

Folk arts: A strong source of designing

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ABSTRACT

Designs and Motifs are very important for designing, especially for textile and apparel products. They play a vital role in bringing about drastic changes in appearance of different textile and apparel products. A fabric or cloth with designs is capable of having more captivating impression than the one without them. Various types of designs can be inspired by variety of sources like nature or from the folk and craft such as wall painting, floor painting, sculpture, carving etc. India has always been known as the land that portrayed cultural and traditional vibrancy through its conventional arts and crafts. Folk art in India apparently has great potential in the International market, because of its traditional aesthetic, sensibility and authenticity. The rich motifs and designs of existing folk arts and crafts such as Madhubani art, Warli art, Saura art, Gond art, Mandana art etc. can be readily adapted in contemporary forms and incorporate them into textile and apparel product. These paintings reflect various aspects of life that are intelligent and though provoking, pleasing and gratifying. India is a fashionable land and these contemporary versions of art and craft could find a good place in the field of designing. Due to changes of fashion trends and increasing demands of consumers, there is need of variety of designs for new horizons from various traditional art sources. In this way motif of various folk arts such as Madhubani art, Warli art, Saura art, Gond art, Mandana art etc. can also be used on apparel and textile products. This paper entitled "Folk Arts: A strong Source of Designing" presents an introduction of various folk art forms and their uses as designing purpose on garments and life style accessories. The paper has been divided into three sub sections. First sub section introduces introductory part of the paper, second sub section presents application of various art form and third sub section discussed on conclusion.

Key Words : Folk, Design, Motif, Art

INTRODUCTION

India has always been known as the land that portrayed cultural and traditional vibrancy through its conventional arts and crafts. Designs and Motifs are very important for designing, especially for textile and apparel designing. They play a vital role in bringing about drastic changes in appearance of different textile and apparel products. A fabric or cloth with designs is capable of having more captivating impression than the one without them. Folk art in India apparently has great potential in the International market, because of its traditional aesthetic, sensibility and authenticity. Various types of designs can be inspired by variety of sources like wall painting, floor painting, sculpture, carving, tribal art, folk art etc. The rich motifs and designs of existing folk arts

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and crafts such as Madhubani art, Warli art, Saura art, Gond art, Mandana art etc. can be readily adapted in contemporary forms and incorporate them into textile and apparel product.

Madhubani painting is an art form that developed in ancient Kingdom of Mithila located in the Madhubani district of Bihar. This painting reflects various aspects of life that are intelligent and though provoking, pleasing and gratifying. Madhubani is derived from the words MADHU and BAN which means forest of honey, which implies the land prosperity. The name Warli folk art as mentioned earlier has emerged from the tribe called warlis, who live in the Thane district of Maharashtra. The name Warli comes from the word WARAL which means a piece of land or a field. These paintings depict images of human social life. The Gond of the Godavari belt, in the state of Madhya Pradesh produces figurative works in rich colors. This painting is done by Gondi peoples who lived in parts of Madhya Pradesh and Chattisgarh. Gond paintings have numerous theme including folk stories, nature, religion etc. the famous saura art is belongs to Orissa, done by saura and santhal tribal caste. These paintings are based on religious belief and daily ceremonial activities of their life. The famous “Mandana” art is associated with Rajasthan (Bundi and Jhalawar) and Madhya Pradesh (Bundelkhad, Gwalior and Nimar) states. Mandana is a different form of the Sanskrit word Mandan which means to discover (means to draw with lines and create a work of art). Mandana is closely related to the fields of Vaastu, Beauty and Adyatam (study) Yantras (tantric diagrams).

India is a fashionable land and these contemporary versions of art and craft could a good place in the field of designing. Due to changes of fashion trends and increasing demands of consumers, there is need of variety of designs for new horizons from various traditional art sources. In this way, today the motifs and designs of all these paintings are largely used for commercial purpose. In practice, these are now used on cards, wall hangings, cushion covers, table cloth, T-shirts, gift tags, book marks, clay items, wooden boxes, trays, coasters, shawls and stoles, photo frames, table mats, stickers etc. next part of the paper is shows a brief explanation about methodology and design development on the apparel.



Objectives:

- To introduce various art form of Folk art
- To apply motifs of folk arts on the products

METHODOLOGY

For the achieving of the objectives convenient and purposively method was used. For application of Folk and Tribal Art on the products, process was divided into some steps. In first step, the original designs were collected from various secondary resources like books, cards, websites etc. the designs were collected different categories like figurative, geometrical, symbolic, floral, religious etc. Around 100 designs were collected from various sources. The second step was selection of designs. Selection was done by random method. Approx 50 designs were selected for application. In third stage designs was placed on products. This work was done on paper sheet through illustration work. After that, these designs are transferred through the different adornment techniques such as painting, embroidery, printing or combination of all above. Selected designs and motifs are applied on T – Shirts, File folders, Paper bags, Pencil stand, cards etc. Here presents some collection of products.

So, we can say that, there are numerous forms of folk and tribal art in India and these traditional

Product Design Detail	
 <p style="text-align: center;">D - 1</p>	<p>This design is based on Mandana folk art from Rajasthan applied on Red color T – Shirt with white color combination on neckline area thorough fabric painting.</p>
 <p style="text-align: center;">D - 2</p>	<p>This design is based on Warli tribal art from Maharashtra placed on T – Shirt using with black and white color combination.</p>
 <p style="text-align: center;">D - 3</p>	<p>These file folder are designed with Aipan art, Madhubani art and Saura Art.</p>
 <p style="text-align: center;">D - 4</p>	<p>Mobile covers are designed by different folk art form like gond, madhubani, saura and</p>
 <p style="text-align: center;">D - 5</p>	<p>This lamp shade is designed by warli art in the combination of soil and black colour.</p>
 <p style="text-align: center;">D - 6</p>	<p>This card is designed by Saura art with dark and bright colour scheme on handmade paper.</p>

art forms are not only gives rich variety, also capable of adding spice to the products.

Conclusion:

It can be concluded from the results of the work that, it is possible to explore the possibility of adaptation of Folk and tribal arts.

It is also possible to develop new and interesting designs from the existing folk arts, to meet the excessive demands of contemporary designs in the fashion and apparel fields and also to increase the variety of designs in the field of textiles.

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In present time the Indian traditional work has a global appeal. Many top designers continuously worked and contribute the revival of Indian traditional craft and designs. Government also setup many production centers and clusters for promoting of artisans at various levels.

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