

वस्त्रा अवतार

: A Personal Manifestation of Fashion, Culture, and Identity.

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This thesis is submitted to Auckland University of Technology in partial fulfilment of the degree of
Master of Art and Design.

dedication

To my parents, Savita and Ravi, and to Samir.

वाऒरा: Sanskrit word for cloth, clothing, garment or article of clothing.

avatar: Hindu Mythology. Sanskrit word for the descent of a deity to the earth in an incarnate form or some manifest shape; the incarnation of a god.

pronunciation of इतलड इवीडन डरलड

For the sake of clarity in the pronunciation of the Indian words used in the text, below is a rough guide to their pronunciation using a simple scheme of diacritics, since I have not used diacritical marks in the body of the exegesis. Also added are the equivalents of the words in Devanagari script.

ambi	अम्बी / ambī
angrejan	अंग्रेजन / angṛ'ejan
avatar	अवतार / avātār
bandhani	बांधनी/ bāndhani
choli	चोली / cholī
devadasi	देवदासी / dévādāsī
ghaghra	घाघरा / ghāgrā
gota	गोटा / gotā
jauhar	जौहर / jāuhar
kali	काली / kāli
khadi	खादी / khādi
kumkum	कुमकुम / kumkum
kurta	कुरता / kurtā
lehanga	लहंगा / léhānga
lingam	लीन्गम / lingam
mor	मोर / mōr
namarupa	नमःरुपा / nāmarūpā
pallu	पल्लू/ pallu
pardah	पर्दा / pardāh
salwar	सलवार / salwār
sari	साडी / sārī
sati	सति / sati
sharara	शरारा / shārarā
shiva	शिव / shiṽ
vastra	वस्त्र / vastṛ'a
yoni	योनी / yoni
zardozi	ज़रदोजी / zaṛ'dozī
vasah antaram	वासाः अन्तरम/ vasah āntaram
paridhanam	परिधानाम / paridhānam

abstract

This research project asks; what is the potential for garments to express an Indian/European cultural hybridisation? The research explores the development of an alternative aesthetic by hybridising the ethos of traditional Indian garments and the aesthetics of 'Western' garments. The garments have been designed and constructed after key design features were identified, and the new garments reflect hybridisation. The aspect of hybridisation was further enhanced with the use of digitally-printed fabric imagery which features a mythologised and idealised European/Indian history. The research seeks to discover if such a joining-together could develop an aesthetic sensibility, informed by both a 'Western' enculturation and a traditional Indian heritage. The new garments will speak to the viewer about what it is to experience being situated within two cultures simultaneously.

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table of contents

introduction	1
ಪರಿಚಯಿಸುತ್ತಿರುವ ವಿಷಯಗಳು	3
ಪರಿಚಯಿಸುವ ವಿಷಯಗಳು	7
introduction by fashion	7
Hussein Chalayan	7
Alexander McQueen.....	9
Junya Watanabe	10
Sabyasachi Mukherjee.....	11
introduction by fashion photography	15
The Delhi Way	16
Helen: Queen of the Nautch Girls	16
introduction by literature	20
The Location of Culture	20
introduction by art	22
Yinka Shonibare	22
Anish Kapoor	26
methodology of investigation and practice	32
Referencing Garments and Artefacts	32
Journal based Methods	36
Reflecting on practice.....	40
Using a Heuristic Approach	41
Fabric Prints.....	42
Exploratory Experiments	46
Using draping.....	46
Using pattern making	47
Using Exploratory and Move Testing Experiments in the Design Development Process	48

દાખલાઓ.....	59
The Design Process.....	59
Developing a Hybrid Garment.....	59
Incorporating Digital Art.....	62
Hybrid Themes in my Digital Art	62
Hybrid Themes in the Fabric Prints	66
Hybrid Themes in the Garments	68
તબક્કાઓ.....	74
અનુલેખો.....	75
અનુલેખ અ.....	76
Steps Involved in Creating a Digital Artwork.....	76
અનુલેખ બ.....	79
Digital artworks	79
અનુલેખ ટ.....	84
The Garments.....	84
સંદર્ભોનો યાદી.....	85

