

## Civilized Environment as a Source of Inspiration in Fashion Design

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### ABSTRACT

*The study identifies some milestones of the civilized environment in different societies (buildings, facades, lightings), by focusing on the aesthetic components of the civilized environment. The study offers innovative suggestions for fashion design by organizing the aesthetic components of the civilized environment. These are formed in constructive ways that are commensurate with the dimensions of structural design by using computer. The most important results include: First, demonstrate the ability to achieve new designs through the aesthetic components available in the civilized environment. Second, Show how enriched the civilized environment is with artistic aesthetics that have been utilized as a source of inspiration in the field of fashion design. Finally, Design a collection of new invented fashions by using computer; which lead to diversity in forms, colors, and re-organized civilization elements.*

*Keywords: Environment, Fashion Design, Computer Design*

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### 1. Introduction

Art is a product of human interaction with the environment. With all its diverse forms and colors, the environment becomes the source of inspiration, which feeds the human culture especially the artist who reflects on his art. The real art work is like a construction or synthesis of experiences shaped by the interaction between the living beings and the environment (Mohamed, 2000).

In addition to their own work and experiences in the field, artists and designers always depend on a variety of sources from which they gain new ideas that match their

innovations and creations. Therefore, they search for design sources that allow them to produce informative designs in such a way that colors, units and elements form the intricate part of the design. Often, the visual design perception may include natural environment such as rivers, mountains, deserts, seas, plants, animals, and climate. It may also include industrial environment such as man-made productions of buildings, architectural art, installations, and roads.

By combining the two sources from the designer and the environments, we may find a harmonious connection. While the designer is in fact a part of his environment, he can also be influenced by it. Thus, his

modified personality will appear in his designs and products (Gouda & others, 2002).

Inspiration of a design theme can be found everywhere either on the beach or skyscraper. Therefore the sources of inspiration are unlimited such as museums, cities, paintings, sculptures, films, photography, books and Internet (Tatham & Seaman, 2003).

## 2. Research Problem

Fashion designers and others who are interested in this field need constant information from multiple resources in order to enrich their experience in innovative fashion design and development. In this work, an experimental approach is conducted to link the civilized environment with the designer to show how the visual effects influence the thinking process, analysis, and design.

## 3. Significance of This Research

The environment created by Arabic cultural elements is used to improve the quality of fashion and design. In addition, efforts have been made to understand the effects of the aesthetics of buildings as components of the environment. It also assists those interested in design and innovation to express the environment created by Arabic architecture.

## 4. Research Objectives

The research aims at recognizing some of the objects of the civilized environment in different societies (buildings, facades, lightings), and to identify the aesthetic choices of each civilized environment. The work will offer some innovative solutions for fashion design to re-arrange and organize the constituent parts of the aesthetic of items in the civilized environment while corresponding with the dimensions of structural design by using a computer.

## 5. Methodology

### 5.1 The Basic Concepts of Search

#### 5.1.1 The environment:

The space, which includes various activities of human life, coexists with the human, and all constitute a connected series called the energies of life cycles.

Modern ecology is known as: the center or the spatial area in which human beings live, including natural and human influences.

5.1.2 The civilized environment: Is a city in the broad sense that means the headquarters at large. The city means the expansion of civilization and constructions (Ibrahim, 2000).

#### 5.1.3 The inspiration:

Inspired by God means: God casts in man's heart awakened ambition to do something (Al- Bustani & Others,1998).

#### 5.1.4 Fashion design:

Technical language is composed of a series of interrelated elements such as: "line, shape, color, space", controlled by a number of basics such as: balance, rhythm and harmony. These elements help others to use them in line with the nature of the human body in order to achieve its function within the framework that highlights the beauty of the design and designer at the same time (Al-Shazly, 2003).

In the view of Baybars (2003) fashion design is a planned process of basics and elements that seek to organize the aesthetic relationship. This in turn creates the innovative costume.

### 5.2 The Civilized Environment as a Source of Inspiration for the Designer

The environment, in general, is an integral part of a person and it is in permanent interaction with it. The civilized environment, in particular, is the source of inspiration for the vision and creativity that surround every fashion designer. Visual

concepts in the forms of buildings, illuminations, facades, furniture etc. directly affect creativity these are considered the main engine, which he calls for reflection, contemplation, analysis, modification and re-organization of elements. When the designer looks at a specific building, for example, he is not interested in its cost or its primary function, but he is impressed by its pathetic and artistic influence and this impact is caused by the aesthetic proportions of the building and its relationship with the art, decorative colors and ornamented details that affect the designer and make his

feelings move. This allows him to reflect, absorb, analyze and develop constructive designs of innovative uniforms that bear the characteristics of new aesthetic values. Such values stem from the sense of the designer and the influences of the culture his experience which satisfies the ultimate goal of the designer.

