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Amalgamation of art and fashion for product development

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Abstract

Fashion and Art are two methods that revolve around the same orbit, which is creativity [3]. These two worlds share a bridge that channels them together. Art can be visual, musical, dramatic, architecture, digital or virtual [2]. When fashion is placed within the space of the museum and the art gallery, the product value evolves from consumer goods to art installation. In one quick slide fashion becomes a rare commodity to be collected and treasured for a life time [4]. Taking fashion further is by introducing and highlighting the presence of art techniques into current trends.

Today's world is a world of potentiality and freedom. Even if it is (and perhaps has always been) trendy to groan that "true art is dying out", such a thing can never happen. There will be artists, as long as there are people who want to create. If one looks carefully around them, they will see that almost every tradition and genre of art making, ever begun, is still going strong today [14].

In this research, inspiration has been taken from two painting techniques, where every artwork is unique even when done with same colours. These artworks are applied on different fashion products using digital textile printing. This printing technique also makes the products sustainable and eco-friendly. Digital textile printing requires very low power and water consumption as compared to conventional printing. While compared to screen printing, it uses significantly less ink and minimize waste. Considering the other forms of chemical waste from screen printing, digital textile printing offers a much more non-polluting process [8].

Keywords: Aesthetic, customization, liquid art, sustainable design, wearable art, acrylic paint

Introduction

Fashion is an art itself. Art in its own aspect has followed humanity through its times and the world of fashion has also been synonymous to it [11]. The two mediums share a close relationship. Fashion has its deep roots set in self-expressionism where else art as well tends to express artist's thought to the onlooker, by the colours used in artwork which evokes an emotion [2]. These factors could say a lot about the artist and his/her personality, just how dark makeup and ripped jeans could say in terms of self-expressionism in fashion. Fashion continues to find inspiration in fine arts. The main aim of this article is to make awareness about the magic of art and fashion together [1]. "It's an attempt to take art off the walls and bring it into our lives" says artist Oona D'Mello. "Making it(art) wearable expands the conversation around it, as well as the scope for who views it, where it exists and who consumes it" says Oona D'Mello in Hindustan Times weekend article.

Throughout time, art has not always been made by individual artists, or even by people who would dare to identify themselves as artists. Some of the most ancient and abstruse art is "folk art," created by unidentified people under unknown circumstances. Folk art may be religious in nature - perhaps even an attempt to create a magical object. It may have been made by nomadic or untrained artists. It may not have been considered art at all at the time of its creation. Art as we know it today is a fairly modern concept.

Today, we also accept that industrial and graphic design are forms of art. These forms, like the old folk art mentioned above, were once not considered art at all. But now they have taken their place alongside painting and poetry; the artisan, or skilled worker practicing a trade or handicraft, is an artist if he calls himself one. And that means art can be everywhere-- from the shoes on your feet to the car you drive to the teacup you sip from. We have functional art (objects you use) and art pour l'art (art for its own sake).

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We have "high" art and "low" art (whatever you wish those divisions to signify), high street fashion and Haute Couture, "real" art and "kitsch" [14].

There are four types of arts which are as follows.

Fine Art

This category includes works of art that are created primarily for sightliness. Fine arts include:

Drawing – charcoal, chalk, crayon, pastel, pencil, or pen and ink. Calligraphy – beautiful and stylized handwriting.

Painting – oils, watercolour, gouache, acrylics, ink and wash, tempera, or encaustic paints. Printmaking – woodcuts, stencils, engraving, etching and lithography, or screen-printing, foil imaging, or giclee prints.

Sculpture – bronze, stone, marble, wood, or clay.

Visual Art

The visual arts include all the fine arts, in addition to the following:

New media – digital art, computer graphics, computer animation, virtual art, Internet art, interactive art, video games, computer robotics, 3D printing, and art as biotechnology. Photography art.

Contemporary forms of expression – assemblage, collage, conceptual, installation.

Plastic Art

The term plastic art includes art works that are molded and not necessarily plastic objects. This category consists of three-dimensional works like clay, plaster, stone, metals, wood and, paper (origami).

