

A Study on Object-Applying Fashion Design in Modern Art

Ko, Joo-Young* · Chung, Shan-Ho*

*Dept. of clothing & Art, Graduate School, Chung-Ang University

**Professor, Dept. of Clothing & Textiles, Chung-Ang University

Modern fashion is viewed as one of the ideal media to express one's individuality. Fashion designers represent their inner world through fashion, and need more creative viewpoint and diverse subject matters.

To meet such needs, designers have actually made it possible to do more diverse and creative expressions under the influence of the modern trend of art, and have extended the areas of fashion design. Specifically, object, one of major modern art fields, removed the division of genre that resulted from restricted material stuffs, and presents new concept of plastic art, and eventually gives an impact on the development of modern fashion design materials and of creative design.

The purpose of this study was to apply the plasticity of object to fashion design in order to enlarge the scope of fashion design, as it's assumed that object, which is very important in modern art history, could be a means of expression that could pave the way for boundless creation.

For the purpose, the literature on the concept and development of object was reviewed, and photos were examined to categorize the object pattern and its materials in modern fashion. And then a design to unveil aesthetic will and make a good use of object characteristics was presented and actually transformed into a work of art that represent a unique beauty of art. The object was initially attempted by the cubists in the form of collage technique, and selected by the dadaists as a way to deny the existing values and tradition. In surrealism, the object was introduced to take a new look at the real world, open people's eyes and change their consciousness. The pop art inserted things used in daily living into object to shorten the distance between the arts and living. In fiber art, the impression and relief effect of object enable itself to be expressed in diverse ways. And now, the object is

having an impact on fashion design, and modern fiber artists are producing object in the form of dress. With the lapse of time in the history of art, the object sometimes presents the reality as it is or projects a specific image, and has been transformed to enlarge and reproduce its original image.

In modern fashion, the concept of object is largely classified into two: plastic object and imaging-projecting object. The plastic object isn't perfectly independent in its own, just having a plastic effect. The cubic objects of Picasso and Brak are called plastic object. This gives an opportunity to use more extended materials, getting rid of the restriction of materials in fashion design. The image-projecting object is mainly found in surrealism and pop art. This kind of object unveils even the inner sense of beauty of men, and shows new possibility in fashion design.

Besides, diverse techniques, including collage, assemblage and patchwork, are utilized to reveal its relief feelings and plasticity.

Based on earlier studies, a natural image and object of daily living stuffs were reorganized in a real work of fashion, and this attempt enables one to see fashion as one of plastic art. The materials of the object were found in daily living to insert natural image into the cubic work of art. And the mass-produced ready-made goods, like safety pin or button, were used as an ornament. All this efforts made it sure that there are a lot of possibilities to utilize object for expression.

The object pattern in modern fashion serves to enlarge the material stuffs and to make our thinking more creative. It unrestrictedly reflects the inner world of men and shows new possibility to develop new types of fashion design. Every thing and stuff in daily living could be a material of fashion, and it's expected that new attempts will be made from diverse perspectives in the future.