We may draw the stages of the design process in terms of the theatrical vocabulary by employing the civilized environment as a source of inspiration as follows:

No	operations	conduct designed
1	observation	designer notes the vocabulary of civilized environment (the forms of buildings, facades, lighting, and other ...)
2	Perception	Perception the properties and aesthetic values (ornaments, color, descent, etc.)
3	Analysis	Analyzes the civilized vocabulary of the environment and classification to exploit these aesthetic elements creatively.
4	Relations	To find the relations between the aesthetic elements, consisting of the items of the civilized environment to employ the innovative design.
5	Conclusion	Propose a set of fashion designs suit the aesthetic parts of the items of the civilized environment.
6	results	link parts of the aesthetic design of the proposed in high degree of drafting , harmony , composition , color harmony and consistency between the part and the whole which reflects the features , the aesthetic value and relations of the final design.

## 6. Results










A) The purpose of the experiment:  
For a practical application, the study aims at designing a set of different clothing, which shows the effect of the urban environment and the use of its implications. This helps in achieving innovative designs of these units that go beyond the scope of traditional methods used for design formulation. It creates innovative and aesthetic fashions that suit the Saudi society and its tradition.

B) The importance of the experience:  
Experience is an important contributor in shedding further light on the elements of the urban environment and its advantages.

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Through experimentation the artist and designer can use different components and inputs from this environment. This can foster innovation and creativity and helps in the formation of different reactions. This requires aesthetic visual perception and actual practice.

**Table (No.1): Urban environment components**

Photographs		
 <p>The commercial center Al-Hegab</p>	 <p>Kingdom Tower</p>	 <p>Faisaliah Tower</p>
 <p>First World Hotel</p>	 <p>Architecture Anfractuouse</p>	 <p>Latrinza Tower</p>
 <p>Illuminations Hotel Jakarta</p>	 <p>China Olympics:</p>	 <p>Bombay Mall</p>





Faisaliah Tower is one of the most prominent buildings in Riyadh. Located on an area of 55000 square meters in the northern city of Riyadh it cost a total of one billion and two hundred million Saudi Riyals.

Faisaliah Center Tower was built on a foundation by pouring 6000 cubic meters of ready-mixed concrete continuously for 17 hours. The tower is 32-story or 93 meters high with floor areas of 1500 m2 at the bottom and 500 m2 at the top.




Design (1) application of elements of aesthetic Faisaliah Tower to apparel.

place



color

Chosen aesthetic parts{

 <p>Kingdom Tower Center building is on 230.94 square meters of land with a total area of 300,000 square meters. The Center has sophisticated shopping and a banquet halls, office and office suites and luxurious apartments. In addition, the Four Seasons Hotel and a large number of international restaurants are housed. It is characterized by a wonderful view to the farthest point in the city. Kingdom Tower is at the intersections of three major roads in Riyadh.</p>	Place	<p><b>Design (2) application of aesthetic elements of Kingdom Tower to apparel</b></p>
	Color	
	chosen aesthetic parts	





The commercial center, AI-Hegab, is located on the edge of the city of Dubai. One side of the veil contains an open hand toward the city and the other side towards the desert is closed. There are a large number of international restaurants as well as shops and famous brands.



Design (3) application of elements of aesthetic AI-Hegab Tower to apparel.

place

colo

chosen aesthetic parts





Latrinza Towers in Abu Dhabi, United Arab Emirates is a rectangular building decorated with pipes made of curved steel and use glass reflectors that provide a wonderful sight when they reflect sunlight. The towers consist of a set of four towers adjacent to each other.

Design (4) application of aesthetic element of Latrinza Tower to apparel.

place



color

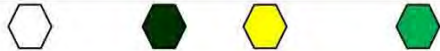


chosen aesthetic parts





Architecture Anfractuosa is located in the city of Sopot, Poland consisting of facilities for upscale businesses it has become a magnet for tourists from different regions of the world, aided by a series of gentle hills, highlands with beautiful scenery and mild climate.



