

Unit 7 Project Project Proposal 2016/17 UAL Awarding Body / CSM Foundation

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Curriculum Area: Fashion & Textiles

Pathway: Fashion 1

UALAB Unit: Unit 7 - Art & Design Project Proposal & Realisation

Project Title: WHY NOT?



from left to right: / Coffee lids- primary research, Gallery, S. and Gallery, S. (2017). Ibrahim Mahama - Artist's Profile - The Saatchi Gallery, Michelangelo Pistoletto- Venus of the Rags/ Ref: tate.co.uk

Project Review

Thinking about my Foundation Diploma year makes me smile.

It was definitely the most exciting time that I have ever had, but also, the very intense one.

I have faced several challenges: time, pressure, and pushing the boundaries of my comfort zone. For example, I used to limit myself to making "perfect" garments every time, but now I enjoy the experimental and unexpected approach of draping. I have improved my critical, analytical, and conceptual thinking abilities which allow me to find creative solutions within design. Now, I am able to fully develop my ideas using observational drawing, research methods, and surface exploration, thanks to a series of practical and technical workshops led by our tutors.

Overall, I think that Foundation helped me to feel more confident within my artwork.

I believe that combining my existing technical skills (from previous fashion education) with the exciting creative approaches (from Foundation) will lead to my successful (and enthusiastic) BA Womenswear studies.

While my design practice, I am always trying to utilise different disciplines in my conceptual design technique to bring an unconventional sensibility to fashion.

Project Concept & Description

Reacting on a current global problems such as consumption and fast living lifestyle, my proposal for this project is to create a 'circle' of sustainability. The process of creating a sustainable future for humanity is depending on science, development of new technologies and social awareness.

I am fascinated by unknown items/ clothes etc. from charity shops that are considered less valuable or even as waste. I want to pay tribute to all of forgotten or hated clothes in our wardrobes that we actually used to love in the past.

Once the garment loses its function, it is torn a part or it doesn't serve the purpose anymore, it is most likely thrown away. I am interested in telling the visual story associated with these clothes and objects. I will deconstruct these garments/items in order to give them a brand new purpose.

Considering the fact, that most of the time people watching any fashion show have no clue what is the main inspiration of the designer's collection, I came into to conclusion that I want to make a very specific and obvious statement through this project. I believe that potential customers will be proud to wear something that has changed its purpose and became more environmentally valuable while keeping the high aesthetics standard.

I will research the social and environmental context of waste in the fashion industry. I am planning to research the methods of fixing clothes /stitches, alternative techniques/. Therefore, I am going to experiment with all different types of secondary used materials / not only textiles, but non recyclable materials as well/. Knowing the previous purpose of these materials, I am going to use their characteristics in process of making design development choices.

That being so, I am willing to visit various exhibitions and research about related practitioners and artist such as: Ibrahim Mahana, Robert Rauschenberg and Wolfgang Tillman .

I am also going to use other resources such as Wearable Textile conference to support my initial idea and to widen my horizons.

Although I have to be well organised with my time management so my process will be strictly divided in to: 1visual research, 2material research, 3 design development and production, 4 presentation and each part of the project will last two weeks.

Following the 10 principles of good design by Dieter Rams, I am willing to keep my project outcome clear, simple and honest.

Project Evaluation

I have realised that this project is my last opportunity to fully experiment and loose myself while Foundation. Although, following my assessment feedback, I have to carefully select my ideas and work with motto: less is more.

I will keep my reflection updated, in order to examine my progress on the project. I am going to record and analyse feedback from my classmates, friends but also from people that I don't know (survey with strangers) so I can get objective criticism.

If possible, I would like to find someone to collaborate with, etc. company, sponsors...

Since this is only beginning of project, it is difficult to predict if I will be able to make several garments or not. In order to achieve my goal for this project, I aim to make 2 garments or one with accessories.

I am willing to consider the presentation of myself and my outcome as well. Within my final Foundation project, I would like to include a small catalogue/video, consisting of photographs and the project description.

Proposed Research Resources and Bibliography

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Whipps, S., Langdon, J. and O'Flynn, C. (2012) *Stuart Whipps: Why contribute to the spread of ugliness?* Birmingham: Ikon Gallery.

Wolfe, A.M., Walker, D.B., Lippard, L.R., Manaugh, G., Mitchell, W.J.T., Bartlett, B. and Reno *The Nevada Museum of Art* (2011) *The altered landscape: Photographs of a changing environment*. New York: Skira Rizzoli Publications.

Yongliang, Y. (2010) *Heavenly city: Yang Yongliang: [exposition, Paris, Galerie Paris-Beijing, 25 février-10 avril 2010]*. Paris: Galerie Paris-Beijing

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Exhibitions

Global-Local , International Fashion Showcase 2017
 Oska Bright festival
 Design Museum
 Becoming, Royal College of Art
 Do ho Suh, Victoria Miro Gallery
 TATE MODERN
 Gallaccio: Beautiful Minds
 Thames Museum
 Ibrahim Mahama, White Cube Gallery
 Utopia or dystopia?, London Transport Museum
 Knitting tutorial with Jess, Archway
 Wearable textiles conference

Project Action Plan and Timetable:

Week	Date Week begin- ning	Activity / What you are intending to do - including independent study	Resources / What you will need to do it - including ac- cess to workshops
Week 23	Feb 20th	Independent Research Week visual references research exhibition visit	CSM library Galleries
Week 24	Feb 27th	Draft proposal hand in tutorial on further research visual references research final concept idea, looking for a muse exhibition visit	CSM
Week 25	March 6th	material research experimental samples colour palette development, print ideas exhibition visit	Archway-workshop Library , galleries
Week 26	March 13th	Progress Tutorial final draft hand in, design development=silhouette, 1st draping ideas	Gallery visit
Week 27	March 20th	design development, advanced draping pattern cutting survey collaboration/sponsors hunting	

East-er Break Week 1	March 27th	independant study survey material manipulation, sewing the garment	Workshops closed
East-er Break Week 2	April 3rd	sewing exhibition visits	Workshops closed
Week 28	April 10th	Garment more or less ready Feedback analytics illustrations	
Week 29	April 17th	Photoshoot and catalogue making Finalising the garment	get the access to a photo studio at CSM
Week 30	April 24th	Setting up the Exhibition on Mon 24th and Tue 25th DEADLINE for Unit 7 Assessment submission is Tuesday 25th April, 4.00pm	making invitations for the exhibition