Aneta Genova
genovaa@newschool.edu
Louisa Campbell
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Brief on Prototype One

Design Question

My first prototype addresses an important step of the creative process in the fashion design industry. It adds a technological element onto an existing and necessary component in the inspiration and presentation stage: the color palette. The question I asked myself is: How can I make this creative process more customizable by adding a technical aspect to it? What added elements would be easy to use and produce a highly customizable tangible object, which would fit in a creative environment and add value to a presentation? Pondering on the appearance of technology components I was wondering how to address the endless need to rediscover an aesthetically pleasing way of presenting similar ideas every season, which fit within each new concept of each new clothing or accessory fashion collection.

Research

My research encompasses the fashion and accessory design domain. It zeroes in on a specific part of the design process, and that narrows down the users to the design team members, concept designers or trend-forecasting designers of any fashion or fashion related company. The research process extends to the maker DIY community and the components tested and used in this prototype.

It is important to note that the fashion/accessory design process relies on established steps, which are repeated every season as part of the creative process across all companies and do not change. What changes is the concept supporting each collection and the actual presentation. As part of that concept each presentation includes a color palette, presented as easily identifiable colors, which become the part of the final product: garments or accessories.

The following precedents show traditional mood-boards, presenting the collection direction, as well as identifying the chosen color for that particular concept. All images are

derived from a professional forecasting trend company *Stylesight*, which is widely used in the fashion community as a guide for creative direction.


COLORFUL CARIOCA
In recent years Brazil has become a major provider of rich cultural offerings, showing a hopeful and spirited side to life. Artists like Joe Grillo and Francis X. Pavy express this sentiment in their colorful and accumulated works. Layers of motifs develop eclectic compositions in lush blue and green, and bright shades of yellow and red.
19-4025 TCX
18-1764 TCX
15-1062 TCX
16-4535 TCX
17-6030 TCX
12-1108 TCX
FORECAST > MEGATRENDS S/S 14 - WOMEN / MEN
STYLESIGHT TRENDBOARD


eden S/S14
TROPADELIC
Tropical and psychedelic themes merge this season in a full spectrum of riotous color. Rare flowers and Caribbean foliage offer natural exoticism while artificial materials and textures heighten the hallucinatory appeal.
Choose saturated hues in red, pink, salmon, orange and yellow for a juicy and vibrant effect.
18-1764 TCX
15-1920 TCX
14-1323 TCX
17-1456 TCX
15-1062 TCX
FORECAST > MEGATRENDS S/S 14 - WOMEN / MEN
STYLESIGHT TRENDBOARD

Next on my radar was a similar trend and color forecasting company, *WGSN.com*, which offers creative solutions and guidelines for fashion design creative professionals. WGSN provides a stream of news and reports to feed the inspired thought progression. Within WGSN I found imaginative solution to display color, not just through two dimensional color chips, but also through arrangements of tinted objects. Such object arrangements also fit the chosen seasonal concept and can be used as a color presentation. The following images from WGSN represent such color arrangements, with attached color chips identifying the palette choices.

