

Using the Art of Quilling as a Visual Art to Enrich the Aesthetic Values of Women's Casual Jackets

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Abstract:

Quilling is the process of creating designs by twisting and bending small strips of paper. It is one of the visual arts that emerged in ancient times since the advent of paper. Nuns and monks in the Renaissance would roll gilded and adorned paper from books in order to replicate the opulent gold embellishment of religious items. Later on, draping became a leisure hobby for affluent ladies throughout Europe.

It is known that fashion design is one of the arts characterized by innovation, diversity, and a constant search for creativity, especially in the field of women's fashion design, due to their constant keenness to acquire and own everything that is distinctive and innovative. Therefore, this research focused on using the art of quilling as a visual art that helps enrich the aesthetic value of women's casual jackets in order to achieve the attractiveness and distinction that all women are looking for by implementing three casual jackets by using the art of quilling with different types of fabrics (instead of paper) after treating them using fabric stiffeners to ensure the stability of the quilling. The designs were presented to a number of (20) specialists in the field of the clothing industry and (25) Egyptian female consumers from the age group (20–35) to get their opinion about the implemented designs.

Keywords:

Jacket, Visual arts, Quilling art, History of quilling, Applying quilling art using fabric.

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Introduction:

In addition to the fact that the fashion industry changes quickly and presents new challenges for resources and skills on a constant basis, designers in the textile and fashion industries are under constant pressure to come up with new design ideas, as the design must capture the mood of the season and the attention of customers, particularly women. Therefore, the designer must always and constantly search for new techniques that can be applied to enrich the clothing industry. Quilling is a paper art style in which thin strips of paper are rolled, shaped, and glued to make ornamental designs (14). It is also known as paper filigree; it begins with folding a strip of paper into a coil and then squeezing it into forms that can be glued together. Paper is rolled, looped, curled, twisted, and manipulated to produce beautiful designs for embellishing greeting cards, work baskets, coats of arms, storage, and jewelry boxes. (17). It is a versatile art form that may be applied in many fields, including fashion and apparel manufacturing. Quilling can be utilized to enrich the aesthetic value of women's casual jackets by adding intricate and exquisite elements to them, making them more appealing and unique. It can also be used to create various textures and patterns on jackets, adding visual interest and making them more attractive. Women can transform their old jackets into distinctive jackets by adding parts of the quilling work to them, and thus they can obtain a new, innovative jacket at the lowest cost.

Research Questions:

- What is the art of quilling - history and methods of implementation?
- Can the art of quilling (which is a paper art) be integrated into the field of fashion design?
- Can the art of quilling be applied to enrich the aesthetic values of women's casual jackets and enhance their visual appeal?
- Will Egyptian women accept designs implemented by using the art of quilling?

Importance:

- This research helps designers develop their designs to meet the expectations of female consumers.
- The research motivates fashion designers to incorporate the art of quilling into clothing manufacturing using different fabrics to enhance the aesthetic value of women's casual jackets.
- Enriching the field of fashion design—women's casual jacket design in particular—with innovative ideas and new design lines.

Objectives:

- Creating casual jacket designs for Egyptian women.
- Studying and analyzing the quilling art, history, types, and methods of implementation.
- Attempting to integrate fashion design with the art of quilling.
- Enriching the aesthetic value of women's casual jackets by using an art that is not widely known among fashion designers.

Methodology: The research followed:

The descriptive analysis approach: through the theoretical framework and analysis of the opinions of some specialists in the field of the clothing industry and some academics.

The applied approach: through implementing three designs for women's casual jackets by adding the art of quilling.

Theoretical framework:

1. The word jacket

The word "jacket," which has French roots, refers to an item of apparel that covers the upper body. It features buttons and buttonholes. It is usually open in the front. Its design lines change in keeping with fashion trends (6).

The jacket appears to have emerged in the middle Ages or early Renaissance as the jerkin, a more fitting variant of the previous short tunic worn by working-class men. By the early eighteenth century, the jacket had become the common working attire for both agricultural workers and urban servants (16).

Women in Europe began wearing jackets as informal clothes in the sixth century AD, mostly as an outer garment for horseback riding (3).

