

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. 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.

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.

Keywords :

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

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Paper History :

Paper received March 12, 2024, Accepted June 06, 2024, Published on line September 1, 2024.