Design (5) application of aesthetic element to apparel of Architecture Anfractuosa to apparel.

place

Color

chosen aesthetic parts





First World Hotel is located in the city of Malaysian Jakarta 2000 meters above sea level 51 kilometers apart from Kuala Lumpur. The hotel is found in Jane's Encyclopedia of World Records for its enormous 500,000 thousand square feet of completely covered space.

place

Design (6) application of aesthetic elements of the First World Hotel to apparel.



color



chosen aesthetic parts







Bombay Mall is one of the largest shopping malls in the city with a large number of international restaurants and shops for brand-name items. As one of the largest city in India, it is also important gateway for Arabic populations (Colaba colaba) with many Muslim tourists, hotels, shops and mosques.



Place

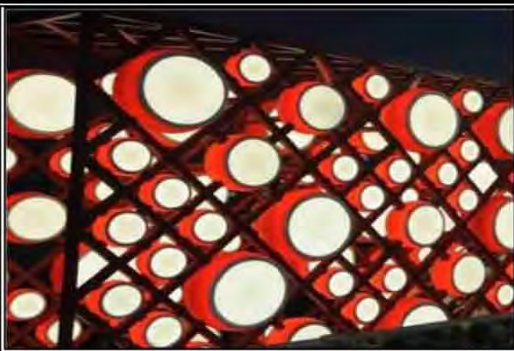
color

chosen aesthetic parts

**Design (7) application of elements of aesthetic Bombay Mall to apparel.**



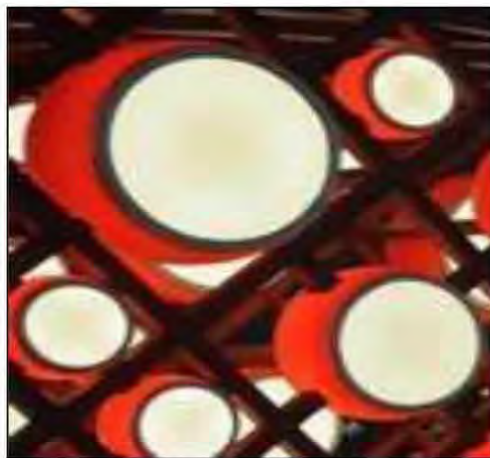




Beijing Olympics: This painting is a masterpiece of light carried by the Chinese the opening ceremony of the 2008 Beijing Olympics. It is a collection of circular lamps of different sizes.



Color



chosen aesthetic parts

Design (8) application of aesthetic element of the optical board of the Beijing Olympics to apparel.





Illuminations Hotel Jakarta: A painting made up of great varieties of sizes and shapes and that illuminate in different colors. It harmonious shows the Malaysian identity echoing the cultural heritages of Malaysia in an attractive way.



Place

Design (9) application of aesthetic elements of the entrance to Jakarta Illuminations Hotel to apparel.



chosen aesthetic parts

C) The steps of the experience:

1- Collect some items from the urban environment such as photographs of some buildings and iconic towers, which reflect the civilized environments for the selected countries. They are used as inputs in the process of fashion design. Buildings were selected from home or abroad, and then variety of images (buildings and illuminations) were collected and shown in Table (1).

2- Identify the parts that are found in the collection of aesthetic vocabularies of the urban environment.

3- Prepare an appropriate design, and recruit parts of the aesthetic vocabularies of the urban environment and organize them in different ways in terms of a structural design in order to provide different innovative solutions. The outcome is a new design that achieves the aesthetic value of a uniform construction.

4- Prepared 9 designs for fashion by using a set of units and formations that were distinct by using the principles and elements of design in order to add to the diversity of the innovative designs.

5- The design process was based on Photoshop® and was achieved with the following steps:

- A. Outline a set of different dress forms and insert them into the program.
- B. Use graphic design and development processes by drawing the external lines of the outlines of the design (drawing a sketch)
- C. Select the units designed by the program.

## 6. Conclusions

6.1 It was demonstrated that a new design can be created through the aesthetic components abundant in the civilized environment.

6.2 The study has shown how rich the civilized environment is in providing artistic and aesthetic components that can be utilized as a source of inspiration in the field of fashion design.

6.3 We have designed a collection of new fashion inventions using a computer. They led us to a greater diversity in the forms and colors and facilitated us to reorganize the elements of the modern civilization.

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