

# **Advancing Islamic Art through Islamic Financial Institutions: A Case Study of Innovative Promotion Strategies**

## **Abstract**

This research scrutinizes the vital role of Islamic Financial Institutions (IFIs) in perpetuating and preserving Islamic art; a paradigmatic expression of Islamic culture distinguished by its intricate geometric patterns, calligraphic nuances, and spiritual leitmotifs. Despite its millennia-long significance, contemporary promotion and preservation of Islamic art are beset by formidable challenges precipitated by globalization, commercialization, and shifting cultural paradigms. IFIs, operating in consonance with *Shariah* principles, occupy a unique position to foster the advancement of Islamic art through ethical and socially responsible practices. By providing financial support, guidance, and infrastructure, they can help artists, artisans, and cultural institutions to preserve and promote Islamic art. Hence, this qualitative research undertakes a comprehensive examination of the strategic initiatives employed by IFIs to promote Islamic art, evaluates their efficacy, and identifies the challenges encountered by the IFIs. Through a methodological framework incorporating in-depth interviews and data triangulation, this study provides nuanced insights into their potential contributions to the preservation and promotion of Islamic art in the contemporary era, thereby illuminating the intersections between Islamic finance, art, and culture.

**Keywords:** Islamic art, Islamic culture, Islamic Financial Institutions (IFIs), preservation, promotional strategies