A study of Fashion art Illustration employing Matisse Painting[+]

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Abstract

Modern art is getting more comprehensive and diversified regardless of genre in many forms due to the pluralism and anti-aesthetic trend of the time which is impacted by post modernism.

This atmosphere is also applied to fashion illustration which creates synergy effect in cooperation with many different genres.

This study selected Matisse' paper cut-out as the subject which would reflect the minimalism and abstractionism of modern plasticity. By taking this as the motive for fashion illustration, I made seven illustration works with the subject of minimalism of form and color.

The conclusion of this study is as following.

First, Matisse's paper cut out has controlled plasticity related to the modern abstractionism and it well fits the modern trend and sensibility which is appropriate for motive of fashion illustration.

Second, by upgrading the technique of Matisse' paper cut-out in a modern way such as combination of hand drawing and computer graphic using Photoshop, I was able to make originative and creative illustration works with background and patterns that were closely connected with each other.

Third, applying the fashion illustration to other various products is being well received now and I made my illustrations that could lead to follow up studies to apply the fashion illustration to other different products. Matisse' paper cut-our has forms, colors and patterns that can contain both commercial and artistic value. Therefore it is quite feasible for follow up research to apply into many different areas.

Key Words : art illustration, Matisse, paper cut-out, motives, image

I. Introduction

Modern art is being developed comprehensively and variously regardless of genre in many forms because of the current trend of pluralism and anti-aesthetic open thought which is impacted by post modernism.

Fashion, as the cultural phenomenon, reflects the current situation. Accordingly, fashion illustration which is closely related with fashion, also reflects the times and circumstances. Furthermore, as the boundary of fine art, applied art, and pop culture is getting blurred, the combination of art and fashion has become a very clear trend today.

As people regard artistic talent and ingenuity as essential components of fashion illustration, this fusion of fashion illustration, art and technology has become more widespread.

There were many previous studies which linked fashion illustration to certain style of art, painters, technique and characteristics of certain times. Some of them were papers studying the characteristics of art style such as impressionism techniques by Sook Lee, pop art by Hyekyung Moon, surrealism by Sungjoo Kang and Art Nouveau mode by Sunyoung Moon, etc. There were papers which studied the expression technique of certain painters such as Gustav Klimt by Myunga Jung, Egon Schiele by Sungwoo Lee, and Yaacov Agam by Eunyong Lee, etc. Some papers studied specific techniques such as paper cut-out by Seyoon Choi, mixed media technique by Jieun Jung, and quilling by Hyejin Hur, etc. There were papers which introduced fashion illustration as item such as accessory by Jimin Kim, fashion product by Mijung Lee, and bag design by Eunjoo Jang etc.

I found out that fashion illustration studies had some preferred techniques and painters' styles depending on the request of the times.

The purpose of this study is to extend the expression area by applying the motive from Matisse' paper cut-out to fashion illustration in order to develop creative image.

The subject of this study is Henry Matisse' paper cut-out which has the formative elements that well fit the modern trend of minimal abstractionism. The application of fashion illustration to the motives of many products is being well received today. In this respect, I thought Henry Matisse' paper cut-out was a very good subject having forms, colors and patterns that could be applied to commercial products with artistic value. In addition, I tried to find the possibility of taking this into many other products of high commercial value.

This study was conducted to adopt and apply the work of Henri Matisse to fashion illustration, a Fauvism artist of simplicity and purity. To be more specific, the objective of the study is to adopt and apply the unique simplification method in patterns and color of the artist's paper cut-out to fashion illustration.

In the theoretical part, the definition of art fashion illustration, classification of techniques, and history of fashion illustration from its inception to modern date were researched in the past studies published in Korean and overseas journals. In addition, the art of Henri Matisse with focus on paper cut-out was studied.

In the art work part, I produced seven fashion illustrations with the motive from Henry Matisse' paper cut-put. I pursued simplicity with Matisse' vivid color and simplified single pattern on clothes in all my drawings. Repeated pattern was used as a background to maximize simplification and visual effect.

II. Theoretical Consideration on Fashion Art Illustration

1. Definition and History of Fashion Art Illustration

'Illustration' has the dictionary meanings of 'an instance', 'a cut', 'an explanatory drawing', and 'an example', etc.

