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Published: 2019-12-31

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"BLANC À NOIR" Ready to Wear Fashion Design Inspired by the Paprikas's Art Installation Design, "Trous de Mémoire (Memory Holes)"

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ABSTRACT

This "BLANC À NOIR" ready to wear collection is inspired by the Paprika Design's installation art, "Trous de Mémoire (Memory Holes)". This installation was installed at Aires Libres for 1 month on September 2013. There are 6 large scale light boxes. It invites the viewers to walk down a memory lane, but there are tricks and humorous discoveries to be made, indicating that what is forgotten is not always lost.

This collection is adapting the rectangular shape of the installation as the silhouette, the installation's colors, black and white, and Trous de Mémoire Installation Art's pictures and writings motif as a reference to make every looks. Also, adjusted with Trend Forecasting Grey Zone 2017-18 theme Vigilant and sub theme Structural-Cermat Terukur-Ekspos Teknik Sambung. The Target market are women with age range 27-35 years old, live in Bandung, Yogyakarta, and Jakarta, artistic, like visiting art event in Indonesia, a public figure and fashion trendsetter.

Keywords: *artwork, black and white, installation*

INTRODUCTION

Contemporary art means modern artwork that is not bound by the rules of the past and develops in the present day. The artist creates their work with inspiration which contain criticism, satire, or other concerns which happen today. Contemporary artists will create new styles, resources and materials for work. The limitless contemporary arts have made many changes to the Art sector. One of them is through the installation art. Installation Art is a term for large-sized work that allows visitors to enter inside. The first Installation art was made by Marcel Duchamp (Fountain,1917). It is expected that with a three-dimensional form and narrative in it, visitors can feel the work more realistically.

A deluxe ready to wear collection titled "Blanc à Noir" was inspired by one of the installation art made by Paprika, a company engaged in graphic design and strategic marketing, especially business communications services (branding, brochure, Environmental Design, catalog, poster, website). "Trous de Mémoire" installation art has 6 panels and presented with two black and white sides that give the classic impression. White side to represent the positive side of memory, while black is the opposite. This installation will invite visitors to create a story through their perspective based on the images created. On some panels there are pictures and funny words and full of tricks in each panel that invites visitors to go around the whole series of installations to see them

from various angles therefore visitors can find art displays with new and interesting perspectives (http: // paprika. com / projects / sdc-du-village-installation-13 /).

The design problem statement obtained in this research is: How to design a works inspired by the Trous de Mémoire Installation Art to be more attractive to the ready to wear deluxe fashion collection?

The limitations of this design are as follows:

1. The colors used in the "Blanc à Noir" ready to wear collection are black and white which are adapted to the inspirational theme of the Trous de Mémoire Installation Art.
2. The Motif in Trous de Mémoire Installation Art will appear in the form of stories in every look at this collection. The motifs shown are: eyes, shoes, ducks, cats, and others.
3. The silhouette of the Trous de Mémoire Installation Art which can be applied is an H-line form therefore the four looks displayed will be in the form of H-line.
4. The materials used in this deluxe ready to wear collection are printing, embroidery, and woven on a fabric all of which are inspired by Trous de Mémoire Installation Art.
5. Cutting on the ready to wear deluxe collection is taken from the silhouette of the Trous de Mémoire Installation Art in the form of a quadrilateral, therefore at every look will use angled cutting as in installation silhouette.
6. The target market for this deluxe ready to wear collection is women aged 27-35 years old, living in the city of Bandung, Yogyakarta and Jakarta, has a high artistic spirits, loves to attend art events in Indonesia, and also as public figures as well as trendsetters in the fashion field.

RESEARCH METHODS

This design was made using qualitative method in the form of field observations and study reviews from the book Trend Forecasting 2017-18 Grey Zone, with the vigilant theme and the sub-theme of Structural-Cermat Terukur-Ekspos Teknik Sambung. The theories used as a literature study in this research were:

1. Design theory, to display the relevance of research with the art of installation.
2. Art Theory of installation, to display the association of installation art as the research basis.

The design theories used in this study are design elements such as lines, shapes, colors, and textures. While the principle of design used namely harmonies and proportions to produce a good motive, balance to produce harmony in the design made, accent to create several attention center in design, and unity to produce good unity in design.

