

Kandinsky Inspired Digital Print Motif With Pattern Making, Cutting Exploration of Edgy Looks for Ready to Wear Deluxe

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Abstract The collaboration in between industry creative people will deliver strength in concept of design and creation for the result, as fashion industry is the largest and rising industry in Indonesia. Digital printing on textile is becoming trend development from few years ago, following emerging of international brand like Mary Katrantzou, Peter Pilotto and Jonathan Saunders were all started the digital bold prints with futuristic and cutting edge theme in year 2010. As according to fashion trend report, Art inspired prints have dominating fashion runway with the appearance of neon colors and shall stay all the way in year 2017. The research theme of artistic digital print has brought the creative director's aim for exploration project of fashion collaboration between a fashion brand and graphic designer for creating art inspired print by using digital printing with combination of pattern making exploration, the paintings of Wassily Kandinsky during his period at Bauhaus in 1922 until 1933, Kandinsky's Composition VIII and Transverse Lines during year 1923 had inspired the creative director to achieve variation of prints from combination, where finally this collaborative project has delivered into fashion showcase at fashion week in year 2016 by using edgy and semi avant – garde pattern making and cutting exploration into collection of Ready to Wear Deluxe consist of six looks varied from two – pieces top and bottom to long dress.

Keywords Art Inspired Print, Digital Printing, Creative Industry Collaboration, Edgy, Semi Avant – Garde, Pattern Making Exploration

1. Introduction

The importance of collaboration in between creative industry people is prominent, since there will be innovative, artistic, and competitive result especially in fashion industry. In Indonesia, fashion industry is one of the largest industries, and it has growing every year and even supported Indonesian economy. From statistic data and survey result Indonesian creative economy, the growth of gross domestic product of creative economy from year 2010 until 2015, the scale of gross domestic product from Rp. 535,96 trillion rising into Rp. 852,24 trillion, where increased about 10,14% per year, the value have given contribution to national economy dominated by three sub sectors are culinary, fashion and craft. Fashion is the number two largest contribution of gross domestic product of creative economy at 18,15% beside Culinary at 41,69% being the first and Craft at 15,70% on third. The main analysis of research to review the exploration of digital printing into fashion collection, as this is one of creative industry collaboration, where the digital print derived from art inspired motif into digital print on textile with further explore upon cutting and pattern making.

2. Literature and Theory

As following from research of study “the use of digital print has rapidly established itself within fashion and textile design, although due to its high production costs, the major creative developments are to be found in the mid to high end of the fashion and textile design industry” (Bowles and Isaac, 2009). Digital print textile has influencing fashion industry strongly when many international fashion designers emerged with digital bold prints with futuristic and cutting edge theme from Mary Katrantzou, Peter Pilotto, and Jonathan Saunders. At contemporary period, digital print motif has shift into variety of inspiration, as from trend forecasting at fashion snoops of spring summer 2017 period, art inspired movement from Bauhaus have strongly influenced the season, where the artists Frank Stella, Auguste Herbin have inspired geometrical abstract patterns from their art movement span through cubism, abstract, minimalism and post – painterly abstraction. In addition, the statement for trend benchmarking enhancement "There was an artistically inspired theme across the runways, from Rok-sanda and Céline to J.W.Anderson, Proenza Schouler, Marni, Valentino, and many other brands, whether directly