

DESIGNING A NEW RANGE OF T-SHIRTS USING A SCULPTURE OF TAMILNADU

Sadhana Mishra¹, Vandana Sharma², Shobhna Mishra³

¹Rajshree Institute of Management & Technology, Bareilly (U.P.) (India)

²Pushp Institute of sciences & Higher Studies, Pilibhit (U.P.) (India)

³Jamuna Prashad Memorial College, Bareilly, (U.P.) (India)

ABSTRACT

Present study was the titled, "Designing a new range of T-Shirts using a sculpture of Tamilnadu". This study was undertaken by the investigator to add new and interesting idea which can break monotony and give a touch of novelty in construction of apparel articles by using painting technique with sculpture motifs. For this purpose sculpture motifs were incorporate on T-Shirts using fabric painting technique on the basis of customer preferences. Then most preferred 8 design sheet developed into prototype. Purposively selected 100 respondents rated 8 prepared prototypes for the acceptance, preference of motifs, placement of motifs, colour combination, price and overall appearance. Present study is a successful innovative approach for the apparel articles which used as novel idea for the purpose of the beautification of textiles.

Keywords: Monotony, Motifs, painting technique, Sculpture.

I. INTRODUCTION

Over the year design has played a very important role in enriching the garment. Design is a visual look and shape given to a certain object, in order to make it more attractive, make it more comfortable or to improve another characteristic.

In general design is arrangement or putting out creative ideas or paper or any of the three dimensional form. The present study aim to fulfil or satisfy the consumer preferences and thus the investigator imply the design feature of sculpture of Tamilnadu to introduce a new range of T-Shirt into the market and explore the new horizon in apparel industry. The word sculpture originates from the Latin word sculptures, which means "to curve". It can be defined as the art or practice of creating three dimensional form or figures. Three- dimensional art produced especially by forming hard or plastic material into three dimensional objects, usually by carving or modelling. India is known for its famous sculptures, which are present in various parts in India. These famous sculptures speak volumes about the rich culture and heritage of India Tamilnadu the "country of the Tamils" pronounced is one of the 28 states of India. Its capital and target city is Chennai (formerly known as madras). Tamilnadu is known as the 'land of temples'. The city is home to around 126 temples dedicated to Lord Shiva and Lord Vishnu. All the temples represent the south Indian style of temple architecture.

II. REVIEW OF LITERATURE

2.1 Textile designing

- In sequence the review of literature reflects the history genesis and further modified of a particular research topic. This resume is a well- integrated discussion of previous relevant studied and theories which points out the issue involved in the present investigation.

(Sidhu,1996)

- Textile play a vital part in daily life as clothing, rugs, linen, upholstery lamp shudder, slip cover, draperies, trims and ribbons, curtains and shades.

(Coral, Souck)

- Designing is a particular or individual interpretation version or treatment of a style. Designing is all of a blend of an artistic talent and creativity. Designing is a plan means proposal, drawing article, descriptive or the result implement of that plan. In order way it is the outline that indicate first composition of a article.

(Naik, 1997)

2.2 Sculpture

The word sculpture originates from the Latin word *sculpere*, which means “to carve”. It can be defined as the art or practice of creating three- dimensional forms or figures. They can be made of almost any organic or inorganic substance. Common materials include bronze, plaster, clay, wood, paper mache and plastic.

2.2.1 Sculpture of TamilNadu

1. Kanchipuram-

Kanchipuram is famous for its beautiful stone carved architecture. Kanchipuram is also known as the “city of 1000 temples” and experience the inflow of 1000 tourists art enthusiasts.

2. Kanyakumari-

Kanyakumari is a town in Kanyakumari District in Tamilnadu state, India. The government museum offers a good collection of sculptural art of Tamil Nadu.

3.Chennai-

Madras, which recently reverted to its historical name Chennai, is the capital of the south Indian state of Tamil Nadu. It has many monuments and temples exempling the contributions of the chola and pallava dynasties to the ancient Dravidian civilization.

4. Mahabalipuram-

There are, or rather were , two low hills in Mahabalipuram, about 400m from the sea. Out of a big rock standing free nearby there is a “cut out” temple , called “Ratha”.

5.Meenakshi temple in Madurai-

The meenakshi temple complex is a city temple situated in Madurai. It is one of the largest and one of the most ancient temple here. Meenakshi temple is one of the most popular temples in Tamil Nadu and is world famous for its marvellous architecture.