2. Visual arts

The visual arts include disciplines such as ceramics, painting, sculpture, printing, design, crafts, photography, video, filmmaking, and architecture. They are the forms of art that produce works that are primarily visual in nature. Many artistic disciplines (performing arts, conceptual art, and textile arts) involve aspects of the visual arts as well as arts of other types. Also included within the visual arts are the applied arts, such as industrial design, graphic design, fashion design, interior design, and decorative art. Visual art is defined as any sort of art that can be appreciated visually (4).

The term "visual arts" now covers both fine arts and applied or decorative arts and crafts, but this was not always the case. Before the Arts and Crafts Movement at the beginning of the 20th century in Britain and abroad, the term "artist" had for some centuries frequently been restricted to a person working in the fine arts (such as painting, sculpture, or printmaking) and not the decorative arts, crafts, or applied visual arts media (1).

2.1 Types of visual arts (12)

Definitions of visual art usually encompass the following:

2.1.1 Fine Arts

The wide field of visual arts includes all forms of fine art. This involves activities like graphic art, manuscript illumination, book illustration, calligraphy, and architecture, as well as related activities like drawing, painting, printmaking, and sculpture.

2.1.2 Contemporary Arts

The visual arts also include a number of modern art forms, such as assembly, collage, mixed-media, conceptual art, installation, happenings, and performance art, along with film-based disciplines such as photography, video art, animation, or any combination thereof. High-tech disciplines like computer graphics and giclee printing are also part of this collection of activities. The new environmental or land art, which also encompasses transitory forms like ice/snow sculpture and graffiti art, is another kind of contemporary visual art.

2.1.3 Decorative Arts & Crafts

A variety of decorative art forms and crafts are also included in the general category of visual arts, such as ceramics and studio pottery, mosaic art, mobiles, tapestries, glass art (including stained glass), and others.

2.1.4 Other

Sometimes, more inclusive definitions of visual art encompass applied art disciplines like graphic design, fashion design, and interior design. New forms of body art may also be included within the general field of the visual arts. These include body painting, face painting, and tattoo art.

3. Quilling Art

It is a sort of art that involves arranging, rolling, and shaping paper strips before gluing them together to create pretty patterns. The paper shape is manipulated in order to make patterns or to adorn other items like greeting cards, photos, boxes, or jewelry (11).

It is one of the types of visual art that has existed in ancient times since the advent of paper. It involves cutting the paper into thin, long strips and then rolling them into a cylindrical shape, compressing, twisting, and molding them into various shapes according to the desired shape and look. After that, glue is used to create a simple or intricate work of ornamental art (7).



Figure (1) the quilling art (10)

4. The history of quilling:

Quilling, or paper filigree, has been around since at least the 15th century and was particularly popular in France and Italy in the 17th and 18th centuries (5).

In the 18th century, paper quilling became popular as a "suitable" hobby for aristocratic women. The art of quilling went from Europe to America, and the American colonists preferred it as a decorative style (9).



Figure (2) Silver filigree and coral rosary Victoria and Albert Museum Southern Germany, 1700-1800

Several sources assert that throughout the Edwardian and Victorian eras in Europe, quilling art was taught alongside embroidery to the ladies of wealth. Tea caddies, baskets, portraits, screens, and even the edges of furniture were given special recesses to allocate the surface for complex paper coils and forms. Magazines at the time offered the instructions and templates. The quilling quality was at its highest level. Examples of quilled art may be found in many European museums, and in 1927, London hosted two significant quilling exhibits, one of which supposedly featured items quilled presumably by Charles I (14).



Nuns and monks utilized quilling as an art form to embellish books and other holy objects during the Renaissance in Europe. The paper that was most frequently used was cut into strips from books' gilt edges (13).



Figure (3) Quilled shield-shaped firescreen Circa 1790

The three New England museums—the Wadsworth Atheneum Museum of Art in Hartford, the Museum of Fine Art in Boston, and the Metropolitan Museum of Art in New York City—included most of the American quilling examples (5).

Quilling is becoming more popular these days. It can occasionally be used to decorate boxes, greeting cards, scrapbook pages, Christmas, birth announcements, and wedding invitations. Quilling is an art form that is practiced worldwide and can be found at art galleries in Europe and the US (14).



