한 국 의 상 디 지 인 학 회

2008

Korea - Bulgaria

International Conference

FASHION ADVENTURE

Korea, Bulgaria, Egypt, Japan, Mongolia, Turkey

Place : Aula, New Bulgarian University, Sophia, Bulgaria

Time : 10:00 ~ 17:00 , June 30, 2008

PROCEEDINGS

사단법인 한국의상디자인학회
Korea Fashion & Costume Design Association

NEW BULGARIAN UNIVERSITY

2008 Korea-Bulgaria International Conference

'Fashion Adventure'

Aula, New Bulgarian University, Sophia, Bulgaria
June 30, 2008

Korea, Bulgaria, Egypt, Japan, Mongolia, Turkey

PROCEEDINGS

Korea Fashion & Costume Design Association, Korea
Aula, New Bulgarian University, Sophia, Bulgaria

PROGRAM

Aula, New Bulgarian University, Sophia, Bulgaria

June 30, 2008

Registration 09:00-09:30

Opening Ceremony 09:30-10:00

Presider: Kim, Ji Young

(Professor, Keukdong College)

• **Opening Address** : **Yang, Mee Kyoung**

Professor, Hansung University

President, Korea Fashion & Costume Design Association

• **Welcoming Address** : **Irena Bokova , New Bulgarian University**

Special Topic Presentation

• **Tradition hasn't died out** 10:00-10:45

Yordanka Chernaeva (Dept. of Design and Architecture, New Bulgarian University, Bulgaria)

• **Innovation into Egyptian Textile and Fashion Industry** 10:45-11:30

Abdelaziz A. Gouda · Bahira G. Gabr (Dept. of Apparel Design & Technology, Helwan University, Egypt)

• **Changes in Korean Clothing** 11:30-12:15

Hee-Hyun Lee (Dept. of Education of Home Economics, Kwandong University, Korea)

Lunch 12:15-13:30

Oral Presentation 13:30-15:50

• Velvets 13:30-13:50

Sultan ERDOĞAN (Dept. of Textiles & Fashion Design, Halic University, Turkey)

• **Dress Codes** 13:50-14:10

Yana Dvoretska (Dept. of Fashion and Textile Design, New Bulgarian University, Bulgaria)

• **Simurgh in Textiles** 14:10-14:30

Esin SARIOĞLU (Dept.of Textiles & Fashion Design, Halic University, Turkey)

• **Art in Dress and Dress as Art: Art Deco Fashion** 14:30-14:50

Christina Savova (Dept. of Fashion and Textile Design, New Bulgarian University, Bulgaria)

Coffee Break 14:50-15:10

• **Head Dressing in Anatolia** 15:10-15:30

ELGÜN SEMA (Dept. of Research and Development, Kto Ankara Olgunlasma Institute,Turkey)

• **ŞİLE - ŞİLE CLOTH - ŞİLE EMBROIDERY** 15:30-15:50

Şebnem R. TEMİR (Dept. of Textiles & Fashion Design, Halic University, Turkey)

Poster Presentation 15:50-16:30

Dinner Reception 18:00-20:00

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• Poster Presentations

Textile Texture as a Plastic Value in Apparel Printed Design Fabrics

Abdelaziz Gouda* · Hoda Alhady** · Moustafa Elshourbage*** · Khaled Abdeltawab**** (Dept. of Apparel Design & Technology, Helwan University, Egypt* · Dept. of Textile Printing, Dyeing & Finishing, Helwan University, Egypt** · Dept. of Textile Printing, Dyeing & Finishing, Helwan University, Egypt*** · Free-lance Designer, Egypt****)

The Norms of Designing Men's Wear Inspired of the National Heritage

Abd El Aziz Gouda · Emad Gohar · Wafaa Abdel Rady Qarashi (Dept.of Apparel Design, Management & Technology, Helwan University, Egypt)

Inspiration from Traditional in Making Printed Textile within an Egyptian Personality

Sanaa Ezz El-Din (Dept. of Clothes, Helwan University, Egypt)

Setting Standards for the Employment of Media Arts in Design and Marketing of Clothing Ideas

Gouda, Abdelaziz* · Sheref, Kamal** · Moustafa A.W.*** · Abdeltawab K .A.**** (Dept. of Apparel Design & Technology, Helwan University, Egypt* · Dept. of TV, Cinema & Photography, Helwan University, Egypt** · Dept. of Metal Product & Jewelry, Helwan University, Egypt*** · Free-lance designer, Egypt****)

Study on Mode and Museum

You-Mi Kwon (Dept. of Cultural and Historical Studies, Ochanomizu University, Japan)

Caftan and Its Associated Uses in Turkish Culture

NESLİHAN YAŞAR (Dept. of Textile & Fashion Design, Dokuz Eylül University, Turkey)

The Art of Hand-Printing in Anatolia

Gülcan Batur ERCİVAN (Dept. of Textile & Fashion Design, Dokuz Eylül University, Turkey)

The Importance of Hand Woven Fabrics in Modern Clothing in Terms of Expressing Individuality

SEDEF ACAR (Dept. of Textile & Fashion Design, Dokuz Eylül University, Turkey)

To Issues of Describing the Design Development Tendencies and Trends of Mongolian National Costumes

L. Ishdorj (Dept. of Clothing Science and Design, Mongolian University, Mongolia)

Production of Membrane Structured Camel Hair Insulation Layer

Bulga Purevdagva · Altantsetseg Chuluun (Dept.of Clothing Science and Design, Mongolian University, Mongolia)

Ethno Thinking

Angelina Asenova (Dept. of Fashion and Textile Design, New Bulgarian University, Bulgaria)

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Georgi Florov (Dept. of Fashion and Textile Design, New Bulgarian University, Bulgaria)

