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Ways of perceiving

Surface Pattern Design

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(1519 words minus bibliography and including the above.)

The influence of fashion

I plan to curate a fashion show featuring some of the work of Alexander McQueen, Vivienne Westwood and Betsey Johnson. The reason in which I have chosen these designers is to support and reflect on Kelman's Social influence theory. The main aspect of this theory is that an individual's beliefs, attitudes and subsequent behaviours are influenced by referent others. My reasoning for choosing these designers are because I believe them to have been influential to the fashion in which was designed over the years and impacted on designs today. Alexander McQueen is influential to modern designers by how he was constantly challenging the boundaries in fashion. His deep and emotional style created through unusual mediums and theoretical shows has been relevant and reworked into present times. Vivienne Westwood set a path for a whole new generation of fashion rebels. Her inspired creative freedom, allegorical collections and fusions of historical and ethnic dress and cut had a huge influence on John Galiano and his early collections. Betsy Johnson is an American fashion designer who is best known for her feminine designs. Her designs are often described as "over the top" and embellished. Before becoming successful Alexander McQueen was inspired and influenced by many great designers and Vivienne Westwood was someone that he looked up too. This also supports my idea of social influence theories.

Cultural studies of fashion have been less concerned with formulating broad theories of fashion, than with observing its social issues in relation to broader issues with social power. Two examples of early influences on this work were the semiotics of Roland Barthes and the youth subculture studies of the Birmingham Centre for Contemporary cultural studies. (Barthes 1979, Hall & Jefferson 1976, Hebidge 1979). Raymond Williams work is also seen as a powerful factor in cultural studies of fashion. This is because Williams view of cultural production saw "both the designing and wearing of fashion and clothing as a sign of creativity... As such, fashion and clothing are productive of the world we live" Bernard 1996:44; Williams 1958 and 1961). This view drew attention to how subcultural groups use clothing to articulate identities and values. The cultural studies of fashion tend to focus on the use of clothing and body ornamentation to represent values and social practices rather than looking for rules of fashion, change and meaning.

I have chosen to hold this fashion show at a hired venue Kachette" Located on Old street in Shoreditch, London. This venue is a unique railway arch containing exposed Victorian brickwork. The reason that I have chosen this location is because I believe that having the brickwork from Victorian times explores my concept of social influence. This can be shown in the way that modern fashion has adapted through a historical background. I feel like holding the show in this space will allow buyers to explore fashion as art in a large and sophisticated location.

The Kachette exhibition space has an area of 278m² and a ceiling height of 4.0m. I think that this would be spatial and practical for holding a show. This is because although there may be a lot of unused space it would be able to hold more of an audience in the venue. Within the fashion show I

plan to have the area in which the models are presented beneath multiple spotlights. The remainder of the space will be dark. I feel like this will bring attention to the fashion and create some sort of emotion within the audience.

The purpose of my exhibition is to bring back fashion of the past so that they are never forgotten about and to remind people of where some aspects of fashion have been socially influenced by these designs. I would arrange accommodation travel and visas for models across the world to present this fashion. My main goal is to ensure that the audience understand what I am trying to convey. I also plan to focus on the audience and plan out what they could receive from the exhibition. I plan to advertise the show by art magazines, the internet ,Tv and many other social broadcastings.