Figure (4) Some forms of quilling art
<https://www.pinterest.com>

5. Quilling tools (8)

1- SLOTTED QUILLING TOOL: The most popular and simplest tool to learn. Placing a quilling strip into the slot allows you to simply and rapidly roll the tool and form a coil without the strip moving very much.

2- NEEDLE TOOL: Using a needle tool, curl the paper into a coil by wrapping it around the needle. Although the idea is straightforward, it takes some practice to become skilled and considerably more time to produce coils quickly.

3-PAPER BEAD TOOLS: The bead tool works similarly to the slotted quilling tool in terms of appearance and functionality, but it can accept wider cuts and many strips of paper at once.

4- QUILLING PAPER: Certainly, paper is the most crucial component in the quilling technique. A high-quality paper may significantly improve any quilling project's appearance.

5- STACKED FORMS: You may make paper rings in a variety of sizes using stacked quilling forms instead of buying and storing many dowel

forms. These are often utilized to draw an outside shape for subsequent filling.

6- QUILLING GLUE: Quilling glue in a bottle with a needle tip. The correct adhesive must be used in addition to the right paper and instruments.

7- QUILLING COMB: A specialized tool called a quilling comb is used to make finely laced loops.

Strips, either single or multiple, are frequently used in landscape and floral art, and they may be woven into an endless variety of patterns.

8- TWEEZERS: Any quilling kit must include angled tweezers. These tweezers may be your only option for successfully gluing or putting small pieces in place

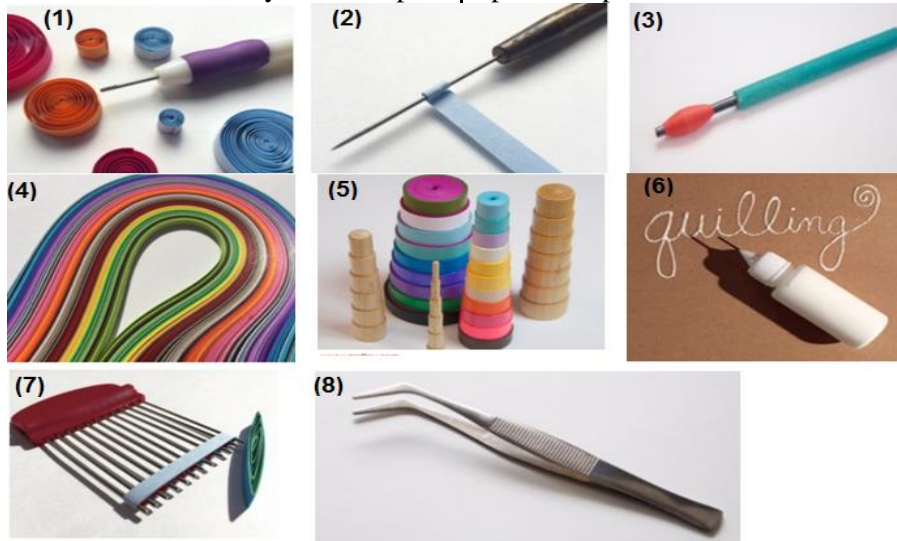


Figure (5) Quilling tools



Figure (6) some simple forms of quilling paper

<https://www.pinterest.ca/pin/>

6. Steps to make quilling shapes (2):

- 1- Place a piece of quilling paper into your quilling tool's slot to get started. Try to align the edges of the paper and the slot as accurately as possible.
- 2- Using your dominant hand, roll the tool toward the direction of your body or away from it. Using the other hand, hold the strip taut.
- 3- When the strip gets close to the end, apply a small amount of glue there and roll to create a closed coil. It will stay tight if you don't let it expand after removing it from the tool.

- 4- Put an open coil between your thumb and the forefinger of your non-dominant hand to create a quilled teardrop. Using your dominant hand, squeeze the paper where you want the point to be to make a teardrop pattern. Without compromising the center coils, you may achieve a modest form shift by gently curving the teardrop around your thumb as you shape it. Rolling the shape between your fingers will curl it from the point to the base. By making a few simple changes, you will get many different effects.



