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A NEW APPROACH IN ART, TEXTILE ARTS AND FASHION DESIGN

***Abstract.** Art and design is everywhere around us. It is said that the design and fashion is in love with art. Fashion is an art form, a decorative or applied art because some amount of artistic expression goes into clothing. Fashion is fascinating and captivating; from clothing design to catwalk show, the word of fashion is falling over itself to involve important names from a diverse range of the visual arts. Through this study and the two creations realized, it is highlighted the fact that the purpose of the fashion design is not only to follow fashion and aesthetic, but also to develop a multidisciplinary comprehensive design art.*

***Key words:** art, textile arts, design, fashion, innovative, embroidery.*

Objectives. For the last two centuries, fashion and art have maintained a competitive relation, like a love-hate one. Both fashion and art construct imaginary worlds, and use a same language of style to invigorate perceptions, ideas and beliefs [1, 2, 4].

Until now, the crossovers of fashion and art have received only scattered treatment and suffered from a dearth of theorization. The researchers in the field have explored the art-fashion nexus in numerous ways, from aesthetics and performance to masquerade and media [3, 4].

Methodology.

Art, textile arts and fashion design

ART. Art should stimulate emotions or feelings and has the unique ability to awaken noble sentiments in the mind and in the soul.

From Wikipedia, the free encyclopaedia, “Art is a diverse range of human activities in creating visual, auditory or performing artefacts (artworks), expressing the author's imaginative or technical skill, intended to be appreciated for their beauty or emotional power. In their most general form, these activities include the production of works of art, the criticism of art, the study of the history of art, and the aesthetic dissemination of art” [6].

TEXTILE ARTS. As is known that the textile arts are often seen as an appendix of visual arts.

From Wikipedia, the free encyclopaedia, “The visual art form such as ceramics, drawing, painting, sculpture, printmaking, design, crafts, photography,

video, filmmaking and architecture. Many artistic disciplines (performing arts, conceptual art, textile arts) involve aspects of the visual arts as well as arts of other types. Also, included within the visual arts are the applied arts, such as industrial design, graphic design, fashion design, interior design and decorative art” [5].

At the present, the textile arts have become a rare form of artistic expression. With the present tendencies, the works of textile art become more conceptual because they experiment with new techniques, materials and new concepts.

DESIGN. From Wikipedia, the free encyclopaedia, “Design is the creation of a plan or convention for the construction of an object, system or measurable human interaction” [8]. Decorative design involves the application of colour, line, texture, or pattern to an object. This may be used to enhance a structural design or may be simply a work of art.

The purpose of the fashion design is not only the pursuit of fashion and aesthetic, but a multidisciplinary comprehensive design art.

FASHION. From Wikipedia, the free encyclopaedia, “Fashion is a popular style, especially in clothing, footwear, lifestyle products, accessories, makeup, hairstyle and body. Fashion is a distinctive and often constant trend in the style in which a person dresses. It is the prevailing styles in behaviour and the newest creations of designers, technologist, engineers and design managers” [7].

Today, Fashion display design has become a professional discipline by combining visual art, space science and marketing strategy [1, 4]. It is a comprehensive multi-discipline of marketing, aesthetic, consumer psychology and visual arts.

Purpose. This approach to textile arts and fashion design explores both tradition and innovation. These two creations from this paper are the results of some fusion, a mixture between techniques, tradition and modernity, brought together in tendencies and trends. By using materials like tulle, lace applications, and by combining several techniques, namely collage, embroidery, dyeing with textile dyes and hand sewing, were obtained these two creations, one for fashion design, and the other for textile art, both having a great and powerful visual impact.

Research results: collage and embroidery application in fashion design (fig. 1-3), collage and embroidery application in textile arts (fig. 4 and 5).

Conclusions. Generally speaking, any type of artist work is an adventure of the mind. By experimenting and combining several techniques of artistic expression, it can be obtained amazing results with a great and wonderful visual impact. It can be also concluded the fact that the art is message, expression and eternity.



Figure 1. Creation (front and back view)



Figure 2. Side views



Figure 3. Details



Figure 4. "Heart"



Figure 5. Details of 40 cm circle

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