of the colours is incorporated with a poem reported in the 13th century by Şafī ad-Dīn al-Hillī. [19]



Figure (7)

Environmental motive III

- The wildlife of Kuwait (horses , plants and balm trees)in a pale sandy yellowish- colours
- Islamic heritage structures



Figure (8)

Figures (8). The ceramic murals of Sward Palace, the Grand Mosque, and some Kuwaiti buildings are pale, sandy, yellowish-coloured, and glazed. The board is entirely of environmental motives, such as the sailing boats, Islamic culture structures, the grand mosque, and the Kuwaiti Tower. Moreover, the wildlife of Kuwait is as yellow as the desert, where the various colours significantly contrast the different motives.

Environmental motive IV.

- **Wildlife Plants: Aloe Vera And Cactus**
- **Bedouin Tents,**
- **Camel Caravan Decorated saddle.**
- **Water Towers**
- **The Desert Pale Sandy Yellowish- Colours**

The design relied on ceramic tiles reshaping the decorative units of wildlife motifs, such as Camel caravans, the Camel expedition, and Bedouin tents, with the diversity of the structural system of contemporary buildings. Moreover, their reconfiguration and formulation represent a different aesthetic vision to develop the artist's ability to link traditional and modern life. As shown in Figure (9).



Figure (9).

The ceramic mural depicts water towers and expresses the wildlife in Kuwait with a glazed colour.

Environmental motive V.

- Sea creatures such as turtles with light red colour
- Sailing boats with brown colours and white sails
- Violet's Background

The work consists of a set of ceramic tiles of various sizes, and the design thought of the proposal on the establishment of semantic geometrical relationships expressive arise from the interaction of consistent repetition of the ceramic tiles resulting from the decorative units of environmental motives diversity in the sizes and finding an artistic relationship between the forms and ground. Thus, considering the compatible colour scheme suitable for the architectural building. The proposal has created an excellent vision in one of the national hotels with decorative units appropriate for the design, as shown in Figure (10).



Figure (10).

The ceramic mural is glazed in complementary colours. It depicts the sea blue colours and the different sailing boats in Kuwait.

Environmental motive VI.

- **Mubarakiya Market**
- **Traditional of the beauty Kuwaiti dress**
- **Vegetable and grocery stores**
- **Islamic geometric arts**
- **Old Arabic-style wooden ceiling**

The ceramic mural in Mubarakiya Market is approximately 2 x 3.20 meters in size and expresses the nature of shopping. It appears that shoppers are wearing Kuwaiti clothing. Various colours were used in the mural to draw on the squares over the porcelain tiles.



Figure (11).

The decorative construction has been employed to illustrate a unique historical board.

With the diversity in the structure of the units, the design depended on reshaping the viewing of Mubarakia Market motifs. Moreover, their reconfiguration and formulation represent a different aesthetic vision in an attempt to develop the artist's ability to link traditional and modern design.

The traditional costumes in Kuwaiti countries symbolise culture and heritage and are essential to people's lives in this region. Traditional costumes vary from country to country, but there are some common elements between conventional costumes in the Arab Gulf countries, such as the thobe, the jalabiya, and the agal. The jalabiya traditional is not just a dress worn by the Kuwaiti man. Still, more than that, they are an identity, a story of a homeland, authenticity and antiquity carried by this dress. It is a symbol of pride and honour. Kuwaiti dresses are designed to suit the wearer's comfort and adhere to an Arab Islamic character. However, it expresses its values and civilisation, as shown in Figure (11).

Environmental motive VII.

Marine symbols

- Colorful Fish,
- Sea Creatures,
- Starfish, And

- **Coral Reefs**

Souq Sharq is considered one of Kuwait's landmarks on the Arabian Gulf side - Fish Market as shown in Figure (12&13&14).

At the entrance to the market, there are many ceramic murals with marine symbols—various colourful fish, sea creatures, starfish, and coral reefs. The colours indicate the marine character—blue, orange, yellow, and white over the



printed ceramic.

figure(12)



figure(13)

The ceramic murals in this market symbolise the marine environment, and the colours are used over the glaze.



