

"RECYPRUS": A RESEARCH PROJECT AND ON THE TRADITION AND CULTURE OF CYPRUS AND THE REINVENTION OF OUR CONTEMPORARY CULTURAL/SOCIAL IDENTITY

Costas Mantzalos¹, Gintarė Jarašienė²

1 Frederick University, Cyprus,

2 Kaunas UAS, Faculty of Arts and Education, Arts Academy, Lithuania



Name: Costas Mantzalos
Webpage: <http://dac.frederick.ac.cy/en/>, www.frederick.ac.cy
E-mail: c.mantzalos@frederick.ac.cy
Institution: Frederick University
Address: 7, Yianni Frederickou Street, 1036 Nicosia, Cyprus
Phone.: +357 223 94394, G.Jarašienė +370 615 86802

Research purpose. A collective research project of the Arts and Communication department of Frederick University and Secondary Education Schools of Cyprus through the courses of Art, Photography and Design. The project focuses on the notion of identity with a centralized approach towards the re-invention of the concept of “Cypriotness”. The “ReCyprus” research project investigates the tradition and culture of Cyprus and attempts to re-establish the contemporary cultural and social identity. The research project aims at re-evaluating and re-inventing the Cypriot Identity and the wider concept of “Cypriotness” through our capacity as artists, designers, architects and scholars and through solutions which involve art products, architectural and industrial design products, visual communication and fashion.

Keywords: archaeology, tradition, design, identity, sustainable living, visual communication, product, architecture, art

Research Methodology. The presentation showcases a solving problem process in an attempt to establish a cultural and social identity in Cyprus. Problem solving in art and design is a practice which is achieved after thorough research, experimentation and production.

Results / Findings. Defining identity is a cathartic and constructive opportunity for recollection and reflection as well as self-evaluation and can support the evolution of sustainability, justice, equality, solidarity and social tolerance.

Originality / Practical implications. Identity – whether personal or collective – has a very crucial as well as determined role in the value of sustainability which not only concerns environmental matters but also extends to the adoption of a holistic perspective combining the ecosystem with the personal and social behaviors.

The comprehension and the development of personal and social identity is an act for creating solidarity, satisfaction, and a general well-being which adds to the solidarity of the city and in general the social sphere that we are all part of.