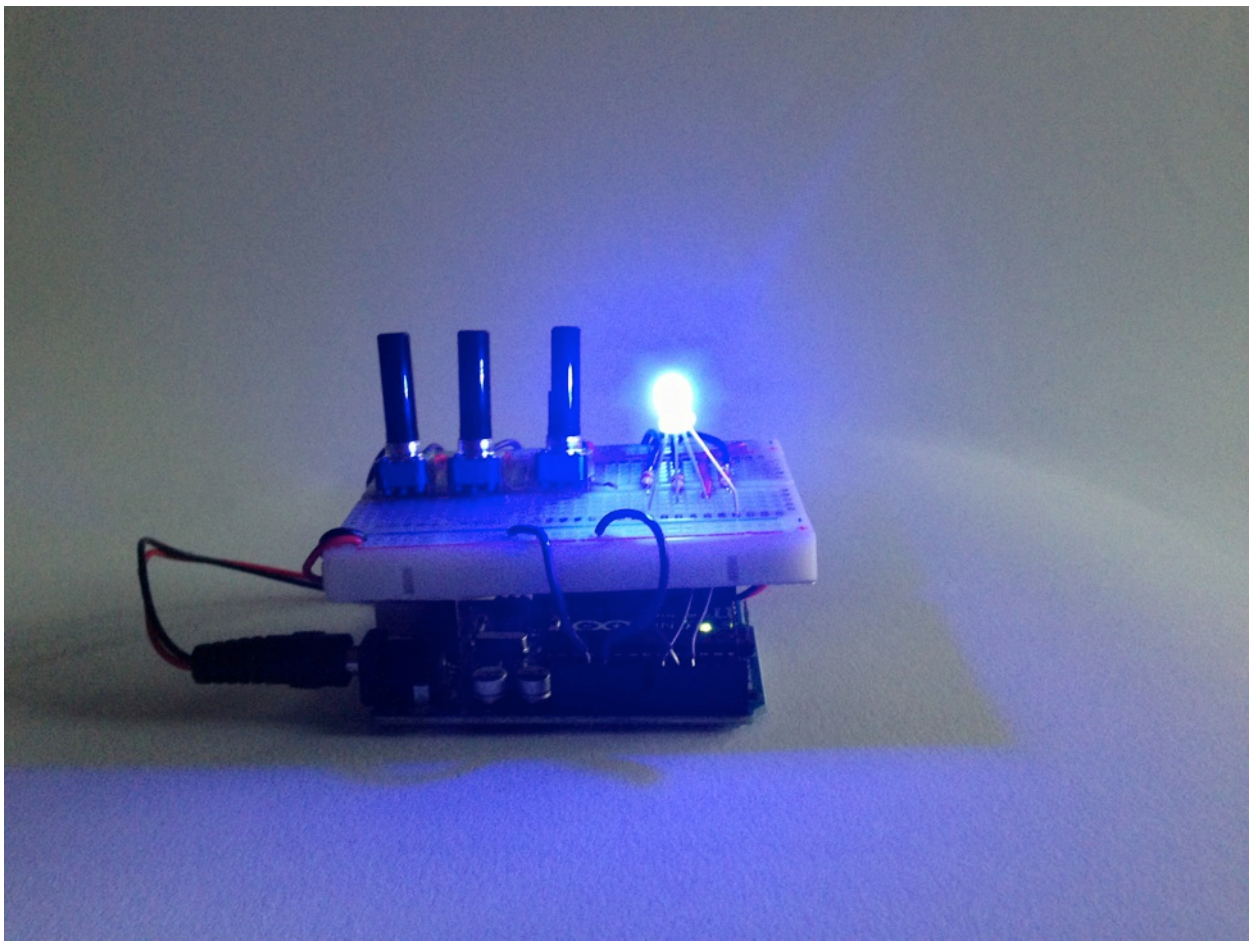
I was also drawn to artists who approach the process of color discovery and analysis through inventive shape compositions. The photographs of *Florent Tanet* were of particular interest to me as they displayed a keen eye for color arrangement and an inventive discovery of everyday shapes. This approach resonates with me on many levels. His choices of seasonal fruits also strike a cord with the temporary nature of fashion presentations and the idea of glamorizing colorful bounty.

Another artist exploration includes *Elyse Graham*, who creates objects of wonderment. These seemingly ordinary objects depict carefully chosen color palettes in an artistic manner. They are an unexpected, but also a familiar way to mimic nature and yet curate your own presentation.

Project Concept

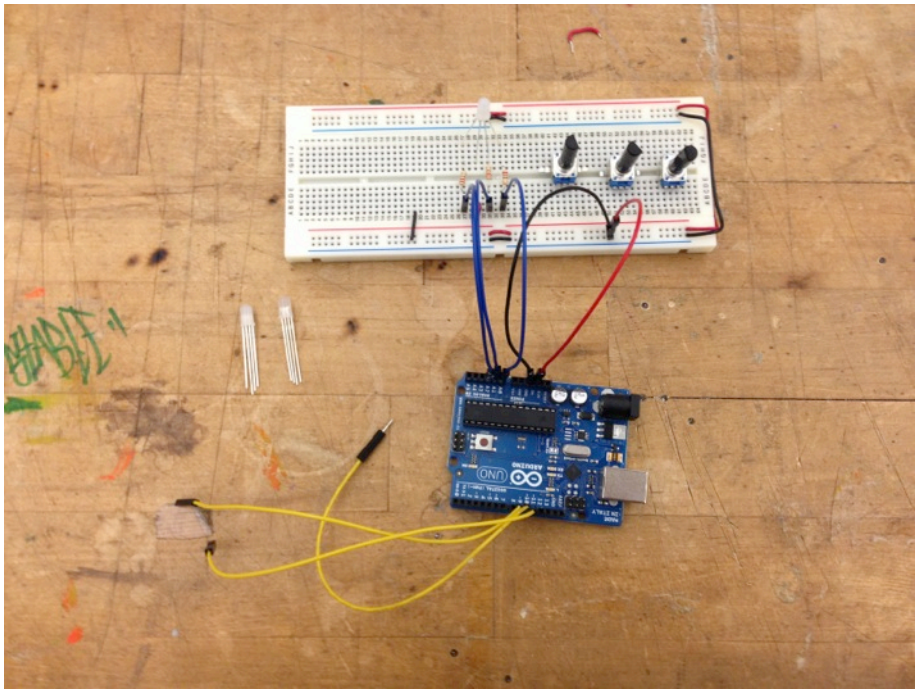
The concept for this project consists of creating an illuminated, customizable color palette, which can be incased in a variety of concept driven sculptural shapes. The prototype consists of a breadboard, RGB LED, three potentiometers, connection wires, power source, and is controlled by an Arduino. The finished illuminated color palette would consist of multiple pods, incased in the desired paper or other material shape, each one adjusted to a different color hue. The pods can be arranged, stacked or otherwise organized to be a part of a fashion/accessory design driven presentation. Each singular pod can be used as single objects to illuminate particular part of the presentation or can become a stand-alone object. Multiple pods can be encased in one single case to create a multicolor sculptural element as part of a bigger presentation.

