



RESTORING THE VANISHING ART IN THE FORM OF FASHION INNOVATION: Aipen Art of Kumaon

KEY WORDS

Fashion, Technology, Preservation and innovation

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ABSTRACT

The research is based on a design development which is extracting from the art and culture of a Himalayan people of "Kumaon" region from uttrakhand one of the state of India. Kumaon region has not been explored that much in the field of design and garment, they don't have much dress form and design which is exist today. Now only "Kamarbandh", a kind of waistband and "Julka", a chaddar used as a head-gear, are seen with the old-aged women and women working in terraced fields. Apart of costumes they have one beautiful traditional art form that is called "AIPEN". The design has different significance in different rituals. The art of aipan is the traditional style of painting developed and practiced in the Kumaon region of Uttarakhand. Previously it was done by grinding the rice and making paste out of that and it became formed the colour of white which is the sign of purity, peace and dedicated to god. As very less literature is available on this research so mostly this research is based upon the primary data.

For entrepreneurship uttrakhand having lot of prospects to develop, as uttrakhand is famous for the dev bhumi and its nature beauty so, lots of people are coming from all over the world. These customers always wanted some traditional and folk art article to buy. So Research has focused on the preserving the art out of using new technology and modernity.

OBJECTIVE:

The first objective of research is to find out and explore the art of Kumaon region of Uttarakhand which are based on folk art, as they are vanishing so try to preserve them.

Second objective is to adopt these designs and merge them into the fabric and out of that fabric garments will develop for different categories like women's wear, children's wear and Men's wear.

Third objective is to get popularity of these designs into the world of fashion. As most of the tourist from around the world are coming to visit the uttrakhand kumoun region due to the its beauty and nature, and at the time of visit they wanted to buy something belongs to the area for their remembrance. So the clothing develop out of these design can be the center of attraction for the tourist as they can wear themselves or they can carry the clothing's for their family members and finally it can be popular not only india but out of the india also.

Material and Method behind the Design

So research started the design process where it prepared the mood board which actually guides research for take out the better way to develop design. mood board usually has sketches of garments as the main focus of the board. Fashion mood boards may also have magazine clippings or other sketches of what inspired theme such as pictures of aipan art for the design. Trimming details and ribbon could also be on a fashion mood board.

Mood boards are a great way to present a theme. By putting the ideas on a mood board first, then research was making sure that customer likes the ideas. This is actually the process, from when execution has been start.

In today's market place, colour direction must be interpreted for garment category and customer group. Colour trends are not necessarily the same for all segments of the market. A well defined color palette should take into consideration. So research chose the complementary color scheme. After then research have taken a ivory sheet of 5inchX7inch and started illustrating 3 garments design into the women 12 head fashion croque by applying the Dhulighya ki Chowki aipan design, out of that illustration I have choosen the girls top because Dhulighya ki Chowki aipan design is going very nice with the girls top. Then took the design and make out a copy into the butter sheet paper, which is very good media for tracing the design. As have chosen the complementary colour scheme (Red,yellow and green) then taken out a cotton fabric piece which having the shade of red that is maroon color. The width and the length of the cotton fabric is 5"X25",.1" each have leave for the extra allowance. Then traced out the butter sheet design into the fabric and have chosen the media of hand painting ,for that take outs the Fabric colours ,Round brushes,Flat brushes,Medium,colour mixing palate and started to paint, After the completing of one repeat I leave the distance of 1/2" and then started the other repeat. After the finishing of all repeats, have cut out the the fabric into five parts according to the design and leaved that. After that has chosen the cotton western top in tint of green that is 'Fern' green colour. After then I patched the design into the bottom of the top and the end of the two sleeves. Finally the

design is complimenting the top in a beautiful way because it given the look of indo- western.



SCOPE:

1. This research is help to preserve the art form in a invention form
2. In the fashion world this art can be fashion statement
3. People get new direction for uplifting the art in the form of clothing