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Based on the aforementioned summary, therefore the resulting board image are as follows:

Figure 1. Image Board
Source: Author data

DISCUSSION

In the design industry, Trend Forecasting is essential. The purpose is that the works produced can keep up to date. In the book Greyzone Trend Forecasting 2017-18, the trends for 2017 to 2018 are divided into four major groups namely Archean, Vigilant, Cryptic, and Digitarian, each of which is further divided into several sub-chapters.

This collection takes the vigilant theme which combines traditional elements with developing technology, the old styles are reprocessed and adapted to recent style. This collection will use weaving technique that have been used long time ago, but will be made with a more modern look that is adapted to present needs, displaying the collection with a simple silhouette, carefully crafted, modern, and prioritizes comfort by using H silhouettes -line, and the main color is black and white which is basic color that matches the Vigilant theme. Based on the subtheme, Structural-Cermat Terukur-Ekspos Teknik Sambung emphasizes the use of field by connecting technique which requires specific skills. In this collection will be found the method to connect to the four looks as well as including the angled pieces in each of its looks.

Figure 2. Structural sub themes
Source: Author data

Trous de Mémoire Installation Art is one of the Paprika projects for SDC du Village (The Gay Village Commercial Development Society). Every year, the Aires Libres event which is an artistic art event on Saint-Catherine Street is held to promote this Montreal area.

The shape of this installation looks ordinary that is six large rectangular panels with printed motifs and black and white writing with lights inside. However, after the visitors around the installation thoroughly, visitors will find a lot of interesting things from this installation. Print pictures and writing that looks normal turned out to have a surprise. The six panels of this installation have a different picture and writing consisting of black and white sides. Each panel has a connection with each other that can be seen through the holes in each panel that will produce something. Another surprise is that visitors will find that in a certain position or angle, on the right and left side of this installation also produces something that is either an image as well as writing.

Figure 3. Right side-white of Trous de Mémoire
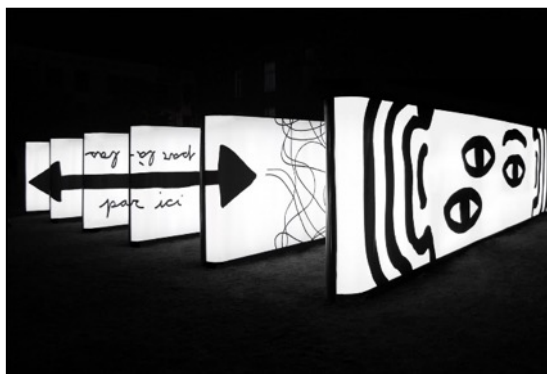Source: http://paprika.com/wp-content/uploads/parc-amherst_2013_3-1500x1000.jpg

Figure 4. Trous de Mémoire on the left-white side
Source: http://paprika.com/wp-content/uploads/parc-amherst_2013_12-1500x1000.jpg
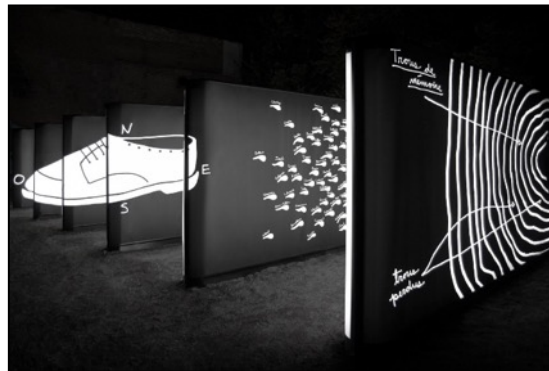
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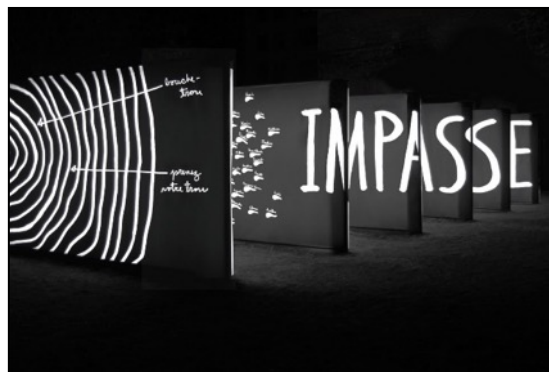"Trous de Mémoire (Memory Holes)"