Performance Art

This classification consists of an art form that refers to public performance events which occur mostly in the theatre. Performance arts includes: Traditional performance art – theatre, opera, music, and ballet. Contemporary performance art – mime.

Hyper-modern performance art – happenings.

Art can also be classified on the basis of dimensions namely 2D, 3D & 4D.

Objective

To combine art and fashion, to create valuable products.

Methodology

In this project, from various types/categories of arts like fine art, visual art, plastic art & performance art, fine art was selected. This fine art category includes works of art that are created primarily for aesthetic reasons. In fine art there are

many types such as Drawing, Painting, Sculpture & Calligraphy from which painting was selected. There are multiple methods & materials from which paintings can be made. Materials such as oils, watercolors, gouache, acrylics, ink and wash, tempera, encaustic paints, poster colors etc can be used. From all these materials acrylic paints were selected. These paints were used for two different painting techniques namely bubble painting and acrylic pour.

Different artworks were created using two painting techniques, one is bubble painting and another is fluid art/ acrylic pour. These two techniques were also inspired from oceanic textures/ underwater sea textures as seen in [Figure 1.].



Fig 1: Underwater sea textures

Bubble painting procedure

Materials used: acrylic paints of camel company (blue, red, green), cartridge paper, 3 small size paper cups, water, Vim dish wash liquids gel, old pen barrel, old newspapers

Step 1- Old newspapers were arranged on ground to protect the floor from getting stained.

Step 2- Paper Cups were filled half in water.

Step 3- Add blue, red, green acrylic colours were added in individual cups & mixed well.

Step 4- Half spoon Vim dish wash liquid gel was added in individual cups & mixed well.

Step 5- Old pen barrel was used as straw to create bubbles by blowing in the cups (bubbles were formed on mouth of the cups).

Step6- These bubbles were then directly shifted from the cups on the cartridge paper with the use of that same old pen barrel and placed on the desired area of that cartridge paper.

Step7- Four different sample artworks were created [Figure 2.a, 2.b, 2.c, 2.d]. From which one was selected for digitally printing on poly-satin fabric.

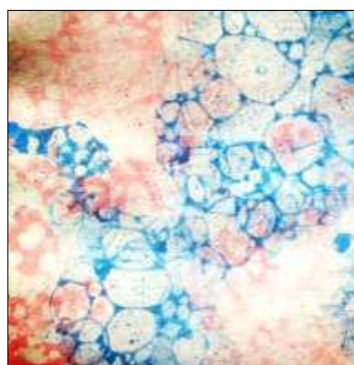


Fig 2.a: Red & Blue

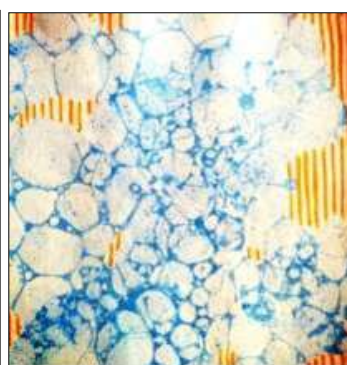


Fig 2.b: Blue & Golden Lines

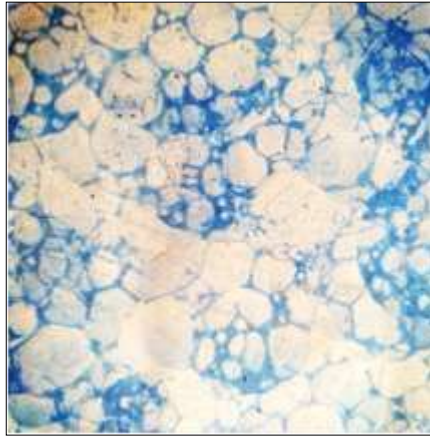


Fig 2.c: Blue

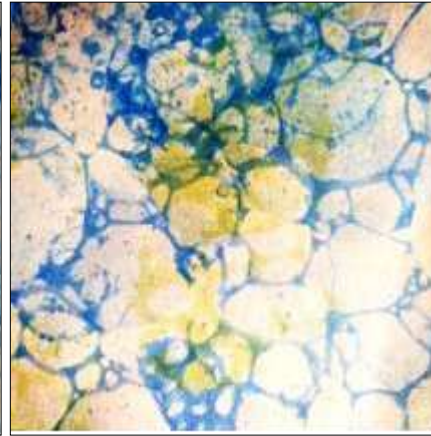


Fig 2.d: Blue & Green

Note: The artwork was selected on the basis of its aesthetics & colour/pattern combinations.

