

## Writing on coins between functionality and aestheticism\*

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### Abstract

Coins are considered as one of the most important types of applied arts. Modern age culture not only searches for beauty in plastic arts, but also in applied arts. As every applied art work swings between functionality and aestheticism, an artist seeks to upgrade the aesthetic value of applied fine work for many purposes, mainly to market the work, and to make the aesthetic value itself as an aim to meet self-tendency and reveal skills and innovations. Industry related aesthetics has emerged in modern time called industrial aesthetics, the famous theorists of which were Jean Bar Telmy and Charl Lalu. Consequently, this research has come to refer to writing as a key element in shaping coins. It also underlines the importance of such an element to render an aesthetic value for coins in addition their originally functional value, starting from the emergence of coins and the need for writing as a coin element and then the development of the concepts and dimensions of such writing through time to the present time.

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\* For the paper in Arabic see pages (171-184)

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