



УДК 7.012:687

ARCHITECTURAL AND NATURAL IMAGES AS A SOURCE OF ARTISTIC AND COMPOSITIONAL SOLUTIONS IN THE DESIGN OF MODERN FASHION

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The work presents the process of designing a women's clothing collection inspired by the Gardens by the Bay's artistic and compositional characteristics. At the initial stage, an analysis of the plastic, rhythmic, and modular features of the architectural and bionic forms of the complex was conducted, which served as the basis for the artistic concept of the collection. Then, these forms were transformed into silhouettes, constructive lines, and decorative elements of the costume. In the process of developing the models, innovative technologies were used, in particular, thermal bonding instead of traditional sewing, modern materials, parametric design principles, modular structures, and bionic shaping. At the final stage, a series of models was created that combined the natural organicity of forms with the technological expressiveness of modern clothing design.

Key words: collection, transformation of form, modern design, fashion, clothing

INTRODUCTION

Modern fashion design is developing in line with global trends, where environmental friendliness, technologicality and innovation are becoming the main values. Fashion has long ceased to be just a means of self-expression – it has transformed into a form of visual art that reflects the interaction of man with nature, culture and the technological world [1]. In this context, the appeal to natural and architectural images as sources of creative inspiration becomes particularly relevant.

PURPOSE

The purpose of the work is to create an original collection of women's fashion clothing based on research into the Garden by the Bay botanical garden as a source of creative inspiration, using innovative technologies in the context of the development of modern fashion design.

RESULTS AND DISCUSSION

The process of creating the collection began with an analysis of the artistic and compositional characteristics of the Gardens by the Bay botanical complex (Fig. 1), in particular its bionic forms, plasticity and rhythm of architectural structures. It was determined that the main transformational features for designing



the collection were the organic architectonics of forms, the multi-layeredness of structures and the combination of natural and technological elements. Based on the analysis, the concept of the collection is formed and sketches of future models are developed [2].



Fig. 1. Gardens by the Bay (Singapore)

A holistic, creative collection of women's fashion clothing has been developed (Fig. 2), inspired by the Gardens by the Bay botanical garden and a generalization of modern fashion trends. This collection is aimed at recreating the harmony of nature and technology in the fashionable image of a modern woman [3].

Research has shown that the image of the garden embodies a symbiosis of nature, technology and art, which is fully consistent with modern trends in design development – eco-futurism, biomorphism and the integration of sustainable technologies into creative processes. These ideas became the basis of the concept of the collection, which is aimed at reflecting the unity of the natural and artificial world in form, color and materials. The overall concept of the collection is to create a harmonious ensemble of models that convey the aesthetics of "living architecture" characteristic of Garden by the Bay. The design of fashion clothing is based on smooth, organic lines associated with natural plant forms, and at the same time has clear geometric accents inspired by the structure of metal "super trees".



Fig. 2. Sketches of the designed women's fashion collection



The results obtained confirm that the transformation of the architectural and natural image of the complex into the plane of fashion design contributes to the formation of a holistic concept of the collection, increases its artistic expressiveness, and corresponds to the trends of modern innovative design.

In the process of creating costumes, modern technologies were used, in particular, thermal bonding, which ensures the connection of materials and forms a clear structure. To enhance the image and convey the botanical theme, decorative elements in the form of fabric flowers were created. The combination of basic parts of clothing, decorative floral details and frame construction forms a holistic image that conveys the plasticity and architectural expressiveness of the botanical environment [3].

CONCLUSIONS

The work involved the transformation of the artistic and compositional characteristics of the Gardens by the Bay botanical complex in the design of a women's fashion collection. The use of bionic shaping, a parametric approach, modular structures, innovative materials, and thermal bonding technology ensured the integrity of the image and the constructive feasibility of the models. The results obtained confirm the relevance of combining natural prototypes with modern design solutions.

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ЯЦЕНКО М., МОЛОДЬКО О., РОЖИН Н.

АРХІТЕКТУРНО-ПРИРОДНІ ОБРАЗИ ЯК ДЖЕРЕЛО ХУДОЖНЬО-КОМПОЗИЦІЙНИХ РІШЕНЬ У ДИЗАЙНІ СУЧАСНОГО ОДЯГУ

У роботі представлено процес проектування колекції жіночого одягу, натхненої художньо-композиційними характеристиками ботанічного комплексу Gardens by the Bay. На початковому етапі було проведено аналіз пластичних, ритмічних та модульних особливостей архітектурно-біонічних форм комплексу, що стали основою для формування художньої концепції колекції. Далі здійснено трансформацію цих форм у силуети, конструктивні лінії та декоративні елементи костюма. У процесі розробки моделей використано інноваційні технології, зокрема термосклеювання замість традиційного шиття, сучасні матеріали, принципи параметричного дизайну, модульні конструкції та біонічне формоутворення. На завершальному етапі було створено серію моделей, у яких природна органічність форм поєднується з технологічною виразністю сучасного дизайну одягу.

Ключові слова: колекція, трансформація форми, сучасний дизайн, одяг.