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## Contemporary Artistic Formulation of Omani Traditional Costumes Embroidered Motifs

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### Abstract:

Folk motifs are inscriptions expressing fine art, this art carries many elements of culture, originality and creativity that characterize societies, expressing artistic, aesthetic values, environmental and social connotations, highlighting the extent of the society's culture and sophistication. The Sultanate of Oman is rich in traditional costumes rich in folk motifs executed with the technique of hand embroidery, which is one of the main features of traditional Omani costumes. The current study aims to highlight the usage of hand embroidery in decorating men's and women's costumes in Sultanate of Oman, to deduced the general features of these decorations, and then reformulate the embroidery motifs in a contemporary form, that contemporary vision is realized through the implementation of a collection of contemporary fashion designs and Artistic paintings, where the reformulation is done in an innovative style without prejudicing to the aesthetics and originality of the embroidery motifs belong to Omani folk art. The contemporary method in formulation that has been experimented by the current study applications is the merging of embroidery art with contemporary painting on the fabric, the results represented in creating a collection of contemporary artworks and fashion, where the embroidery and painting interfered together. The study follows the descriptive approach with application of the applied method

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