Sample of the prototype without and with a cover can be seen in the following figures.

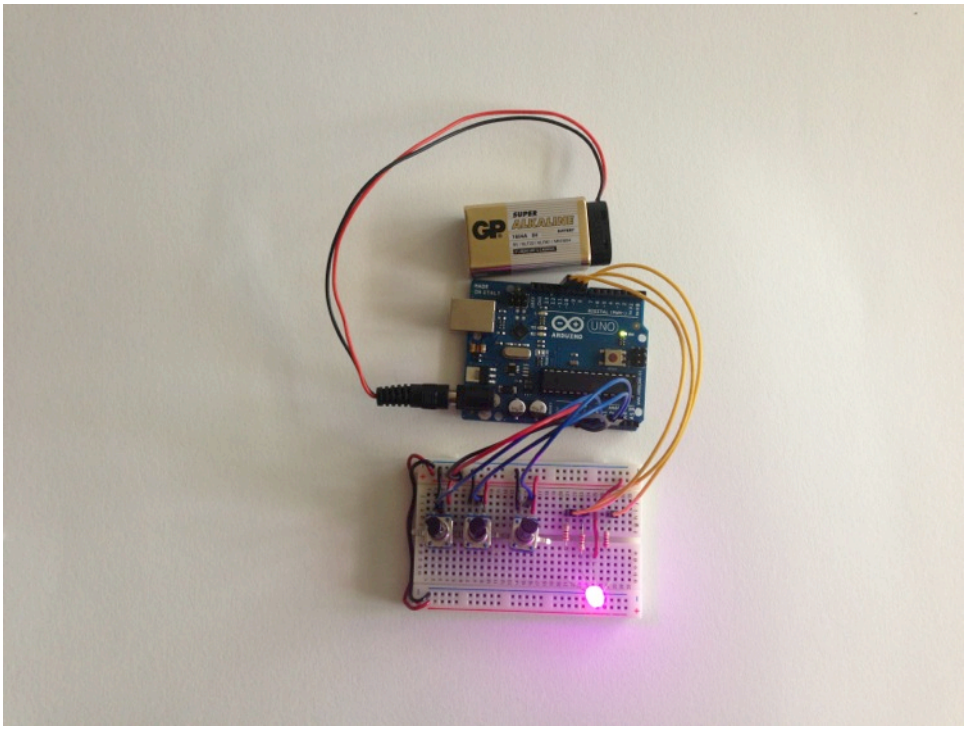


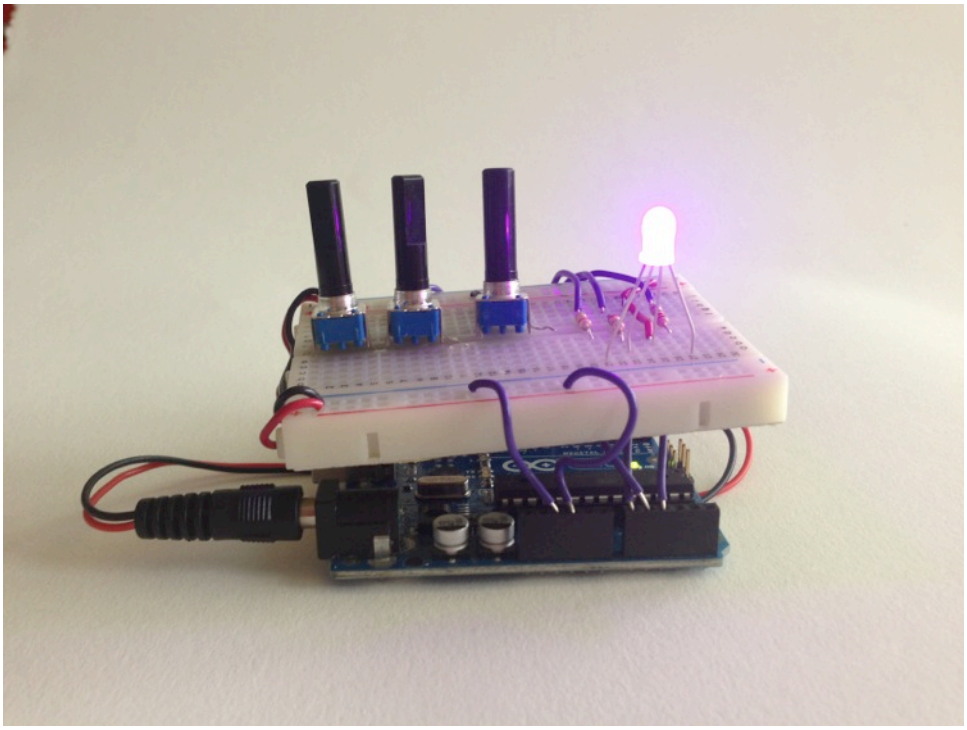
Methodology

The initial stage started with writing the code in Arduino, building the prototype and testing the values of the RGB LED light with the three potentiometers.



I determined that the potentiometers are an effective way to achieve various hues of light, which can be seen through thin paper. Once the basic breadboard was finished, the next stage required building a smaller, more compact prototype, which can easily be incased in sculptural origami like shapes. The desired effect was easily achieved with a smaller breadboard, by changing all wires to shorter ones, flattening them closer to the surface, stacking the breadboard on top