Figure (14)

Environmental motive VIII.

The Kuwait's Bedouin heritage (Sadu motive)

Al-Sadu of the State of Kuwait weaving is a women's handicraft practiced mainly through Bedouin women. This craft originates from the Arabic word "Sada", which signifies to extend. "Al-Sadu" is the name of this craft's traditional floor loom, the textiles produced on the Al-Sadu weaving loom. AL-Sabah (2006) [20]. This craft is well comprehended among the Bedouins of Kuwait, the Arabian Gulf, and some Arab countries. AL-Sadu (2024) [21]. 'Al Sadu' means weaving is done in a horizontal style. The weaving is a warp-faced plain weave made on a ground loom. The cloth forms a tightly woven, durable textile, and the weavers use natural fibres in their natural environment. Four natural fibres used in Al-Sadu weaving are sheep wool, goat hair, camel hair, and cotton yarn. Only white wool is coloured with natural essences such as alum, dried lime, henna, madder and safflower. Recently, chemical dyes have been laboriously used due to their low prices and quick results.

At the entrance, substantial ceramic murals symbolise one of the types of Kuwaiti Sadu and its decorations. The colours red, black and white were used in a geometrical pattern, along with porcelain tiles as a coloured vitrified translucent ceramic, as shown in Figures (15 and 16).



Figure (15)



Figure (16)

These ceramic murals symbolise another type of Kuwaiti Sadu and its decorations. Red, black, and white were used, along with porcelain tiles. As shown in Figure (15).

At the entrance are these ceramic murals, which symbolise another type and form of Kuwaiti Sadu and its decorations. Red, black, and white were used, along with porcelain tiles Figure (16).



Figure (17)



Figure (18)

Here is a collection of ceramic murals that symbolise another type and form of Kuwaiti Sadu and its decorations. Red, black, and white were used, along with porcelain tiles. Figure (17&18).



Figure (19)

There are also ceramic murals symbolising stars in the Islamic style, using white, black, and red porcelain tiles. Figure (19&20).

Figure (20)

Environmental motive IX.

Tourist ceramic mural on Kuwait Towers

- The Bedouin heritage that expresses the incense burner, sprinkler and kohl.
- Ocean Colours Motive.
- Fish Scales motive.

Kuwait Towers are one of the most famous landmarks in Kuwait and are considered prominent architectural symbols of the country. One notable feature is the large ball at its top, which is designated for storing water. Kuwait Towers are characterised by their unique design, which blends modernity with Kuwaiti cultural heritage. They are an essential tourist destination, where visitors can enjoy enchanting views of the city and Kuwait Bay from the observation decks. Fathi (2025) [22].



Figure (19)



Figure (20)



Figure (21)

Kuwait Towers (which expresses the incense burner, sprinkler, and kohl) is located in the east and is a landmark of Kuwait. The ceramic mural in the ball towers (the burner) was decorated with various circular shapes, turquoise, blue, green and white, and in various circular formations representing the shape of fish scales

arranged regularly in a pattern, to give a unique viewed , as shown in Figure (19,20,21).

Results and discussion:

1. The broad aim of the present research on environmental design, which was the focus of this research, was to use the art of ceramic murals to improve Kuwaiti's understanding of their cultural heritage and maintain their sense of national identity.
2. The link between the wall design and the structural standards in building the ceramic wall design works on arranging the elements and voids and allowing for diversity in design between the different forming elements.
3. The structural standards that govern the artwork make the design unit continuous and help achieve homogeneous aesthetic values, which leads to the tourist and the viewer's interaction with the ceramic wall design.
4. Ceramic murals of materials suitable for all environmental conditions can be used in architectural buildings and various spaces.
5. Raw ceramic material has many advantages in quality and diversity in shapes, sizes, and colours. It can be formed in internal and external aesthetic panel surfaces at a low cost to express the heritage of Kuwaiti traditional life.