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Figure. 5. Trous de Mémoire left-black side
Source: http://paprika.com/wp-content/uploads/parc-amherst_2013_9-
1500x1000.jpg

Figure 6. Trous de Mémoire on the right-black side
Source: http://paprika.com/wp-content/uploads/parc-amherst_2013_6-
1500x1000.jpg

Figure 7. Trous de Mémoire white side panel 1
Source: http://paprika.com/wp-content/uploads/parc-amherst_2013_2-
1800x1080.jpg

Figure 8. Trous de Mémoire white side panel 2
Source: http://paprika.com/wp-content/uploads/parc-amherst_2013_7-
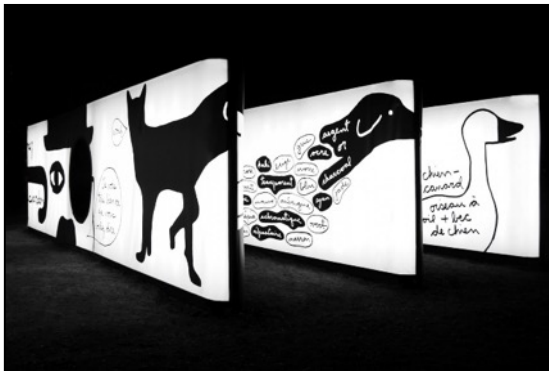1800x1080.jpg

Figure 9. Trous de Mémoire white side panels 4 & 5
Source: http://paprika.com/wp-content/uploads/parc-amherst_2013_8-
1800x1080.jpg

Figure 10. Trous de Mémoire white side panel 6
Source: http://paprika.com/wp-content/uploads/parc-amherst_2013_11-
1800x1080.jpg

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Figure 11. Trous de Mémoire black side panel 1
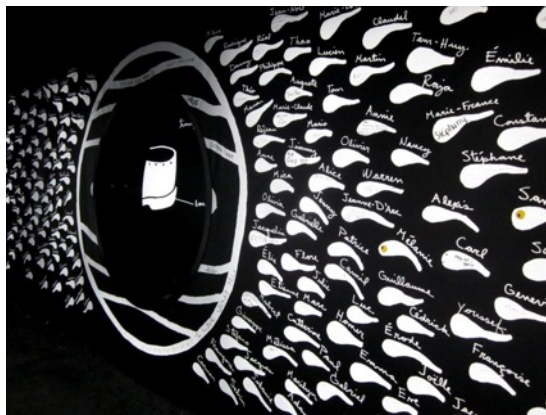Source: http://paprika.com/wp-content/uploads/parc-amherst_2013_14-
1800x1080.jpg

Figure 12. Trous de Mémoire black side panel 2
Source:https://solotripsandtips.com/wp-content/uploads/2014/08/Montreal-
memory-gaps-names.jpg

Figure 13. Trous de Mémoire black side panel 3
Source:https://collabcubed.files.wordpress.com/2013/07/paprika_aires-
libres_memory-gaps_trous-des-memoires_cool-installation_2a_collabcubed.jpg

Figure 14. Trous de Mémoire black side panel 4
Source: http://paprika.com/wp-content/uploads/parc-amherst_2013_10-
1500x1000.jpg

Figure 15. Trous de Mémoire black side panel 5
Source: https://solotripsandtips.com/wp-content/uploads/2014/08/Montreal-
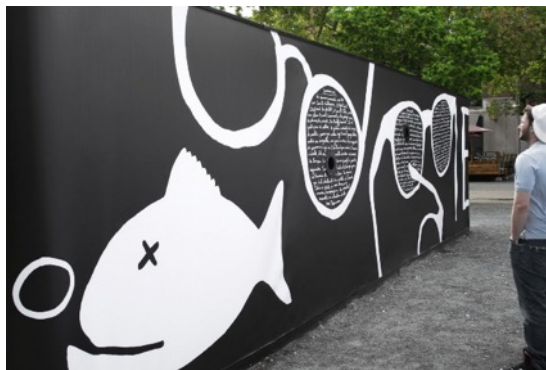memory-gaps-eye.jpg

Figure 16. Trous de Mémoire black side panel 6
Source: http://paprika.com/wp-content/uploads/parc-amherst_2013_17-
1500x1000.jpg

This collection uses 3 types of material design, namely digital printing, embroidery, and weaving. The four looks in this collection using printing techniques in the form of pictures and writings based on Trous de Memoire Installation Art.