Figure (7) Steps to make some of quilling shapes

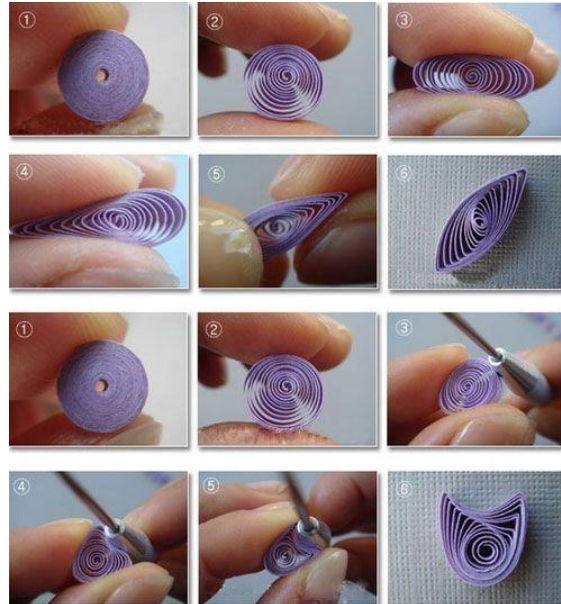


Figure (8) Steps to make some shapes of quilling
<https://www.pinterest.com/pin>

7. Applying quilling art using fabric (15), (18)

Although quilling is known to be applied to paper, this instruction will show how to transform ordinary fabric, scraps, ribbons, etc. into quilled fabric "paper."

The tools: Fabric- Ribbons- Fabric stiffener- Iron- Quilling tools (can also use toothpicks; chop sticks, knitting needles, etc)

Steps:

1. You need fabric that can be quilled and will hold its shape before you begin. To make fabric more workable for quilling, you'll need to use something called a fabric stiffener.

Fabric stiffeners toughen up the material, so once quilled it will hold the desired shape. Fabric stiffener comes in handy in this situation. Certain stiffeners need the fabric to be soaked, ironed, etc.

2. Using fabric stiffeners: Since most stiffeners dissolve in water, treated fabric will lose its shape if it is washed or comes into excessive contact with water. According to the Stiffener Spray instructions, spray the fabric until it is wet, and then allow it to dry for about an hour. Should the fabric not be sufficiently stiff, spray and re-dry it. Until the fabric gets the appropriate stiffness, you can repeat this process several times.



Figure (9) Using fabric stiffeners

3-The fabric will have a paper-like consistency after being sprayed. Start cutting your strips after your fabric has reached the proper consistency and is dry.

4- Tightly wrap a piece of fabric around the tip of a slotted quilling tool until it is fully wrapped.



Figure (10) Ribbons of stiffener fabrics



Figure (11) Using the quilling tool to make different shapes



Figure (12) Applying the art of quilling using fabrics instead of paper (15)

8. The Applied Study

Women always strive to own everything new and attractive in fashion to highlight their beauty, self-confidence, and need for constant change. They are also trying to present a successful image or create a unique identity for their cultural and material level. Unique and distinctive clothes are a strong incentive for women to feel confident and reassured.

Therefore, the art of quilling can be used to enrich women's casual jackets, as it is a practical and modern piece of clothing used in daily life. It is characterized by an elegant and practical design, a comfortable cut, and simple details. The casual jacket is an essential item in women's daily wardrobe and can be worn with jeans, casual trousers, or dresses for a fashionable and practical look. Since the art of quilling is originally a paper art, it can be applied using different stripes of fabrics after preparing and strengthening them by using fabric stiffeners to maintain the stability of the quilling.

Therefore, this research focused on applying quilling art to three women's casual jackets using different fabrics. A questionnaire was prepared and presented to a group of (20) specialists in the field of the clothing industry and a number of (25) Egyptian female consumers from the age group (20–35) to determine the extent of success in applying the quilling art to women's casual jackets.

The first design



Design description:

It is a dark blue women's denim jacket with a collar, sleeves, and a cut at the waist. It was designed, implemented, and added a creative design on the back, where strips of linen fabric in different colors (white, pink, purple, light, and dark green) were used to obtain distinctive shapes through the application of the art of quilling.