Programme Classification of Design Course in Fashion Design Major

Hae-Sook Kwon (Dept. of Fashion Design, Sangmyung University, Korea)

The Image of Traditional Korean Woman Costume toward the Clothing Attitude

Soon-Sim Kim (Dept. of Clothing & Textiles, Seowon University, Korea)

The Study on the Various Patterns of Porcelains with Underglazed Iron by Using Flat Knitted Machine

Ji-Hyun Kim (Dept. of Knit Fashion Design, Hanyang Women's College, Korea)

An Investigation Study on the Use of Bedclothes

Byeong-Mee Kim · Ok-Kyung Lee (Dept.of Fashion Design & Merchandising, Kongju National University, Korea)

A Study on 20s-30s Korean Women's Clothing and Makeup Behavior to Observe Fashion Trend Influences

Chil-Soon Kim · Ji-Won Park* (Dept. of Textile and Clothing Design, Kyunghee University, Korea · The Graduate School of Art Fusion Design, Kyunghee University, Korea*)

The Image of Traditional Korean Man Costume toward the Clothing Attitude

Soon-Sim Kim (Dept. of Clothing & Textiles Seowon University, Korea)

The Study on the Knitting of New Patterns by Using the Patterns Described in Grayish-blue-powdered Celadon and Uzbekistan

Ji-Hyun Kim (Dept. of Knit Fashion Design, Hanyang Women's College, Korea)

A study on the `Vêtement autre' of Geneviève Sevin-Dœring
- focused on the One-Cut Pattern techniques -
In-wha Na (Dept. of Clothing & Textiles, Hanyang University, Korea)

A Semiotic Approach on the Color of Korean Ceremonial Dress
- Focusing on Wedding Dresses in Choson Dynesty-
Soo-Im Rha (Dept. of Fashion Design, Sangmyung University, Korea)

Physical and Hand Properties of the Knitted Fabrics from Machine Knitting Fancy Yarns
Key-Yoon Park · Myung-Ja Park＋ (Dept. of Clothing Design, Bucheon College, Korea · Dept. of Clothing & Textiles, Hanyang University, Korea＋)

The Fashion Design Change of a Woman's Ready to Wear
Seong-Pil Park · Eun-Suk Lee＋ (Dept. of Home Economics Education, Ulsan University, Korea · Dept. of Clothing & Textiles, Ulsan University, Korea＋)

Pattern Research on the Images Portrayed in Japanese Ukiyo-e
- Focusing on Compound Patterns -
Sang-eun Lee · Jina Yang* (Dept of Apparel Design, Konkuk University, Korea · Dept. of Fashion Design, Dongduk Womens University, Korea*)

A Study on the Pattern of Wholesale and Retail Consumer Behavior in Dongdaemoon Market and the Comparison of Satisfaction Degree about the Outsourced Products in Foreign Countries
Eun-Hyung Lee · Hyun-Jung Lee · Mi-Young Kim (Dept. of Clothing, Kyungwon University, Korea)

A Study on the Current Trend and Implication for Development of Gyubang Craft
Yeun-Soon Lee (Dept. of Clothing & Fashion Yeungnam University, Korea)

Study of Common People's Clothing in the Joseon Dynasty
- Focused on the Paintings of Danwon Kim Hongdo -
Hee-Hyun Lee (Dept. of Education of Home Economics, Kwandong University, Korea)

Changing Code of Hanbok: Pride of Korean People

Woo-hyun Cho (Dept. of Fashion Design, Sungkyunkwan University, Korea)

Expressional Characteristics of Media Art in Hussein Chalayan's Fashion Works

Mee Jekal · In-wha Na · Youn-hee Lee (Dept. of Clothing & Textiles, Hanyang University, Korea)

Poster Presentation

The Art of Hand-Printing in Anatolia

Gülcan Batur ERCİVAN
Dept. of Textile & Fashion Design, Dokuz Eylül University, Turkey

Act of hand-printing is the process of patterning of a cotton cloth by using wood stocks and brushes. Main lines of the pattern is created on the cloth by a brush and then the pattern is carried on the surface of the cloth by a wood block. This method is the most important characteristics of the writings. Brush is called 'pencil', on the grounds that the person applying this method uses the brush with great skill as if s/he is writing. Hand-printings are traditional textiles and they are used as veil, 'yemeni' (hand-printed headscarfs), quilt sheet, 'seccade'(prayer rugs), table cloth, handkerchief and bundle. In 16th, 17th and 18th centuries hand-printing centers appeared in Tokat, Diyarbakir, Izmir, Elazig, Gaziantep, Kastamonu, Bartin, Istanbul-Kandilli and Bosporus, reflecting the rich composition and unique color palette of Anatolia. In 16th and 17th centuries, during the Ottoman Empire, the hand-printing centers of İstanbul-Kandilli and Bosporus worked for the palace.

When we analyze the history of textile printing, we can see that wood-stock printing was a common method in most of the ancient civilizations. The clay seals of Hittite Empire in B.C. 7000, seal scrabes reflecting the pattern characteristics of Egyptian Civilization, stone cylinders of Assyrian Civilization and bronze potter cachets of Greek and Roman Civilizations are accepted as the first examples of wood stock printing.

Technique:

In hand-printing, the pattern is carved as a relief work in wood stock with some tools so that there is created a pressure and then it is printed on the surface of the cloth. The hand printings are produced by three different techniques.

1- Hand-printing with pencil
2- Hand-printing with block pencil
3- Hand-printing with block

Note:

In the handout 'The Art of Hand-printing in Anatolia', information about Hand-printings given with its basic lines, origin and development of hand-printing in Anatolia, color, composition, appliance methods, local production centers in Anatolia, production methods and local differences will be explained particularly.