The origin of the word is 'to make light', meaning that sentiment of invisible world is clearly opened and defined to public through lighting and visualization. In other words, by lighting the invisible object, it visualizes invisible world such as emotion or thoughts to makes it clear to the public. Therefore, Illustration is an internal expression of imagination and acts as a communication tool.[1]

In modern term, illustration is 'communication Art' with the concept to reflect culture, the spirit of the times and artists. That is, illustration plays a role not only as the marketing or communication but also as very important media of communication to visualize humanism[2]

1) Before the 19th century

In this time, the main subject was about the recording of clothes, especially the popular clothes of high class or the stage costume. Fashion illustration was regarded as the artist's pure work to describe the clothes of the time rather than as precise communication and description of costume itself. The example can be found in Renaissance masters' sketches and wood block prints.

In addition, the appearance of Aubrey Beardsley who reflected the style of Art Nouveau, and Toulouse Lautrec who was affected by Japanese wood block became a starting point of fashion illustration which had a great influence on today.<Fig1>

2) In 1900's~1950's

As the photograph was introduced to mode magazine and fashion advertisement in the early 18th century, the traditional illustration technique couldn't compete with the photograph in terms of realistic description.

The emerging Fauvism and Cubism and Art Deco at this time had a big influence on fashion illustration. Fashion illustration took bright and splendid color from Fauvism and plane and geometric screen composition from the shape theory of Cubism.

From the 1930's, the fashion transformed from the rectilinear silhouette to softer and more natural and feminine silhouette. Along with the birth of this new silhouette, the fashion illustration word had an aspect of the pictorial image rather than the graphic image.

Surrealism, which was technically free by collage and empirical photography, was recognized as the art movement which had a great effect on the postwar modern art and illustration [3]<Fig.2>

Illustration in the 1950's was based on the orthodox drawing style of the 1930's to the 1940's that looked like one piece of painting, and it emphasized line and simplicity.

3) In the 1960's-1970's

In 1960's, new fashion trend came out. The concrete formative consciousness of Pop Art was emerged to revolt against the subjective aesthetics of abstract expression, which affected fashion to use new materials such as metal, glass, paper, vinyl, etc. Modernism of Pop Art and the praise of youth influenced fashion illustration.

After the 1960's, as the standardization by industrialization affected fashion illustration, the fixed formative image became one of the general features.

4) From the 1980's to the present

The most striking feature in 1980's fashion illustration was the new interpretation of human body and the change of the related expression style. <Fig.3>

The artists in the 20th century tended to disassemble, distort and reconstruct human body by their own will. Nevertheless, fashion illustration was exceptional in this trend[4]
From the 1970's, the photography became highlighted while fashion illustration was in decline due to the influence of Hyper Realism. Accordingly, fashion illustration created new image to meet the needs of the times and extended its field by absorbing variety of technique such as collage, air brush, the combination of photography and illustration, block print, CAD and hand drawing.

Recently, fashion illustration makes cubic effects using the various embossing and extends into applied visual art with new technology, media and computer graphics.

3. Classification of Techniques

The techniques of fashion illustration has been developed by reflecting the trend and artists' preference, and modern fashion illustration uses two or three techniques combined rather than one technique alone to create new images.

In this study, I made fashion illustrations by combining hand drawing and computer graphic technique. In the process of production, I applied more appropriate techniques which best fitted my subject.

1) Woodblock print

It had been the mostly used technique in the early fashion illustration before the phography emerged or the press was generalized. In the 17th century, etching technique was used mainly as the print technique to express the details in spite of its limitation before the photography was invented.<Fig.4>

2) Computer Graphic

The development of computer technique opened the new expression technique. As the connection of science and art creates new shape and new image, computer graphic is extending the field of fashion illustration into unlimited possibilities like combination of picture and drawings, and various forms of color and images.<Fig.5>

3) Collage

'Collage' came from a French word, Coller, mentioned to mean the technique of cut and paste of the common unartistic materials.

In other words, it is a way of expressing various material by fashion illustrator. Collage was evolved into many forms as it passed thru pop art of 1980's. The illustration using this Collage technique can make unique material, texture and three dimensional expression.<Fig.6>

4) Embossing

Embossing is the technique to make the dress pattern with thick paper which is imprinted by press to show embossing and engraving expression. This technique is easy to express the visual texture of materials.

In case the pressure is strong in print, it's proper to call 'press'. Even if the material is not

<Fig.1>Aubrey Beardsley,
1893,Fashion Darwing
in Vogue,p.22.

<Fig.2>Benito,1939
Fashion Darwing in
Vogue,p.27.