FLOOR PLAN

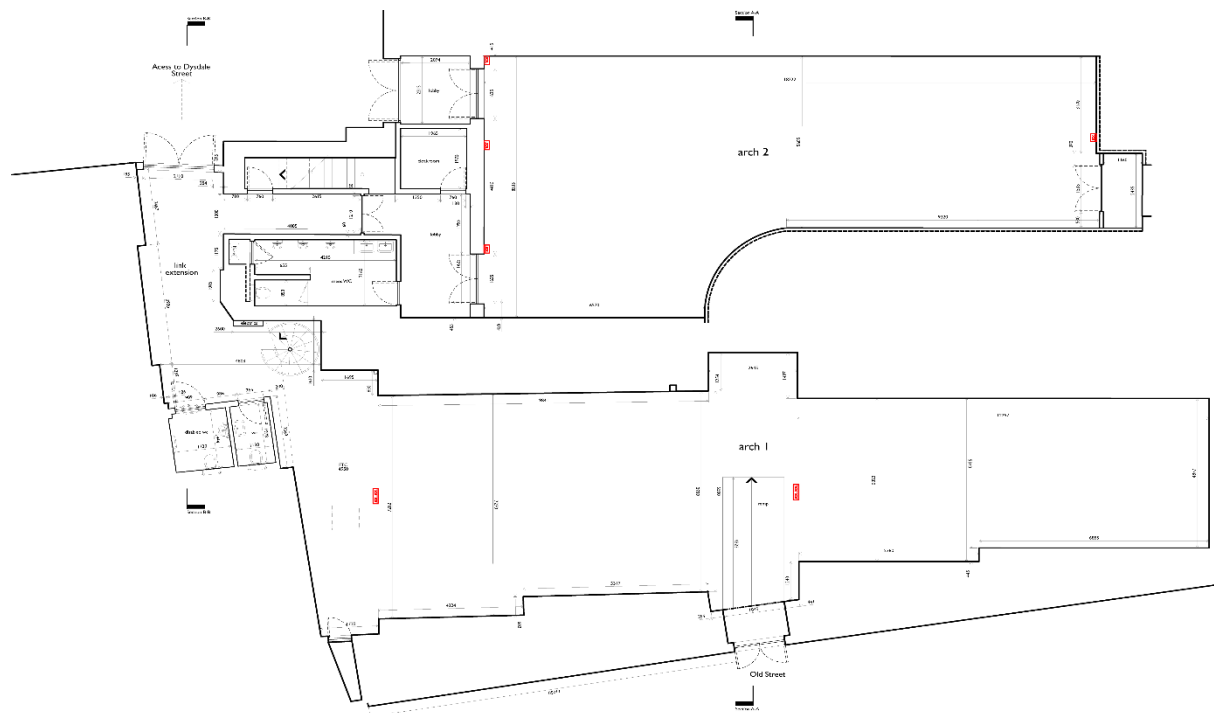


Fig 1-



playing in order to build up a sense of emotion.

Firstly, I plan to show off Alexander McQueen designs from his collection savage beauty. I will have the models walk through arch 1 within a reasonable amount of time and distance between them. The reason I have chosen this collection is because of how dramatic and imaginative it was. His dark yet emotional style is inspiring. This collection was inspired by his fascination with the beauty and savagery of the natural world. I plan for McQueen's work to be shown for up to 20 minutes in order to give the audience lots of time to look at the beautiful pieces that he created. Throughout the show I will have dark eery music



Fig2-

Secondly, I plan for Vivienne Westwood punk collection to be shown. The reason that I have chosen this collection is because the clothes in which she created cemented a relationship between music fashion and counterculture. This influenced and shaped generations of fashion designers in which followed in her path. Through this show I will have music of the sex pistols playing in the background as this band relates to the time and designer. I will have the models walk through arch 2 so that I can create a sense of confusion within the audience. I feel that this will put a twist on the show and make it become more fun and extraordinary.



Fig3-

To end the show, I will be having the work of Betsey Johnson showing. I have chosen the spring 2016 collection to be presented as I believe her work to be very over the top and wild which will be a good ending for the show bringing the show to an end. The theme of her collection was dace and so for the grand finale I plan to have dancers featuring some of her work in the background. This will leave the audience a memorable, fun ending and hopefully create a sense of

confusion as her work appears to be different from the other collections.

“Beauty presents an intermediate concept of understanding, the sublime an indeterminate concept of reason”-Immanuel Kant. This quotation is relevant to the show in which I will be holding as it reflects on the relation between the different yet inspiring designers that I have chosen. I feel that Alexander McQueen’s work is a negative pleasure. This is because his work evokes both fear and induces” negative lust”. Due to this, attraction and repulsion meet as one ambiguous experience. This is the sort of thing that I plan to be gained from my show.

The reason that I have chosen to curate a fashion show is because fashion tells us a story through art. Fashion has the power to spread and develop an idea in an immensely powerful manor. Clothes are vital to our everyday living and basic needs such as protection and warmth. By taking the techniques and creativity of fashion and applying them to health or social issues, we are beginning to see something that we can all use un order to make our lives better. Clothes have the power of reflecting our personalities and containing memories. Fashion is so powerful that it can change and shape lives as it has a personal connection to us all. We all need clothes in order to survive but we have the option and freedom as an individual to choose the clothes that we buy as a representation of who we are as a person. What we choose to wear reflects how the world views us as an individual and how we view the world. The amazing thing about fashion is that there is not really a right or wrong. You could piece together anything and everything to crate something unique and representative of who you are as a person. I find fashion to be remarkably interesting due to the fact

that as the world has developed clothing has also developed by different materials being able to be worn. I believe as a designer that fashion does not have to be expensive to be enjoyed. It is more about its potential to bring people together to celebrate their own individuality. The best way to enjoy fashion is to be yourself and to wear what you want. This is also one of the reasons that I chose the work of the designers that I did due to their unique styles and extraordinary taste. There is so much competition within the fashion industry and among consumers. The style is also different dependent on different cultures and nationalities, this makes it even more interesting and exciting to travel various parts of the world and to observe the similarities and differences between fashion. There are fashion items for every season and occasion, and this is another reason that it is so special to me.

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