2.3 Fabric

Fabric can truly be seen as a home's second skin. Whose softness and warmth make it a welcome and ever present companion and whose limitless variations make it an idea tool with which to represent individual traditions and culture.

(Coral and Gerard pascal)

In weaving apparel, its quantities, laudability and moderate. Cost has caused cotton to be used widely in articles of apparel. In the home bed, linen, draperies upholstery and slip cover fabric and towels are frequently made from cotton.

(Tortora,1970)

2.4 T- shirt

A T-Shirt is a shirt which is pulled on over the head to cover most of a person's torso. A t-shirt is usually buttonless, collarless and pocketless, with a round neck and short sleeve. T-Shirt fashions include styles for men and women and for all age groups, including baby, youth, and adult sizes.

(<http://en.wikipedia.org>)

2.5 Fabric Painting

Fabric painting is a popular and rapidly growing craft , beautiful effect on fabric and garment can be created with this technique. It is cheap method decorating articles the other advantage is that simple equipment are required, particular mood or depth can be created with fabric painting.

(Odendoul,2003)

III.METHODOLOGY

PHASE -1

1- Collection of study material-

The data was collected using primary sources (self – structured, interview schedule) and secondary sources viz- books journals magazine and internet. Information gathered about sculptures of TamilNadu of south India to design a new range of clothing.

2- Construction of interview schedule-

A self structured interview schedule was constructed with objective type question to collect the information about general preferences of customers with regarded to designing of sculptures of south India.

3- Selection of sample-

Sample size consisted of 100 post graduated girls of age between 18-22 years and 20 working women from Banasthali University to conduct the survey .Sample technique used for data collection was purposive sampling.

4- Data collection-

The data was collected by the investigator from the sample in premises of Banasthali Vidhyapeeth with the help of interview schedule.

5- Data analysis-

Responses or data was gathered and processed statistical and subjectively to extract out the general preferences present study which, provides the investigator a combination of general features in designing.

PHASE-2

1- Development of design on paper-

According to respondents investigator prepared 20 design sheets on paper adopting by sculptures of Tamilnadu, to get favourable results various desired detailing and features was use for screening of designs as consumer preferences.

2- Evaluation of developed design sheets-

Assessment was done to select the developed designs by displaying all the design sheets to the respondent and the sheets will be graded on five points scale viz-

- 1- Poor
- 2- Average
- 3- Good
- 4- Very good
- 5- Excellent

3- Analysis of evaluation-

The data was analysed both statistically and subjectively, to evolve high ranked design sheets to develop the prototype according to design style, color and other features. The result was analysed by tally marks, frequencies and percentage.

PHASE-3

1. Construction of selected design into prototype-

The grades were then added and top 8 rank design will be developed into prototype.

2- Assessment of marketability of developed prototypes-

The costing of garments was done including the cost of raw material (T- Shirt color), labor cost and overhead changes combined with 20% profitability. The target group will then be assessed these ready garments by display and evaluation was done in terms of color combination, design details and surface enrichment technique implemented with respect to it's final cost.

IV. RESULTS AND DISCUSSION

In this chapter, the results of study undertaken have been interpreted, discussed and presented in the following sub sections-

4.1 To extract out the different design features from sculptures of Tamilnadu-

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5. Meenakshi temple in Madurai-

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6. Preferences for T-Shirts designed by Fabric Painting-

This data represent that most of respondents want to bought such new type of item and add in their wardrobe as their demand is ever changing and they preferred to catch up with new form of clothing to rejuvenate themselves.

7. Assessment of consumer acceptability of design sheets-

On the basis of consumer preferences, 25 designs of sculpture motifs were designed for the T- shirts. The sheets were evaluated on the basis of 5 point scale. 8 best design sheets were selected for designing T-Shirts.

4.2 Ranking of sculpture motifs for T- Shirts were prepared by the help of selected sheets.

- 1- Design no. 1 got 94% score and ranked product no.1
- 2- Design no. 25 got 93% score and ranked product no.1
- 3- Design no. 24 got 89.4% score and ranked product no.1
- 4- Design no. 2 got 82% score and ranked product no.1
- 5- Design no. 12 got 81% score and ranked product no.1
- 6- Design no.18 got 80% score and ranked product no.1
- 7- Design no.22 got 78.4% score and ranked product no.1
- 8- Design no.19 got 78.2% score and ranked product no.1

The above data shoos all the 100 respondents graded all products as excellent in design, placement of motifs, color combination, overall aesthetic appeal. It reveals that all the respondents were appreciated the work done by investigator to generate innovative idea using sculptures of Tamil Nadu.