<Fig.3>Gianfranco Ferre,
1982, Fashion Darwing in
Vogue,p.172.

<Fig.4>Francois Berthoud,
1987,Fashion Darwing in
Vogue,p.31.

<Fig.5>Kang Hee Myung,
1999.

<Fig.6>Henri Matchavariani,
1993,Fashion Darwing in
Vogue,p.82.

<Fig.7>Lee Mi Jung,1996.

<Fig.8>Henri Matisse, 1943,
The Clown(jazz),HENRI
MATISSE CUT-OUTS,p.27.

<Fig.9>Henri Matisse, 1943,
jazz ,HENRI MATISSE
CUT-OUTS,p.42.

thin and soft, press can make unevenness effect by pressure. It can make hand felt expressions and the effect of light by the form of shade<Fig.7>

III. Study on Henri Matisse' art

1. Influenced by Neo-Impressionism and Post-Impressionism

Matisse learned the strictness of pure geometrical color composition from Cezanne, artistic intuition and sensibility from Gogh and the sense of color like volcano from Gauguin.[5]
The pointillism and the abstractness of plane and curve were linked to the color and the line of Fauvism.

2. Fauvism

Fauvism was the start of the new painting which replaced the existing realism and naturalism with a new order in the 20th century. Fauvism used the pure light color of new impressionism but its emotional subject was influenced by Les nabis and Symbolism.

Fauvism was a naturally born short-term artistic phenomenon which was shared by similar artists at that time, rather than an intentional movement of a specific group. Fauvism made a big influence on modern art such as expressionism, dadaism, and surrealism.[6]

3. paper cut-out

Matisse started paper cut-out after the 1910's. At the early stage, he used this as a supportive technique for oil painting but later he developed and established it as an independent and new technique in his late art works.

While trying various decorative works, Matisse became interested in the color especially and he developed the technique called paper cut-out by combination of decorative work.

Matisse' paper cut-out was focused on colors and simplified forms which contributed to the development of abstractionism painting.

The detailed technique is coloring with several primary colors and paper cutting with rhythmical sense having similarity with minimalism art of omission and implication.

In this work, he found his own visual signal system and finalized his expression of color by balancing the harmonized manufacturing method and different elements.[7]

Using use the new term " paper cut-out" was naturally made thru his seek of effective expression of the subject. In this process, color was getting more stabilized and became the strong method of expression.

In order to make general unity while omitting detail description, Matisse thought that simple and strong subject was required and began to make work regarding dance. Matisse' work having both decoration and simplicity began to appear in 1910's work of "Dance" and "Jazz".

With simplified human image and background, Matisse' work began to be recognized in his harmony of color, line and space as well as form and contents. Matisse excluded the sophisticated element and focused more on the natural and instinctive element of dance.

In addition, he pioneered his own area by combination of the elements of painting and sculpture with simplification. With this work, one of his masterpiece, "Jazz Album", was made.

<Jazz1> and <Jazz2> are the most representative paper cut-out which are composed of about twenty works. The subject is mostly about circus or theater colored with

Gouche. The work shows simplified form and clear movement with unified strong paper cut-out expression (Fig. 8,9).

Matisse' paper cut-out is fundamentally different from collage of cubism. Collage tried to show new expression image by adding newspaper or wallpaper on canvass instead of color paint, but Matisse' paper cut-out captured the moment of movement and expressed it with vivid color characterfully. The representative works of this are big nude work, "Zulma" and "The Sadness of King" (Fig. 10) His sophisticated and mysterious work image with simplified form and vivid color was carefully planned and the best technique can be seen in Vence Cathedral which is the work of his later years (Fig. 11).

Pater cut-out has its attraction in its combination of drawing, sculpture and painting and it is recognized as an independent art area even today.

IV. Manufacture

1. Intention of manufacture

I made fashion illustrations with motive from the unique pattern, form and color of Matisse' paper cut-out. I also borrowed the production technique of Matisse for the production of my work. I drew and colored the body form that matched with the motive and reworked this by using computer graphic. The whole process can be called paper cut-out using computer graphic. Matisse' paper cut-out had harmony of decoration and simplicity and by using simplified form and controlled color, it had a strong image which was not monotonous. In addition, it had unity, rhythm and volume of light and dark with sophisticated shape. In this respect, it is connected with creative abstractive painting and modern elements.