The second design



Design description:

It is an old women's denim jacket of a dark blue color with a simple collar, sleeves, back yoke, and cuts in the back. The jacket has been renewed by applying the art of quilling using different types of fabrics, some of which have been stiffened with fabric stiffener to ensure quilling stability. Linen and velvet fabrics were used in different colors (light and dark pink; blue and green in different shades).

The third design



Design description:

It is a women's casual jacket made of black denim, with sleeves that contain pleats at the top and a collar, in addition to cuts at the back. The aesthetic value of the implemented jacket was enriched by adding a form of quilling art to the back, where strips of felt fabric (with cashmere and off-white colors) were used. A felt is a matted fabric made of textile fibers that have been condensed and pressed together; it is often used in arts and crafts applications.

A questionnaire was conducted on a number of (20) specialists in the field of fashion and clothing industry and another questionnaire was conducted on a number of (25) Egyptian female consumers from the age group (20-35) to obtain their opinion on the designs implemented, the questionnaire included a simple introduction to the art of quilling and its aesthetics as a visual art that can be used to enhance the aesthetics of women's casual jackets. The information obtained was analyzed after conducting an opinion poll. After that, the average and quality coefficient were calculated after emptying the data into statistical tables.

The following criteria were included in the first questionnaire, which surveyed the opinions of

some specialists in the field of the fashion and clothing industry:

Criterion 1: The extent of Egyptian women's acceptance of the implemented designs.

Agree	Neutral	Disagree	Q coefficient
18	2	0	96.66%

Criterion 2: The extent of success in implementing the art of quilling using different fabrics (despite it being paper art in origin).

Agree	Neutral	Disagree	Q coefficient
19	1	0	98.3%

Criterion 3: The extent of the success of the implemented design in enriching the women's casual jacket.

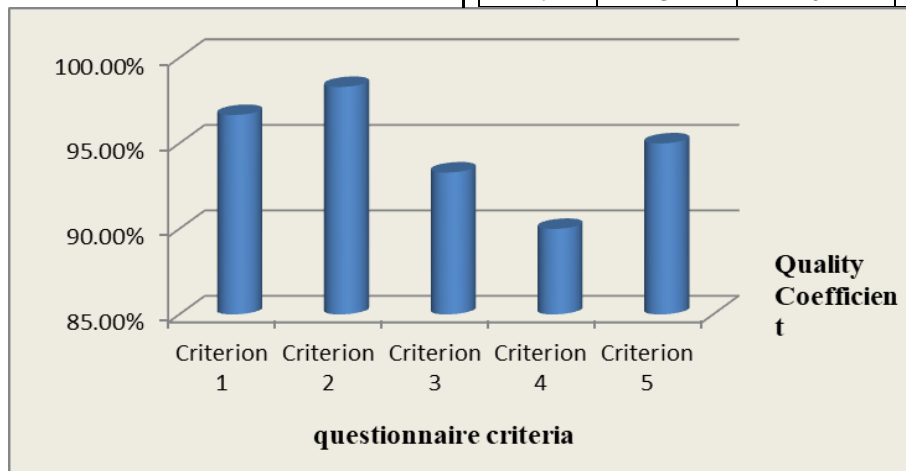
Agree	Neutral	Disagree	Q coefficient
16	4	0	93.3%

Criterion 4: Incorporating the aesthetics of the art of quilling into clothing designs can achieve the distinction and individuality that women seek.

Agree	Neutral	Disagree	Q coefficient
14	6	0	90%

Criterion 5: Applying the art of quilling in the field of clothing manufacturing can enrich the Egyptian market with designs that achieve an increase in sales and profitability.

Agree	Neutral	Disagree	Q coefficient
17	3	0	95%



The graph (1) shows the quality coefficient according to the first questionnaire

The following criteria were included in the second questionnaire, which surveyed the opinions of some Egyptian female consumers:

Criterion 1: the extent to which women accept the implemented designs

Agree	Neutral	Disagree	Q coefficient
24	1	0	98.66%

Criterion 2: The extent to which the implemented designs succeed in achieving the attractiveness and distinction that all women seek.

