



Fashion Awareness Direct

Supporting and promoting
the art of fashion, the culture of fashion, the future of fashion

7TH FAD COMPETITION

URBAN COMMUNICATION: parallels and paradoxes

- i) INTRO
- ii) WHAT IS?
- iii) TIMELINE 6000BC
- iv) TIMELINE 1368AD
- v) THE LIST
- vi) THE TASK
- vii) THE INSTRUCTIONS
- viii) BIBLIOGRAPHY

i) INTRO

Beijing is to host the Olympic Games in 2008, London in 2012, therefore we look to Chinathe land of ancient philosophers.

They are responsible for the initiation of communication, and the first stamp, simply known as Dragon.

They instigated the Art of Calligraphy - communication transmitted by sweeping brush strokes forming inky black characters on a surface.

They discovered the medicinal use of herbs, flowers and trees to form an infusion, known as tea.

They created an architectural landscape to reflect and shape their history to include the iconic Pagoda. The flat city of Beijing contains The Forbidden City and the Summer Palace with its "Jade Belt Bridge"

They are an integral part of the Silk route and its journeys to the west as the explorer Marco Polo exposed on his travels and explorations.

ii) WHAT IS?

What is the Art of Calligraphy?

Calligraphy is an abstract art using its Chinese words as its vehicle of expression. Like a western painting one does not ask "What is it?"

It is not necessary to know what the word is.

What makes it Art?

It uses Chinese characters to communicate the spiritual world of the artist.

Through the medium of form, way of handling the brush, presentation and style, calligraphy as a work of art conveys to the readers the moral integrity, character, emotions, aesthetic feelings and culture of the artist, affecting them by the power of appeal and joy of beauty.



Fashion Awareness Direct

Supporting and promoting
the art of fashion, the culture of fashion, the future of fashion

What is a Pagoda?

A Pagoda is a general term for an eight cornered tiered tower with multiple eaves. Pagodas have antennae on the rooftop through which to conduct electricity known as a "finial".

Pagodas are used for tea ceremonies as a daily ritual to promote longevity of life or chi.

What is silk?

Silk is spun from the mulberry leaf by the silk worm and the leaf is digested and then spewed into a cocoon as it transforms itself into a silk moth.

In China there is a legend that the discovery of the silkworm's silk was made by an ancient empress called Xi Ling-Shi (Chinese: 嫘祖; pinyin: Léi Zu). She was drinking tea under a tree when a cocoon fell into her tea. She picked it out and as it started to wrap round her finger, she slowly felt a warm sensation. When the silk ran out, she saw a small cocoon. In an instant she realized that this cocoon was the source of the silk.



Fashion Awareness Direct

Supporting and promoting
the art of fashion, the culture of fashion, the future of fashion

v) THE LIST

THE CITY	BEIJING
THE SYMBOLS	PEONY - BEAUTY, ROMANCE AND PURITY MULBERRY - CHANGE AND GROWTH BAMBOO - FRIENDS OF THE PEOPLE
THE TIME ZONE	8 HOURS
THE LATITUDE AND LONGITUDE	39 55 N / 116 26 E
THE ARCHITECTURE	THE PAGODA
THE ERA	THE PAST, PRESENT AND FUTURE
THE TRADITIONS	THE TEA CEREMONY
THE ART	THE ART OF CALLIGRAPHY
THE COLOURS	CHARCOAL RED INK SNOW YELLOW
THE DESIGNER	BASSO AND BROOKE
THE YEAR OF THE...	2008, BROWN EARTH RAT
THE FILM	CROUCHING DRAGON, HIDDEN TIGER



Fashion Awareness Direct

Supporting and promoting
the art of fashion, the culture of fashion, the future of fashion

vi) THE TASK

PART i

IN THIS INSTANCE WE LITERALLY TAKE THE STRUCTURES AND BLUEPRINT, (provided) OF THE CHINESE PAGODA IN KEW GARDENS, (BUILT BY SIR WILLIAM CHAMBERS IN A PERIOD OF FASHION OF CHINOISERIE) AS OUR PATTERN FOR THE GARMENT. THIS WILL INITIATE A NEW NAME FOR A NEW GARMENT AND YOU WILL BE MAKING HISTORY ON THE TIMELINE.

THE PAGODA HAS THESE STRUCTURAL DETAILS.