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Figure 17. Embroidery motifs on printing 1
Source: Author data

Figure 17. Embroidery motifs on printing 2
Source: Author data

After the printing process on the fabric, the motifs from the digital printing are textured with embroidery techniques. In this collection, embroidery is applied both to fill motif as well as only to the edges of motives. For the weaving technique, it will be applied to the net fabric. The hole in the net can be used for weaving. The yarn used for weaving is polyester yarn.

Figure 19. Woven on black side net fabric
Source: Author data

Figure 20. Woven on a white side net fabric
Source: Author data

Design Process

Based on the Paprika's concept that visitors can create stories based on their perspectives, therefore this collection comes in four looks that are all interconnected, both from the front and the back side. Here are the four front and back looking designs:

Figure 21. The front-looking design collection
Source: Author Data, 2017

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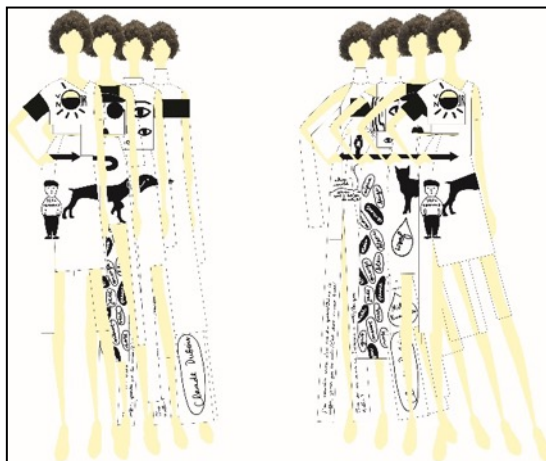"Trous de Mémoire (Memory Holes)"

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Figure 22. The front-facing perspective design collection
Source: Author Data, 2017

From the front looks, this collection will tell the story of a man named Normand as follows:

1. Normand Walk alone at night to find his lost pets (in design 1).
2. While on his way, Normand met an old looking grandpa like Chaplin and asked if he saw his pets or not. He said, he saw an animal running to the right. Normand looked to the right and only found a cat (in Design 2).
3. Then, Normand saw and heard a voice similar to his pet. He also tried to remember the colors of his pet fur but he realized that it was night (in Design 3).
4. From afar he saw an animal's beak similar to its pet. However, after he approached it, it turns out it was a duck (in design 4).

Figure 23. Rear looks design collection
Source: Author data

Figure 24. Rear looks Design perspective collection
Source: Author data

On the rear part, this collection will tell you about the process of memory search, as follows:

1. When forgetting something, for instance forgot the name of a person, our brains will try to find that memory (in design 1).
2. One way to remember something we forgot is to observe the surroundings, for instance from the writing or the street name that can help remind us of the things we forgot earlier (in Design 2).
3. Sometimes, we try to recollect our memory by imagining what we forget that, for example, when you forget someone's name, we'll ask, "What's your name?" While remembering the memory with that person (in design 3).
4. Sometimes, we can also find it through the trace when forgetting a person's name. We may be able to remember only a letter, so we will try various names with letters and pronunciation that we remember (in Design 4).

Final Design Results

The first design consists of the outer, inner, and bottom of the skirt. All of them wore an H-line silhouette with almost all angled cutting which is in accordance with the shape or silhouette of the Trous de Mémoire installation. The printing motif lies on the sun with voir noir writings, arrows, dog tails, Normand, letter I, eyes, and the names of people. The connecting technique lies in the motif on the front side of the skirt, as well as the arm's length aligned with the front side of the clothes. The weave on the net fabric will be placed on arm and skirt, and the embroidery will be on the motif of sun, arrows, and the Trou Normand writing for the front side, the letter I and in some people's names for the rear side.

Figure 25. Design 1
Source: Author data, 2017

This first design can be a stand-alone look with a story about someone named Normand who has a lot of friends, but sometimes he forgot to remember their name.