Agree	Neutral	Disagree	Q coefficient
22	3		96%

Criterion 3: using the quilling art succeeded in adding attractive details, which brought richness to the women's casual jacket.

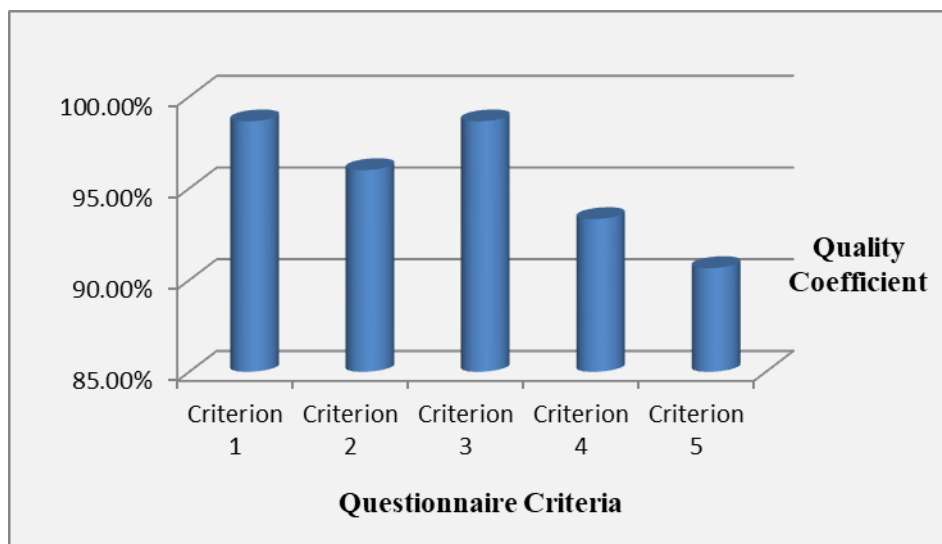
Agree	Neutral	Disagree	Q coefficient
24	1	0	98.66%

Criterion 4: The implemented designs are characterized by an elegant and practical design, a comfortable cut, and attractive details.

Agree	Neutral	Disagree	Q coefficient
20	5	0	93.33%

Criterion 5: After learning about the art of quilling and the steps to make it, women can benefit from this art to obtain a new and innovative casual jacket at the lowest cost.

Agree	Neutral	Disagree	Q coefficient
18	7	0	90.66%



The graph (2) shows the quality coefficient according to the second questionnaire

Conclusion:

The research focuses on defining the art of quilling and clarifying its aesthetics, history, and method of implementation as a visual art that refers to artistic forms that express their message, meaning, and emotion through visual means. It provides a visual message without requiring the use of other senses like touch or hearing. The art of quilling is an art of paper; its basic idea is the application of paper strips that are rolled, molded, and glued to one another to form ornamental patterns. It can be applied in the field of clothing manufacturing by using strips of fabric, preparing them, and strengthening them to ensure the stability of the quilling. This research relied on enhancing the aesthetics of the women's casual jacket by adding a new art that is not widely known in the field of the fashion industry to obtain designs that achieve the attractiveness and distinction that women seek to achieve and to enrich the Egyptian market with creative designs.

Results:

- This study contributed to enriching the field of the fashion industry, especially the women's casual jacket, through the application of the art of quilling, which is originally a paper art.
- Integrating the art of quilling (as a visual art) into the fashion industry can achieve great development in the industry and more profitability, as all women seek to own everything that is new and distinctive in the world of fashion and achieve uniqueness.
- By analyzing the results of the first questionnaire, it was found that (98.3%) of specialists in the field of the fashion and clothing industries believe in the possibility of successfully using the art of quilling using different fabrics and applying it in the clothing industry, and (96.66%) confirm that Egyptian women will accept jacket designs that are

implemented by using the art of quilling and will be keen to own them.

- By analyzing the results of the second questionnaire, it was found that (98.66%) of female consumers accepted the implemented designs and confirmed that using the quilling art succeeded in adding attractive details to women's casual jackets.

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