4.3 Assessment of marketability of developed prototype –

All products found greatest acceptability and marketability from respondents which give positive result to the investigator and enthusiast to do more proceeding in such field to revitalize the traditional art and craft and survive it forever in heart of all as ethnic and classic remark.

V. SUMMARY AND CONCLUSION

Sculpture, art of producing in three dimensions representation of natural or imagined forms. It includes sculpture in the round which can be viewed from any direction, as well as incised relief, in which the lines are cut into a flat surface.

In the present investigation “the investigator has made an attempt to increase the use of sculpture motifs with fabric painting in clothing to restore the beauty”.

Thus the present study was taken up with the following objectives-

- 1- To trace out the sculptures Tamil Nadu in India to design T-Shirt.
 - 2- To extract the preference from the target group through interview schedule about the study.
 - 3- To develop the some design sheets according to consumer preferences.
 - 4- To evaluate the design sheets to develop the prototype.
 - 5- To develop the most preferred design sheets into prototype.
 - 6- To access the marketability and acceptability from the target group.
- **To attain the specific objectives of the study methodology was divided into 3 phases.**

Under phase I, various sculptures were collected from different sources like books and internet. Then constructed interview schedule was filled by the selected respondents i.e.80 students and 20 working women in Banasthali Vidhyapeeth and result were analyzed both statistically and subjectively, which results are-

- 1- Most of the respondents were willing to adopt such T-Shirts developed by using sculptures of Tamil Nadu.
- 2- All the shape of T-Shirts was preferred by the consumer.
- 3- Respondents were gave maximum preferences for T-Shirts with fabric painting.
- 4- Mostly respondents preferred the light color to be used to develop the T-Shirts.

Under phase II, 25 sheets were sketched using sculpture with fabric painting, out of these 8 were selected with the help of 100respondents. Five point scales was used to collect the data.

Excellent-1

Very Poor-2

Good- 3

Fair-4

Average-5

- **Five most preferred design sheets were then graded and develop into prototype .**

Design no -1 (T-Shirts no.1)- Received 94% acceptance, T-Shirts painted with painting of Natraja, Tamilnadu.

Design no -25 (T-Shirts no.2)- Received 93.8% acceptance, T-Shirts show the sculpture of Ganesh from Meenakshi temple in Madurai, Tamilnadu.

Design no -24 (T-Shirts no.3)- Received 89.4% acceptance, T-Shirts painted with painting of Ganesh, Mahabalipuram, Tamilnadu.

Design no -2 (T-Shirts no.4)- Received 82% acceptance, T-Shirts painted with painting of Natraja, Thiruvangulam, Tamilnadu.

Design no -12 (T-Shirts no.5)- Received 81% acceptance, T-Shirts painted with painting of Madurai Temple, Tamilnadu.

Design no -18 (T-Shirts no.6)- Received 80% acceptance, T-Shirts painted with painting of Jalakanteshvara Temple, Vellore, Tamilnadu.

Design no -22 (T-Shirts no.7)- Received 78.4% acceptance, T-Shirts painted with painting of Madurai Temple, Tamilnadu.

Design no -19 (T-Shirts no.8)- Received 78.2% acceptance, T-Shirts painted with painting of Madurai Temple, Tamilnadu.

Under Phase III, the grades were then added and top 8 rank designs will be developed into prototype. The prototype were developed with fabric painting.

Finally, consumer acceptability and market value of T-Shirts were determined by exhibit them and assess their acceptability and marketability. Thus, we can conclude that all the developed T-Shirts were acceptable and had a ready market if, mass produced.

VI. ACKNOWLEDGEMENT

I would like to express my special thanks of gratitude to my guide Ms. Charu Panwar (Research Associate) Clothing and Textiles, Faculty of H.Sc. Banasthali University, Rajasthan, under whose able guidance this work has been accomplished.

Secondly, I would like to thank my parents, colleague and friends who helped me a lot finalizing this research paper within the limited time frame.

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