table of contents

Figure 1: Map of India detailing the States and Territories.	4
Figure 2: My brother and I, circa 1984.	5
Figure 3: Me in a hand-made smocked dress sewn and embroidered by my mother, circa 1984.	6
Figure 4: Dressed up for a school concert in an Indian traditional ensemble, circa 1987.	6
Figure 5: Hussein Chalayan; Autumn Winter 2002-2003, <i>Ambimorphous</i>	8
Figure 6: Alexander McQueen; Fall 2008.	9
Figure 7: Junya Watanabe, R.T.W, 2009.	10
Figure 8: Sabyasachi Mukherjee's 2009 collection.	12
Figure 9: Sabyasachi Mukherjee's <i>Chottu sari</i> , 2009.	13
Figure 10: Yinka Shonibare, <i>Reverend on Ice</i> , 2005.	24
Figure 11: Yinka Shonibare, <i>The Swing (after Fragonard)</i> , 2001.	24
Figure 12: Yinka Shonibare, <i>Mr and Mrs Andrews Without Their Heads</i> , 1998.	24
Figure 13: Anish Kapoor, <i>1000 Names</i> , circa 1980.	27
Figure 14: Anish Kapoor, <i>Void Field</i> , circa 1990.	29
Figure 15: Anish Kapoor, <i>Cloud Gate</i> , circa 1979-1981.	30
Figure 16: Victorian lace collar patterns for women.	34
Figure 17: Men's historical costumes from France, dated 18 th century.	34
Figure 18: Dancers and Musicians in regal attire in the later Mughal court. Mid 19 th century, Victoria and Albert Museum, London.	35
Figure 19: A woman welcoming a Brahmin, Southern India. 19 th century, Victoria and Albert Museum, London.	35
Figure 20: Maharao Raghubir Singh of Bundi. Photograph dated 1888.	35
Figure 21: A princess with companions. Bikaner, India, late 17 th century.	35
Figure 22: The Three Design Diaries/Journals.	39
Figure 23: Close-up Image of Design Journal.	39
Figure 24 :Close-up Image of Design Journal.	39
Figure 25: Close-up Image from the Drawing Journal.	39
Figure 26: Screen shot of computer attached to the Shima Seiki.	43
Figure 27: The 17 main colour cartridges.	43
Figure 28: Close-up of fabric printing 1.	44
Figure 29: Close-up of fabric printing 2.	44
Figure 30: Fabric on the heat setting machine.	45
Figure 31: A garment in the process of being draped.	46

Figure 32: The paper pattern being laid out on fabric.....	47
Figure 33: Developing the garment pattern.....	48
Figure 34: Tracing the garment pattern – front.....	48
Figure 35: Tracing the garment pattern – back.....	49
Figure 36: Garment panels sewn to mirror each other.....	49
Figure 37: Developing the dress – front view.	50
Figure 38: Developing the dress – back view.	50
Figure 39: Developing the dress – side view.	51
Figure 40: Tracing the waistcoat pattern.	51
Figure 41: Sewing the shoulder pad.....	52
Figure 42: Close-up of the shoulder pad.	52
Figure 43: Sewing the waistcoat.	53
Figure 44: The waistcoat – front view.	53
Figure 45: The waistcoat – back view.....	54
Figure 46: Developing the Military badge 1.....	54
Figure 47: Developing the Military badge 2.....	55
Figure 48: The Military badge.	55
Figure 49: Close-up of front closure.....	56
Figure 50: Finished waistcoat – Front view.....	56
Figure 51: The finished ensemble – Front view.	57
Figure 52: The finished ensemble – Side view.....	57
Figure 53: The finished ensemble – Back view.....	58
Figure 54: A sari draped in the Nivi style.....	61
Figure 55: 'Winged' – one of my digital art images.....	63
Figure 56: Process of selecting the elements that comprise the final Digital Art image.	65
Figure 57: Digital image printed on fabric.....	66
Figure 58: Ensemble 1.....	68
Figure 59: Ensemble 2.....	68
Figure 60: Ensemble 3.....	69
Figure 61: Ensemble 4.....	69
Figure 62: Ensemble 1.....	70
Figure 63: Ensemble 4.....	70
Figure 64: Ensemble 5.....	71
Figure 65: Ensemble 4.....	71

Figure 66: Sequin patches used as embellishments.....	72
Figure 67: Sequin shoulder pads and a zardozi military inspired badge.....	72
Figure 68: Hook-and-eye closures.....	72
Figure 69: Step 1.....	76
Figure 70:Step 2.....	76
Figure 71: Step 3.....	77
Figure 72: Step 4.....	77
Figure 73: Step 5.....	77
Figure 74: Step 6.....	78

attestation of authorship

I hereby declare that this submission is my own work and that, to the best of my knowledge and belief, it contains no material previously published or written by another person nor material which to a substantial extent has been accepted for the award of any other degree or diploma of a university or other institution of higher learning, except where due acknowledgement is made in the acknowledgements.

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