

Contemporary Portraiture: Creative Inspirations for Fashion Designers

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Introduction:

The current study came through several motives: The first is the exhibition held by the Exhibitions Committee of the Arab Society for Civilization and Islamic Arts entitled "Portrait" at Beit Al-Sennari in the period from 5th to 12th January 2020, where the fields of art participating in the exhibition included the art of fashion and the researcher who participated by one artwork.

The second: The researcher's designer's observation of the works presented in the above-mentioned exhibition of a great diversity in portraiture formulation in various contemporary styles in many fields of art, including ceramics, sculpture, photography and weaving, which is what drew the researcher to contemporary portraiture more accurately.

The problem and questions of the study:

The problem of the study lies in the exploration of new technical sources to enrich the field of fashion design, and it can be formulated through a set of questions:

- 1- What is meant by contemporary portraiture?
- 2- What is the history of portraiture art in short?
- 3- How did some contemporary artists deal with portraiture in their work in various artistic fields?
- 4- How did the international fashion designers approach portraiture in their designs as a source of creative inspiration?
- 5- What is the possibility of getting inspired by artworks of contemporary portraiture in designing a creative fashion?
- 6- What is the difference linguistically and convention between inspiration and quotation for fashion designers?

Objectives:

The main objective of the study is the possibility of inspiring from the artworks of contemporary portraiture in fashion design, which allows this inspiration of solutions and formative variables to create contemporary fashion designs. And the general goal divides into parts, as follows:

- 1- Knowing the art of contemporary portraiture through literature and reference studies.
- 2- An analysis of the visual values in the works of three contemporary portraiture artists in three different artistic fields: painting, sculpture, and ceramics.
- 3- A showcase of some of the works of contemporary international fashion designers affected by the aesthetics of portraiture in their designs.

- 4- Exposing the aesthetic and expressive values that are included in the works which deal with portraiture in a contemporary style, and the new entrances that it opens in inspiring creative fashion by inspiring from contemporary portraitures.
- 5- Attempting to research in adopting a scientific methodology compatible with scientific studies in the production of art and design.

Significance:

- 1- Introducing new art entries for fashion designers.
- 2- Confirming through the applied experience in the current study that the fashion can be inspired by the artwork in a technical manner in which he preserves the aesthetics of the original artwork.
- 3- New applied experiences in the field of fashion that raise the general level to guide the designers and researchers of fashion design in the Arab world.
- 4- The integration between the field of fashion and the various fields of arts, such as painting, sculpture and ceramics, is an introduction to new experiences in linking fashion to various types of visual arts.

Portrait art history:

Portraiture is a very old art form going back at least to ancient Egypt, where it flourished from about 5,000 years ago. Before the invention of photography, a painted, sculpted, or drawn portrait was the only way to record the appearance of someone.

But portraits have always been more than just a record. They have been used to show the power, importance, virtue, beauty, wealth, taste, learning or other qualities of the sitter. Portraits have almost always been flattering, and painters who refused to flatter, such as William Hogarth, tended to find their work rejected. A notable exception was Francisco Goya in his apparently bluntly truthful portraits of the Spanish royal family.

Among leading modern artists portrait painting on commission, that is to order, became increasingly rare. Instead artists painted their friends and lovers in whatever way they pleased. Most of Picasso's pictures of women, for example, however being bizarre, can be identified as portraits of his lovers. At the same time, photography became the most important medium of traditional portraiture, bringing what was formerly an expensive luxury product affordable for almost everyone. Since the 1990s artists have also used video to create living portraits. But portrait painting continues to flourish.

Some of the most famous portrait of all times include *The American Gothic*, which was painted in 1930 by Grant Wood, an American painter; *The Portrait of Madame X*, painted in 1884 by John Singer Sargent; and *Girl with a Pearl Earring*, painted in 1665 by Johannes Vermeer. Another famous work is *Las Meninas*, painted by the Spanish painter Diego Velazquez in 1656. This painting is so famous that the BBC named it "the world's first photo bomb." The painting shows the Infanta Margaret Theresa Margarita in the Royal Alcazar of Madrid, side by side with her maids, two dwarfs, a dog, and a bodyguard. *Las Meninas* has been defined by many as the father of "theology of painting" and "the true philosophy of the art." It was a masterpiece which depicted the expertise of Diego Velazquez. The most famous of all, however, is the *Mona Lisa*, painted in 1517 by Leonardo da Vinci. Referred to by many as the greatest artist of all time and a preeminent figure of the Italian Renaissance, da Vinci's portrait

was described in The Independent in 2005 as “the best known, the most visited, the most written about, the most parodied work of art in the world.”

Results of the study: Inspiring contemporary fashion by three contemporary portrait artists, Cameron Otero, Kimmy Cantrell and Maichel Lang.

1-Sculpturer Cameron Otero:

Carmen Otero begins her artistic training in the art schools of Madrid, specializing in different disciplines (graphic design, gold and polychrome, artistic stained glass ...) Later, she graduated in Fine Arts at the Completeness University of Madrid (sculpture specialty and restoration), where she will also obtain the DEA (diploma of advanced studies).

A singular artist with personality and own discourse distantly related to the everlasting lesson of Cubist deconstruction. Betting on the beauty of mergers and spatial interruptions, of shadows and illuminations, of colors and neutral surfaces based on intelligent rhythmic games around the constructive. Her work is represented prominently in private collections and religious centers. She has exhibited individually and collectively in different institutions and art galleries. Suggested creative contemporary fashion designs by the researcher had been inspired by Cameron Otero Portraiture:





-Ceramic Artist Kimmy Cantrell

Kimmy Cantrell enjoys developing fresh variations on several recurring themes: faces, still life, nudes and fish. Kimmy uses many forms to tell his stories, from free standing sculptures to still life collages. He uses asymmetry to challenge traditional definitions of beauty. “I want to show the beauty within flaws,” he explains. “Imperfections tell stories that are far more compelling than perfection.”



Conclusion and Recommendations:

It is possible to design contemporary creative fashion inspired by contemporary portraiture. The researcher recommends the production of the proposed designs in the current study, and the possibility of applying the idea in the projects of the students.

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