of the arduino and then on top of the 9V battery source. The following images show the components of the smaller prototype and a stacked version of it.

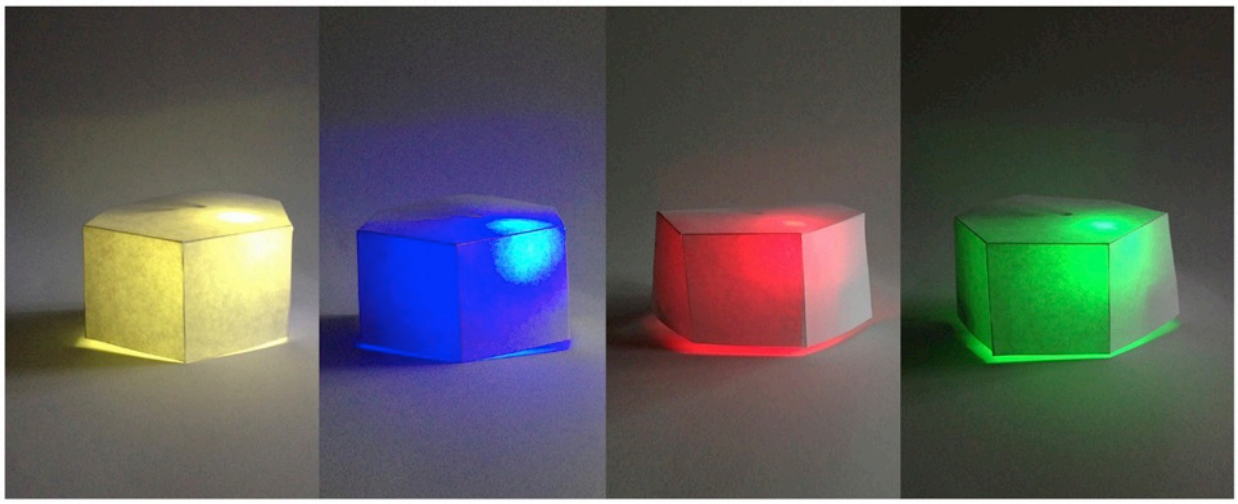




With the new measurements of the overall prototype in mind I was able to move onto creating paper shapes, which can be placed on top of it. I tested varied weights of paper: from 220gm handmade watercolor paper, to printer/copy paper. The LED did not emit enough light to be able to illuminate the heavy weight paper. The most successful paper was the thinnest copy

paper. The following images represent the varied shapes, which were created, to be placed on top of the breadboard prototype.

A final line up was created in Photoshop to represent various colored pods, and how they could be used to stand next to each other.