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Figure 26. Photoshoot design 1
Source: Author data, 2017

The second design consisting of a top and bottom in the form of a skirt. This second design silhouette is the H-line as well as with a right angle on each piece. Motifs on this design including Chaplin, Cat, letter M, P, A, eye structure, and glasses. Embroidery is placed on the eye motif, glasses, and woof writing for the front side, the letters M, P, and A, and some glasses for the back side. While the weaving on the net cloth is placed on the left arm and under the skirt. The connecting technique on the second design is placed at the top length of left-side hand which leveled with the length of the right side of the skirt, it also placed on the cat motif between the right and left skirt cutting, and also can connect with the top right side.
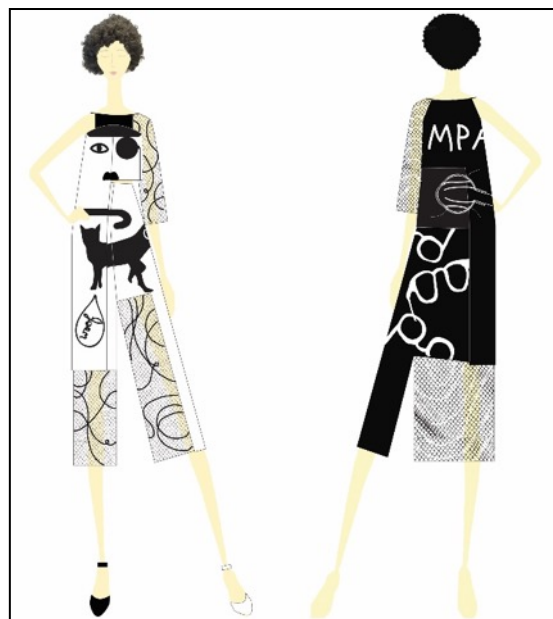

Figure 27. Design 2
Source: Author data, 2017

This second design could stand alone with a story about Chaplin with his signature wand suffering from nearsighted eyes and requiring glasses to see clearly, as well as cats suffering from nearsightedness, since their eye lenses are unable to be narrow when an object is brought closer to their eyes.

Figure 28. Photoshoot design 2
Source: Author data, 2017

The third design consists of the top and bottom of the pants. On the top of this design using standing collar as well as an off-shoulder sleeve on the right. The silhouette and the cutting are the same as the first and second design that is the H-line with angled cutting. The motifs in the third design are eyes, ears, a handwriting, dog's head, assorted colors, letters A, S, winged eyes, and 'Souvenir n.1' text. The connecting technique in the third design is placed on the pants' length which leveled with the length of webbed pants, as well as the length of both arms are the same. Embroidery is applied to the motif of dog's head, eyes, several colors, letters A, S, and some winged eyes. While the webbing on the net cloth is applied to the right and left arms, as well as on the bottom of the pants.
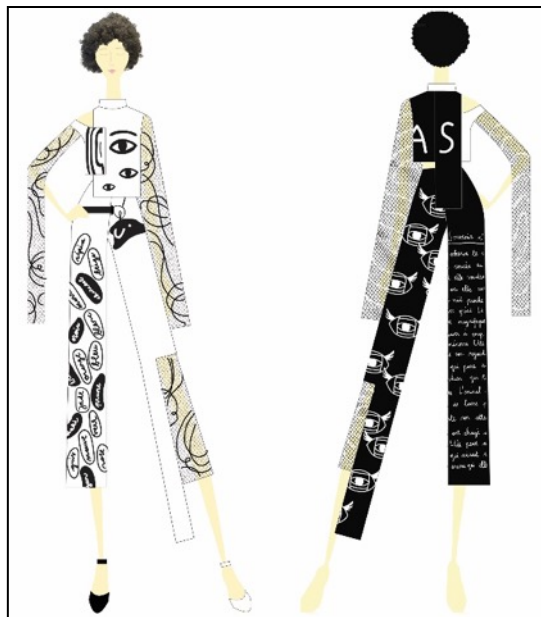

Figure 29. Design 3
Source: Author data, 2017

This third design will be a stand-alone look with a story about a dog that has a sharp vision of color, has a sharp hearing, as well as the dog's desire which is about its owner.