Conclusion

1. Contemporary ceramic mural art is one branch of fin art design concerned with decorating the ceilings and walls of buildings. This indicates that there are types of contemporary murals, including figurative, sculptural, and ceramic murals.
2. The diversity of architecture leads to the diversity of mural panel methods in terms of materials and raw materials used: mosaics, ceramics, porcelain, enamels, glazing, etc.
3. It was found that:-
 - contemporary ceramic mural has been affected by several factors: mural design in terms of (techniques, materials, contents, and concepts); environment; light, material, scenes; environmental climate;
 - The architectural style of the building, the relationship of the mural design to it, and the function of the building.
 - The environmental motive was crucial in designing the ceramic mural panels.

- The environmental motive significantly contributed to proving this connection through the artist's murals and how the viewer understood the various visions of the country's heritage.
- The research helps open new horizons for local artists and designers to inspire new ideas from Environmental Design that enhance the spirit of Kuwaiti creativity.

Recommendations

- These artworks can include new areas in Kuwait to increase diversity and attract visitors worldwide.
- Enhancing cooperation between the public and private sectors in implementing ceramic mural projects to improve Kuwait's tourism image.
- It is essential to create cultural and educational programs targeting local and international tourists to introduce them to the history and culture of ceramic murals in Kuwait.
- Encouraging local artists to continue developing ceramic murals to highlight Kuwaiti culture.
- Collaboration between local artists and cultural and government institutions should be supported in creating ceramic murals that reflect Kuwaiti heritage and the development of art in the country.
- The present artwork can be integrated with sustainable environmental projects, such as public parks or places that rely on beautifying streets and squares.
- It is necessary to encourage art, history, and culture researchers to conduct more studies and research on ceramic murals in Kuwait.
- Periodic attention should be paid to maintaining and preserving ceramic murals to ensure their long-term survival without deterioration.
- The State of Kuwait can establish partnerships with international institutions specialised in arts and culture to exchange experiences and good practices in ceramic murals and revive Kuwait's heritage on the global stage as a cultural tourism destination.

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The ceramic mural artwork creates an integrated environment of artifact work, aesthetics, and functional components. The importance of preserving the environment as the design relies on Facades and walls, creating a new culture to develop creative methods. Moreover, the environmental design of ceramic murals is one of the main areas that play a role in community service. It offers suggested visions to take advantage of ecological decorations by reformulating them according to the environmental designs to make designs for ceramic murals based on aesthetic and structural foundations. Ceramic art is associated with the environmental heritage of Kuwaiti architecture; ceramic is a necessary architectural and aesthetic complement, including architectural installations and the heritage of Kuwait day life. Its aesthetics make it suitable for creating many innovative environmental ceramic designs, whether flat or stereoscopic.

التصميم البيئي وأثره على سمات الجداريات الخزفية في السياحة في دولة الكويت دراسة تحليلية

تخلق الأعمال الفنية الجدارية الخزفية بيئة متكاملة من العمل الفني والجمالي والمكونات الوظيفية، مع أهمية الحفاظ على البيئة حيث يعتمد التصميم على الواجهات والجدران، مما يخلق ثقافة جديدة لتطوير أساليب إبداعية. علاوة على ذلك، يعد التصميم البيئي للجداريات الخزفية أحد المجالات الرئيسية التي تلعب دوراً في خدمة المجتمع، حيث يقدم رؤية مقترحة للاستفادة من الزخارف البيئية من خلال إعادة صياغتها وفقاً للتصاميم البيئية لعمل تصميمات للجداريات الخزفية تعتمد على أسس جمالية وبنائية. يرتبط فن السيراميك بالتراث البيئي للعمارة الكويتية، حيث يعد السيراميك مكملاً معمارياً وجمالياً ضرورياً، والذي يشمل التركيبات المعمارية وتراث الحياة اليومية في الكويت؛ فهو يتمتع بجماليات تجعله مناسباً لإنشاء العديد من التصميمات الخزفية البيئية المبتكرة، سواء كانت مسطحة أو مجسمة.

الكلمات المفتاحية: فن الجداريات الخزفية، التصميم البيئي، الزخارف البيئية