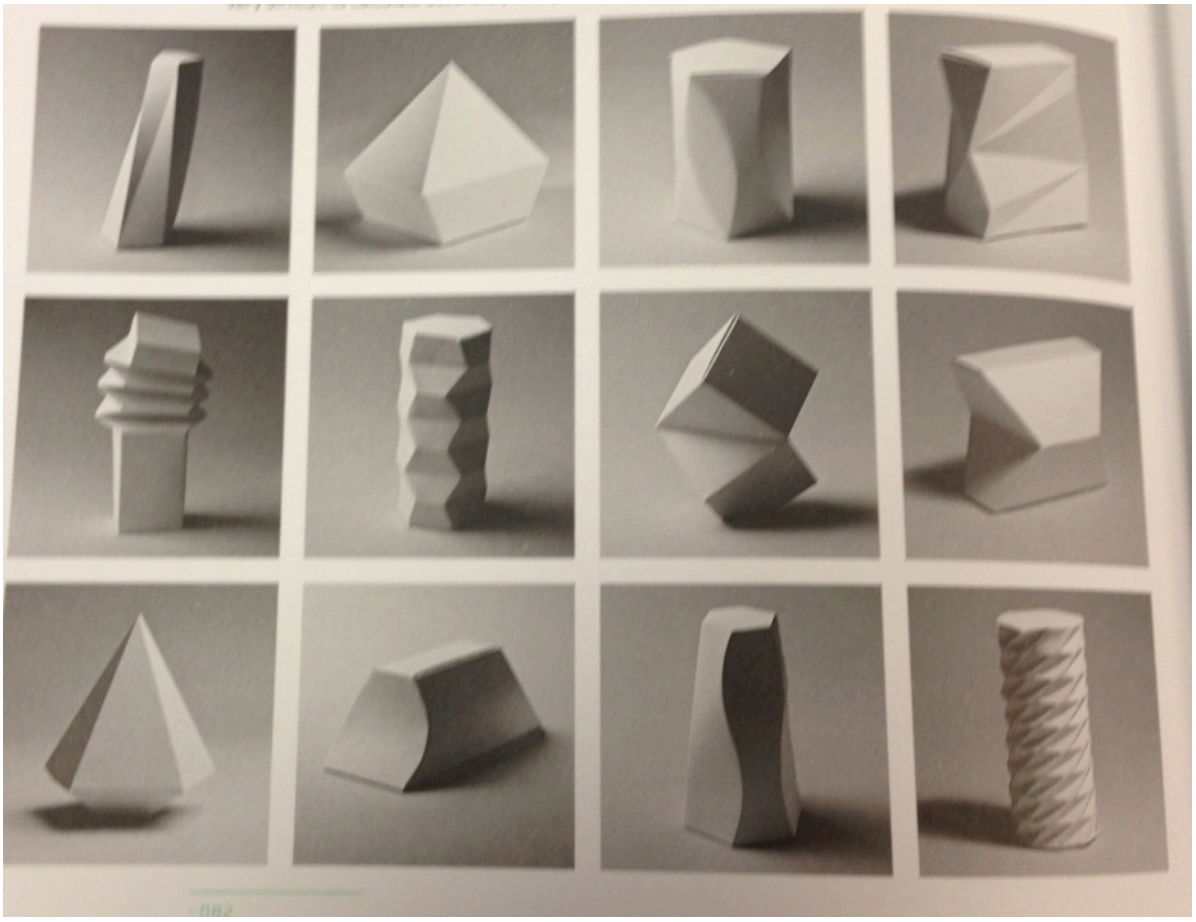


Findings

Although somewhat limited, the color variations of the RGB LED can be successfully used to create an illuminated, customizable pod. Multiple pods can be incased in inventive sculptural paper shapes and then arranged into a presentation to construct a color palette. This prototype expects the user to play with the potentiometers until an acceptable color hue is created. The pods can be offered with premade paper covers, or pre-made patterns which can be folded into sculptural shapes. This prototype is also open to great degree of customization and each user can imagine and develop their own shapes to be used as covers. A 9V battery gives plenty of light and can be easily attached to create a long lasting source of power.

Next steps for this prototype could include creating a kit for it, which can be offered to designers for testing. Another important step would be to test and create more inventive covers for the pods. The following images from the book *Structural Packaging: Design Your Own Boxes and 3D Forms* illustrate options for such structural shapes.

This protoype can also be developed further to be fully inclosed in a basic cube form, which covers completelyall components and offers only an option to replace the battery and external controls. This cleaner, more polished pod can be further incased in varied sculptural paper shapes to match a desired concept.



Bibliography:

Books:

Jackson, Paul. *"Structural Packaging: Design Your Own Boxes and 3D Forms"*. Laurence King Publishers. February 15, 2012

Websites:

Stylesight. www.stylesight.com

WGSN. www.wgsn.com

Elyse Graham. http://www.elysegraham.com/

Florent Tanet. http://cargocollective.com/ftanet