163 FT TALL
10 STOREYS IN TOTAL
352 STEPS TO THE TOP
OGTAGONAL ROOFS
THE "FINIAL" ON THE TOP OF THE ROOF ACTS AS A CONDUCTOR OF ELECTRICAL STORMS...

WHEN DESIGNING YOUR AMAZING GARMENTS,
WE ASK YOU TO BEAR IN MIND FAD'S ETHOS AND RETAIN THE DIGNITY OF THE WEARER.

DIGNITY, NOUN;

1. THE STATE OR QUALITY OF BEING WORTHY OF RESPECT
2. A SENSE OF PRIDE IN ONESELF

PART ii

FAD ARE INITIATING A NEW ELEMENT IN THE BRIEF AND A BUSINESS PLAN WILL BE REQUIRED, AS DIRECTED IN A FAD WORKSHOP LATER IN THE YEAR.

vii) THE INSTRUCTIONS

ACTIVEWEAR

USING A LIMITED COLOUR PALETTE AS STATED IN THE LIST YOU ARE ASKED TO CONSTRUCT THE FOLLOWING:

OUTFIT 1: "CALLIGRAPHY: PARALLELS"

WE LOOK AT THE SPINE OF THE PAGODA'S STRUCTURE AS THE SPINE OF THE OUTFIT.

YOU ARE ASKED TO CONSTRUCT A ONE PIECE HYBRID LOOKING AT THE CORRELATIONS BETWEEN CONVENTIONAL FASHION PATTERNS I.E. TROUSERS, SHORTS, SKIRTS. DRESS, BODICE, SLEEVES, CUFFS, ETC. AND DRAW YOUR OWN ARCHITECTURAL PARALLELS WITH THE PAGODA'S SILHOUETTE AND INNER STRUCTURE.

YOU MUST INCLUDE SOME REFERENCES TO THE ART OF CALLIGRAPHY AND THEIR CHARACTERS IN SOME FORM AND INSERT WHERE APPLICABLE



Fashion Awareness Direct

Supporting and promoting
the art of fashion, the culture of fashion, the future of fashion

OUTFIT 2 - "TEXTING: PARADOXES"

WE LOOK TO THE MODERN ART OF COMMUNICATION, TEXTING, FORMED BY TYPING CHARACTERS ONTO A SCREEN AND THEN TRANSMITTED THROUGH THE AIR BY FREQUENCIES.

YOU ARE ASKED TO METAMORPHOSE THE PREVIOUS OUTFIT BY THE ADDITION OF 3 MORE LAYERS TO CREATE A SIGNIFICANTLY ALTERED LOOK, I.E. A PARADOX: HARMONY AND JUXTAPOSITION.

THE 3 LAYERS WILL POSE AS A METAPHOR FOR 3 CHINESE SYMBOLS

1. PEONY
2. MULBERRY
3. BAMBOO

THE LAYERS WILL TAKE THE FORM OF A SASH OR BELT, USED IN ANCIENT CHINA TO HOLD A DAGGER OR SWORD, AND NOW IN THE 21ST CENTURY TO HOLD A MOBILE PHONE OR BOTTLE OF WATER.

viii) BIBLIOGRAPHY

- 'Marco Polo, The Travels', translated by R. Latham, Penguin 1958 (only available in libraries)
- 'China Costume in Transition' by A. C Scott, published by Singapore Donald Moore 1958
- 'A Pictorial History of Chinese Architecture' MIT Press, 1984
- 'Architectural Encounters With Essence and Form in Modern China'
by Peter G. Rowe, Seng Kuan - 2002
- 'The Classic of Tea' by Francis Ross Carpenter
- 'The Art of Chinese Calligraphy' by Jean Long

WEBSITES

- www.orientalarchitecture.com
- www.chinapage.com/calligraphy.html
- www.wikipedia.org/
- www.ess.uci.edu/~oliver/silk3.html#2
- www.travelchinaguide.com/intro
- www.vam.ac.uk/exhibitions/future_exhibs/china_design_now/index.html
- <http://plasma.nationalgeographic.com/mapmachine/index.html>
- www.chinaculture.org
- www.artsedge.kennedycenter.org/index.html
- www.rbgkew.org.uk

© Louise de Caires for Fashion Awareness Direct 2007