

Sustainable Thinking in Design: An Integrated Practical Approach between Fashion Design and Hanging Textiles Printing Design

Dr. Dalia Kamal Bakr

Department of Textile Printing, Dyeing and Finishing, Damietta University.

dolly_6@yahoo.com

Dr. Rodania Mohamed Rashad

Department of Ready-made Garments, Damietta University.

Rodaniamhmd@gmail.com

Abstract:

Sustainability is the result of design philosophy in the modern era as a result of great industrial developments and conflicts. This concept has been prompted into this paper by the possibility of achieving sustainability principles practically through rhythmic kinetic music show for fashion design in which all the show items were integrated together to serve the concept of sustainability including clothing design which is based on materials recycling process and hanging textile printing designs inspired from the Egyptian heritage as show backdrops. The heritage-inspired design has a cultural meaning and significance aims which is transmitting our heritage to our young generations, and therefore it is considered a kind of sustainable thinking in design. Research problem can be stated in how can recycling process and sustainable thinking be used in creating a full-fledged fashion show based on sustainability approach? The paper explores the concept of sustainability from perspective of the practicing designer of two different disciplines fashion design and design of hanging textiles through a practical approach for fourth-year students in the department of ready-made garments and department of textile printing, dyeing and finishing in faculty of applied arts- Damietta university.

Keywords:

Sustainable Thinking, Practical Approach, Fashion Design, Hanging Textiles Printing Design, Egyptian Heritage.