Fluid art procedure

Materials used: Fabrica acrylic colours of Camel Company (black, white, blue, pink), small fabric swatches (6inch x 6inch mercerised cotton, satin & canvas fabric), modge podge gloss of Fevicryl brand (finishing agent), old newspapers.

Step 1- Old newspapers were arranged on ground to protect the floor from getting stained.

Step 2- First satin fabric swatch was placed on paper.

Step 3- Blue & white colour Fabrica acrylics paints were poured 3 times alternately.

Step 4- Fabric swatch was handled with both the hands to move it in different directions, so that the paint moves in the same direction while creating a unique pattern [Figure4.a]. These same step was used for other 2 swatches of canvas fabric and 1 swatch of cotton material [Figure 4.b, 4.c, 4.d].

Step 5- After the paint was dry, modge podge gloss of Fevicryl brand was used a finishing agent to fix the paint on fabric.

Step 6- Out of these 4 swatches of unique prints, one swatch was selected for digitally printing on poly-satin fabric.

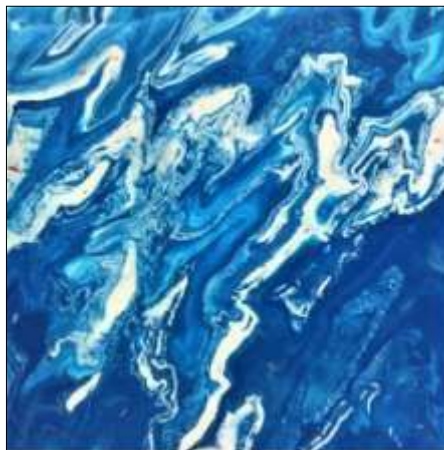


Fig 3.a: Satin Fabric



Fig 3.b: Canvas Fabric (Black)



Fig 3.c: Canvas Fabric (Blue)



Fig 3.d: Cotton Fabric

Note: The artwork was selected on the basis of its aesthetics & colour combinations.

Results & Discussion

Bubble painting results

With the use of bubble painting which was digitally printed on poly-satin fabric, an asymmetrical skirt with invisible side zipper was created [Figure 3]. The file used for digital

printing was in raster graphics or photographic format with 300 ppi resolution (pixels per inch). This printing method is one of the most Eco- friendly way of printing fabrics as it uses less power and ink [8].



Fig 4: Bubble painting on Cartridge paper



Fig 5: Poly-Satin Asymmetrical Skirt

Fluid art results

Digitally printed poly-satin fabric was then used to make waist belt with metal buckle [Figure 5] and hair band [Figure 6]. The file used for digital printing was in raster graphics or photographic format with 300 ppi resolution (pixels per inch).

It was also found that the fabrics used (cotton, satin, canvas) became more stiff after experimenting it with fluid art, as the layer of paint was thick. Even after applying the finishing agent the painted part of the swatch was found slightly sticky.



Fig 6: Fluid art/Acrylic pour on canvas material



Fig 7: Poly-Satin Waist Belt



Fig 8: Poly- Satin Hair Band



Fig 9: Poly-Satin Hair Band



Fig 10: Poly-Satin Waist Belt

Conclusion

It seems as though fashion and fine art are true partners in creativity, color and composition. It's no surprise for the great artists of past to find today's soft boundary between art and fashion as artists have been enchanted by fashion for as long as people have cared about cloths ^[10]. Fashion is undoubtedly & equally fascinated by fine art. Fashion and art help us survive the reality of everyday life, and if you put them together – fashion is an art form, an art of self-expression, an art of change, and a work of art that tells us a story ^[12].

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