

Neon Moiré

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Design Statement

The purpose of this project was to develop a design using digital textile printing on organza fabric and op art inspiration. Additionally, the aiming of this project was to create a sensible, ready-to-wear garment, which could potentially be sold at any large retailers.

Using arts as a source of inspiration increases the overall quality of design, originality, and creativity (Mete, 2006). The specific inspiration of this design was the art of Bridget Riley, a British painter and designer whose work is representative of op art. Her distinctive style of black-and-white optical-art paintings uses simple geometrical shapes — including circles, squares, or stripes — to set out intricate and repetitive patterns, creating movement as well as other optical illusions (Biography of British, 2016). The current design was developed by creating digital geometric shapes of different sizes using computer aided design tools and digital textile print. The previous design was created from repurposed garments by alternating the placement of differently colored fabrics in narrowing angled stripes that were sewn together to emulate Bridget Riley's op art.

The pattern pieces for the dress and sleeves were developed as flat pattern with 2D patternmaking software OptiTex and exported to Adobe Illustrator for the clarity of the line. Later, the textile pattern was rendered using Adobe Photoshop. First, the designers created the sheath dress pattern in OptiTex and then digitally re-created renditions of Bridget Riley's Op-art work in Adobe Photoshop. Diagonal geometric patterns with different color gradients were created in Adobe Photoshop for two different set of dress patterns for both front and back. The color gradients were inspired by the reflection of light on a mirror disco ball. The shape of sleeve patterns was created with using OptiTex and then exported to Adobe Photoshop, rendering the same textile pattern used for one of the dress pattern layers. All of these digital patterns (two layers for the dress front, two for the dress back, and four sleeve pattern pieces) were digitally printed on 100% silk organza. Finally, all the front and back layers and sleeve pieces were sewn together. The seams are either French seams or bias bound seams.

Designers for this project increased the overall quality of the design, originality and creativity by drawing inspiration from op art and using digital technology as a design tool. Incorporating art elements, digital design technology, and digitally printed see-through organza fabric, this design offers a unique look that changes with different angles of view and lighting.

Reference:

Biography of British Op-Art Abstract Optical/Retinal Art (2016). Retrieved from <http://www.visual-arts-cork.com/famous-artists/bridget-riley.htm>

Mete, F. (2006). The creative role of sources of inspiration in clothing design, *International Journal of Clothing Science and Technology*, 18(4), 278-293.