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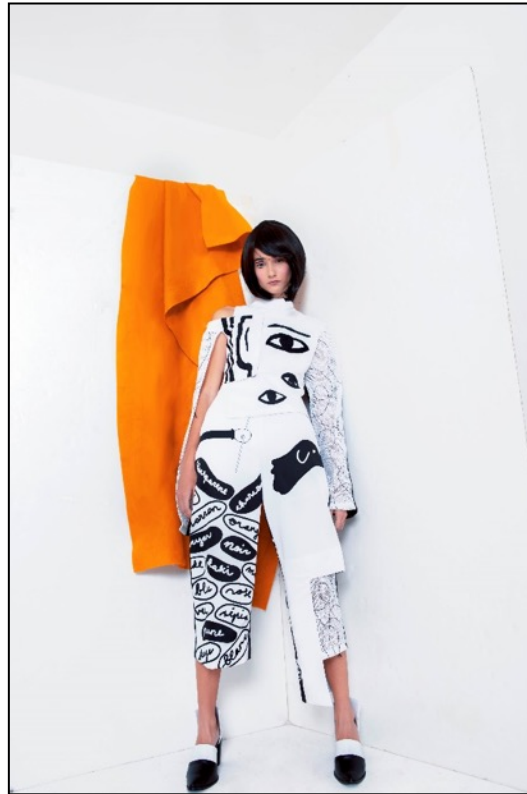"Trous de Mémoire (Memory Holes)"

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Figure 30. Photoshoot design 3
Source: Author data, 2017

The fourth design is the last design consisting of top, pants, and half outer. In material materials, silhouettes, and pieces are still the same as the first to third designs. The materials, silhouettes, and cutting are still the same as the first to third designs. At the top, the standing collar is used with Raglan's arms on the right side. Long pants consist of two layers, the inner is a pants from webbed material and outer part from the printing material. The motifs printed on this fourth design are ducks, arrows, duck heads, the lyrics of the Claude Dubois song, quotes from Milan Kundera, fish, letters S, E, winged shoes, and writing of 'Souvenir n.2'. The connecting technique lies in the arrow and duck motif on the pants which connect to the outer, the placement of the webbing on the net cloth on the right and left arms, and the inner part of the pant. Embroidery is placed on the motif of duck, song lyrics of Claude Dubois, letters S, E, several winged shoes, and several fish.
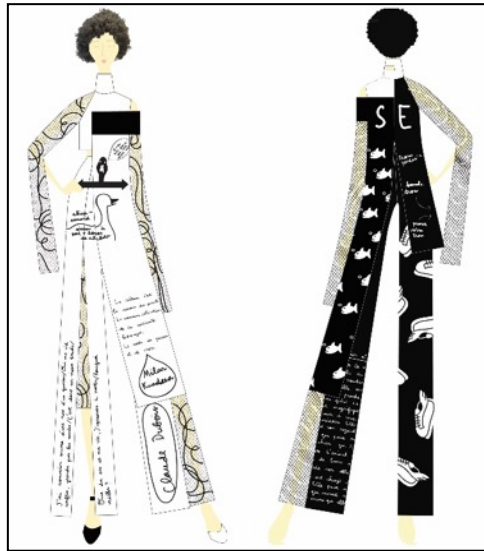
Figure 31. Design 4
Source: Author data, 2017

As a look that can stand alone, this last design tells a story about ducks and fish that both live in ponds. But both have the opposite memory. When hatching, whoever is first seen by a duck will always be remembered as its mother, which shows that the duck has a good memory. Whereas in fish, these animals only have memories for three seconds.

Figure 32. Photoshoot design 4
Source: Author data, 2017

CONCLUSION

Based on the concept of the author's analysis, it can be concluded that the collection of ready to wear fashion "Blanc a Noir" is a collection of fashion inspired by the installation artwork of Paprika Design titled "Trous de Mémoire". Every look in this collection takes pictures and text from the installation as a reference to determine silhouettes, colors, patterns, and manipulating fabric. This fashion collection will display a unique collection with a perspective on the image being viewed.

The theme taken for this collection is Structural-Cermat Terukur-Ekspos Teknik Sambung. Blanc a Noir collection is intended for women aged 27-35 years old living in the city of Bandung, Yogyakarta, and Jakarta, has a high artistic spirit, loves to attend art events in Indonesia, as well as a public figure and trendsetter in the field of Fashion.

Designing this collection, the author found several obstacles and difficulties, for instance the vulnerability to failure in printing techniques because the colors are only black and white, cleanliness that should be kept since the use of white cloth. The calculation of the connecting motif on all four outfits, as well as the working estimation with the risk of failure that may occur.

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