The late Shaykh Mitwalli al-Shaarawi is one of the preachers most connected to the "repentance" of Egyptian artists. In the TV serial about his life "Imam al-Da'ah," his influence on artists is represented through the character of Badriyya. Badriyya is a good-hearted poor girl from the Shaykh's natal village. At a young age she starts working in a coffeehouse and eventually becomes the owner of this coffeehouse. She constantly feels remorse and does not want her child to be raised in a coffeehouse. Instead of opening a "proper" business she is tempted to invest in the lucrative but "sinful" branch of entertainment and opens a nightclub. During her meetings with Shaykh al-Shaarawi she expresses her sincere intention to veil, to leave the sinful profession, and to open an orphanage but it takes many years and encounters with al-Shaarawi to finally "repent."

Whereas Shaykh al-Shaarawi has always been modest about his influence on the repentant artists—stating that guidance is from God—many artists acknowledge his influence on them. Interestingly this also holds true for some of the leading actors and actresses in the TV serial. Shaykh al-Shaarawi is played by the actor Hassan Yuf who stopped performing for a while after he and his wife Shams al-Barudi met with the shaykh. In the serial, Shaykh al-Shaarawi's wife is played by Afaf Shoeib. She also met with al-Shaarawi and stepped down in 1992. She returned after ten years and started acting with a veil. Badriyya, played by the actress Sawsan Badr, also stepped down but returned unveiled. Shaykh al-Shaarawi's view on the shamefulness of art has apparently waned and new discourses on art and religion have gained relevance.

Two decades later the star preacher Amr Khaled even begged the repentant artists to return and to use their God-given talents in support of the "nahda," the Islamic revival.

Two decades of "repentant" artists
Shams al-Barudi was the first artist to publicly announce her repentance in 1982. During her pilgrimage to Mecca she had several spiritual experiences after which she totally changed her life from a seductive actress into a devoted believer, mother, and housewife. The dancer Hala al-Safi left the profession in 1986 after a vision in which the Prophet covered her loose hair. Actress Hanaa Tharwat and her husband quit immediately after their meeting with Shaykh al-Shaarawi. The singer Yasmim al-Khliyam, daughter of the renowned Quran reciter Shaykh al-Hosari, continued until 1990 despite the pressure of al-Shaarawi who deemed Yasmim's profession a disgrace for his friend Shaykh al-Hosari. She eventually left due to her responsibilities as manager of the charity organization al-Hosari, named after her late father. In the early 1990s, a "caravan" of singers, dancers and actress "repented," probably speeded up by the 1992 earthquake. Dancers Amira and Sahar Hamdi as well as actresses Shahrira, Afaf Shoeib, Soheir al-Babl, Sawsan Badr, and Soheir Ramzi veiled and stepped down. They were accused of being paid by "Islamists groups" and forced to defend their genuine devotion. Spiritual experiences featured less prominently in their stories. Contacts with other repentant artists who gave religious lessons, preached, and invited preachers such as Omar Abd al-Kafi were crucial.

In the mid 1990s, young singers Hanan and Mona Abd al-Ghani, and actresses Abir Sharqawi, Abir Sabri, and Mayar al-Blabawi caused another shock in the secular press when they announced their decision to veil and to step down. Yet most of them returned after a few years of religious study and contemplation as a veiled actress or TV presenter of religious programmes. This inspired the older generation of stepped-down artists to return as well and presently Afaf Shoeib, Mona Abd al-Ghani, Soheir Ramzi, Soheir al-Babl, and Shahrira are back on screen, the latter with a religious programme in Amr Khaled style. The latest case of "repentance" by an actress was Hanan Turk. Interestingly, she did not even retire but immediately started acting with a veil. Whereas initially it was difficult to find appropriate roles with a veil—it is forbidden on the Egyptian channels except in religious and historical plays—presently many series and programmes financed by Saudi Arabia and the Gulf States find their way into the Egyptian homes of the lucky "dish"-owners. During my fieldwork in 2006, a new Saudi channel, al-Risala, was opened and many veiled artists I had interviewed paraded on the screen.

From Shaykh al-Shaarawi to Amr Khaled
The return of artists is partly related to a more relaxed religious discourse on art that emerged in the late 1990s. Whereas the repentant artists of the 1980s and early 1990s were mainly inspired by the conservative Shaykh al-Shaarawi and Omar Abd al-Kafi, around the turn of the century the moderate Islamist al-Qaradawi and young preacher Amr Khaled are favoured.

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Shaykh al-Shaarawi (1911–1998) was venerated by many and died with an almost saintly radiance. He did not extensively tackle the topic of art but generally held that art is like a glass or knife. It can be used for good purposes or for bad ends. Female artists, however, are "itching the sexual instincts." Shaykh al-Shaarawi was generally unfavourable towards work by women except out of sheer necessity. Citing that God rather prefers a woman's prayer to be in the mosque, in her room than in her house, and in her bedroom rather than in her room, he concluded that acting, even with a veil, is not permitted.

Since the 1980s, many Egyptian singers, dancers, and actresses, donning the veil, stepped down and publicly denounced art as shameful. Recently, such performers have reappeared veiled on screen. This article highlights the changing discourses on art that inform the artists' choices. These celebrities have been instrumental in fashioning Islamic lifestyles suitable for the higher classes, a phenomenon which ultimately gave birth to a market for pious performances.

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Veiled artists reflect the changing tides, yet they have also been influential in changing this tide. When the general climate and discourses on art and gender were restrictive, they stepped down. Like many women they veiled, followed religious classes, and became pious. Yet, if celebrities choose to veil and to leave the spotlights for the mosque it has an enormous impact on millions. They are trendsetters whether in fashion or veiling, in trendy lifestyles or in Islamic ways of life. The early repentant artists started “Islamic salons,” a new venue for displaying religious sensibilities and socializing for the bourgeoisie which is nowadays a widely-spread phenomenon in upper-middle class neighbourhoods. Several studied at Da’wah institutes and established themselves as preachers or — after returning to the screen — as televangelists such as Shahira. They decided which preachers were on the floor: first Omar Abd al-Kafi and later Amr Khaled. They started to work in Islamic businesses: Soheir al-Babli in Islamic fashion, Hassan Yusif started an Islamic film company, Hala al-Safi opened an Islamic school, and Yasmine al Khayyam has been influential in promoting preachers and in spreading Islamic charity to the higher classes. Artists have thus been influential in Islamizing the higher classes to which they themselves belong. When the market was open for Islamic recreation they were eager to return. When the options to return as a veiled performer increased, despite the discouragement of the Egyptian regime, they were happy to develop Islamic productions. They are no longer repentant artists but multazim or pious performers. Soheir al-Babli stipulates conditions in her contract: only with a veil, not being touched or embraced by men, except for a kiss on the hand or the forehead if the play needs it.

The texts should only contain respectable dialogues on themes which make sense to people. Besides, the play should be about important themes in the Arab world and not a plain imitation of the West. Pious performers try to develop new Islamic aesthetics. When I asked them to mention good pious productions, the list was still fairly short. The TV serial on the life of the venerable Shaykh al-Shaarawi, though, was one of them.

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