

ابتكار ملابس معاصرة للسيدات مستلهمة من فن دمج الوسائط

Creating Contemporary Women's Fashion Design Inspired by Mixed Media Art

أ.م.د / ضحى مصطفى الدمرداش

أستاذ مساعد – قسم الملابس الجاهزة – كلية الفنون التطبيقية – جامعة حلوان

Abstract:

During the past years, people tried to express their own beliefs and thoughts through different artistic endeavors. Art was also meant to transfer their vision towards the outside world.

In order to create a wide range of applicable artistic selections, a number of new techniques and trends for the contemporary artists were subjected to analyses and studies. Besides, sticking on a single artistic approach leads to limitation of the innovative abilities. Thus, depending on “Mixed Media” was considered the best solution to obtain the absolute freedom of art.

“Mixed Media Art” is a concept emerged and developed during the 20th century as the postmodern artists began to bend the strict rules of traditional arts such as painting and sculpture. “Mixed Media” is a term used to describe any kind of artwork composed from combination of different media, techniques or materials. So, the defined selection of media is considered the substantive pillar of any artistic endeavor.

“Mixed Media” techniques contribute to its popularity within the contemporary art world, as it can perfectly express the social and political views. It is also characterized by the endless ability of blending conceptual visual formulation, which accordingly makes it more profound and expressive comparing to the other artistic trends. Moreover, “Mixed Media” techniques proofed to be the excellent choice for any innovative artist who aims at using modernized untraditional means to manifest his thoughts.

Hence, this research is casting a spotlight on deploying the “Mixed Media Art” in the field of fashion designing. It aimed at creating a contemporary women fashion designs inspired by the art of “Mixed Media”. Those designs are based on testing and mixing a collection of different materials and fabrics using various techniques to reveal the state of the art.

Key Words:

Mixed Media † Techniques † Materials † Fashion Design † Inspiration.

Research Problems:

Despite the extensive importance of “Mixed Media Art” as one of the visual arts which is concerned with expressing the creativity of each artwork, and beside the richness of used materials, techniques and innovative formation abilities, it lacks for the sufficient academic research, especially as for the "Applied Art" represented in the field of fashion designing.

Research objectives:

- 1- Studying “Mixed Media Art” in the field of “Apparel Design” and innovating new techniques which help in integrating the used materials and fabrics towards enriching the artistic value of each artwork.
- 2- Designing contemporary women wear inspired by the “Mixed Media Art”, which will be implemented using the modernized techniques in order to couple up with the worldwide trends.
- 3- Casting a spotlight on some of the international fashion designers whom are inspired by the “Mixed Media Art” in their artworks.

Research limitations:

The experiment has been implemented in the Faculty of Applied Arts with the first-year students, Apparel department. The objective was studying Mixed Media Art in women's fashion design.

Research methodology:

Descriptive , analytical method and experimental method.

Results:

- 1- Designing and implementing ten innovative women designs which clearly express the approach of “Mixed Media Art”, through two important views:
 - The variety of materials: different kinds and shapes of materials were used, such as fabrics, (Tulle, linen, cotton, chiffon, chamois, organza), leathers, sponge, threads, woods, mirrors, glass, plastic, metals, beads, palm fronds and more.
 - The variety of techniques: the designs were implemented by following different and various techniques such as embroidery, emptying, adding materials “Patchwork”, tying, bending, drape, ruffling, fur trimming, pasting, raveling, collection, collage, direct drawing, knitting and more.
- 2- The innovative designs were exhibited and analyzed according to three main factors:
 - Describing the implemented design and its final structural shape.
 - The used materials.
 - The used techniques.
- 3- Defining the concept of “Mixed Media Art”, its origin, beginnings and aesthetic features.

Analyzing number of the international fashion designer's artworks, in which they followed the approach of “Mixed Media Art”.