

The Symbolic Meaning of Pop Art's Image and its Practical Using on Clothing

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Binding the arts and clothing together is always one of the best conventions for any clothing designer to create their new works. The process of forming any kinds of arts is strongly influenced by the different culture backgrounds in different periods of time. Clothing is 'a soundless language; it delivers new culture messages in order to communicate with people by using styling, image and color. The 60's western Pop art movement motivated the revolution of contemporary fashion arts to another new century. The reason for the popular consumer culture became the fashion style that this particular culture language tightly combined arts and living. It is no doubt that Pop art's image is always one of the favorite arts pattern for any fashion designer, even though people had different arguments about it in the artistic field.

The purposes of discussion for this article are as follows:

1. Realize the form of social background in 1960's;
2. Comprehend the processing of Pop Art movements;
3. Analysis of the symbolic meaning behind the image of Pop Art;
4. Analysis of the practical using of Pop Art's image in fashion design.

The area of discussion is specific focus on analysis of the artistic messages and the practical using of Pop Art's image in fashion design, as perceived from those Pop artists.

The form of discussion is going to be writing a research paper by accessing all the available information on any related books, magazines or Internet.

The major conclusions of this study are as follows.

First, clothing tends to be ordinary and fit for commons.

The fashion history had a tremendous revolution on 1960s. The fashion, resisting old tradition and young street wear replaced the old fashion style that leaded by those high-class fashion stores. The hot news' and popular character's image began to appear on fashion design.

Secondly, the artist of Pop Arts introduced arts into our daily living life, fashion designer introduced fashion into arts.

The pop artist broke up the old concept of arts; they bonded the human being's life experiences and emotional reactions with the concept of arts. The Pop Art contains a lot of different resources; this urges all the fashion designers to look for new materials and ideas in arts field.

Thirdly, image is not only a symbol, but also a language.

The image of Pop art is not only a symbol of the new century, but also an icon of showing people's continuously ideology and emotional reactions. Image is a fashion language, which ultimately express out the people's insight thoughts by wearing the clothes.

普普藝術圖像的象徵意涵及其在服裝上的運用

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將藝術與服裝結合，一直是設計師喜愛的設計手法之一。藝術的形成來自於時代背景的影響，服裝像是無聲的語言，藉由造型、圖像、色彩等元素傳達新文化訊息與人們溝通。六十年代西方的普普思潮，為現代服飾美學揭開了新的紀元，通俗的消費文化得以躍升為流行時尚，是一種將藝術與生活緊密結合在一起的文化語言。儘管，藝界對普普藝術有正反不同的評價，不可否認的，在流行時尚的領域，普普圖像一直是設計師喜愛使用的題材之一。

本文章探討的主旨：針對六十年代普普思潮產生的圖像，分析藝術家們

想傳遞的訊息及普普圖像在服裝裝飾圖案的運用。

本文探討的目的歸納如下：1.瞭解六十年代的社會背景型態。2.瞭解普普風潮的形成。3.分析普普圖像的象徵意涵。4.分析普普圖像在服飾上的運用。

探討的方式：以文獻探討方式透過書籍、雜誌、網路搜集及彙整資料。

以下為本文探討後的論點：

(一) 服裝平民化、通俗化

六十年代是服裝史上空前大變革的時代，原本由高級時裝店引領的流行風格，轉向街頭青少年的反傳統前衛風格。熱門的時事與人物圖像開始出現於服飾圖案上。

(二) 普普藝術家將藝術生活化，時裝設計師將服裝藝術化

普普藝術家打破舊有的藝術理念，將藝術概念與大眾的生活經驗和心靈契合。多元化的普普藝術，促使時裝設計師紛紛地朝向藝術領域尋找新素材與靈感來源。

(三) 圖像是一種象徵，是一種語言

普普圖像是時代象徵，是人們內心思想持續表現的符號。圖像是一種流行的語言，藉由服裝無時無刻傳達穿著者的思緒。