I think Matisse' paper cut-out is appropriate to express the modern minimal abstractive sensibility. Fashion illustration is being more widely used as design work for the motive of many other products. In this respect, the introduction of form, color and pattern of Matisse' paper cut-out has both commercial and artistic value that can lead to additional follow-up designs for clothes and accessories etc. This is the reason that I selected Matisse'

<Fig.10>Henri Matisse, 1952,
The Sadness of the King,p.14.

<Fig.11>Henri Matisse, 1952,
Christmas Night,p.49.

paper cut-out as the subject of my study.

For the motive of my work, I chose "Jazz" series mainly from his works which is recognized as master piece in the expression of paper cut-out technique.

Especially I tried to introduce the birds, flowers and paradisical - which is like see plant - which was frequently used in his work to show unique pattern and minimal form.

<Tab 1> shows the patterns that I introduced in my work from Jazz series of Matisse's paper cut-out.

<Tab 2> summarizes seven motives that I selected from Matisse' paper-cut and their main patterns.

2. Production Method

The subject was set as shape and color of minimalism and I made seven illustration arts.

In order to maximize the beauty of simplicity, I applied contrast of color and restrained line while seeking my own art with the computer work of color and print.

I tried to emphasize the minimal element of Matisse paper cut-out in my design. In my color, I expressed sophisticated strong color in general by using complementary contrast. I used pattern as background or print to show the rhythm and image while maintaining the organic harmony.

The detailed working procedure is first sketch

<Tab 1> Pattern that was shown in matisse's paper cut-out

abstract	
figure	
circle	
flower	
sky	
sea paradisical / coral	
line	

on fabriano paper with motive followed by re-design in harmony with Matisse's art and final Photoshop work to finish. While Matisse used paper and scissors, I used hand drawing and computer graphic for paper cut-out.

My intention was to show the originality and characteristics of my work by combination of painting and graphic image.
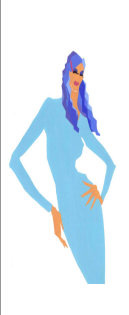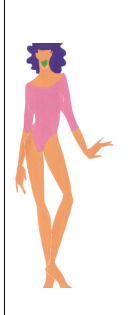
<Tab 2> shows hand drawings that I made and their major points that are applied to my fashion illustration works.

3. Illustration work and explanation

My design intended to show human body with implications and minimalism by using restrained lines and strong contrast of color.

<Tab 3> summarizes my seven illustration works that I made from the motives of Matisse' paper-cut and the main colors that I applied in my work.

<Tab 2> Main pattern, motive and my illustration

	1	2	3	4	5	6	7
main pattern	circle, coral paradisical	coral paradisical	abstract bird	abstract	abstract	dance	bronze plaster, body
motive							
applying point	pattern, light contrast, rhythm	organic unity of the form, detailed body and tattoo	body drawing, pattern	color contrast, body drawing, bag print	one piece pattern on the body drawing	diagonal line, color contrast	space, color contrast, hand drawing, harmony with motive
my illustration							

<Tab 3> matisse's , my work , color analysis

motive	work	color
1		Lime light, Pink Carnation, Dahlia, Pastel Green
2		Lily Green, Sweet Lavender, Starlight Blue, Aquarius, Black
3		Aqu, Chicory,White
4		Moonlight Blue, Phlox Pink, Irish Green

<Tab 3> Continued

	motive	work	color
5			Deep Periwinkle, Poison, Carmine Rose
6			vibrant Yellow,Green Flash Mandarin Orange,Black
7			Sunshine, Apricot, Classic Green,Strawberry Pink

1) work 1

Work 1 took the motive from Matisse' work "Sea-Beasts". <Fig.12>

As the pattern of the "Sea-Beast" was thought to be well matched with vertical form, I applied this to the print on pants.

First, I drew the lower body by hand and colored it with green and black which was the main color of the motive.<Fig.13>

On top of it, I made the print using Photoshop. I took the original Matisse' work as background by splitting into both sides and I put my illustration in the center.

In this illustration, I tried to express light contrast, rhythmic sense and various print harmoniously.

<Fig.14>

2) Work 2

Work 2 took the motive from Matisse' work "The Knife-thrower" from Jazz.<Fig.15> I tried to express the fantastic image of elevation from the vertical structure. I materialized the simplified body of Matisse's work by hand-drawing and colored them as a woman's body with hair, volume and curve.<Fig.16> I changed the pattern of the Matisse' work and used it as background to match with my hand-drawing figure in harmony and unity. I think the finished illustration can be applied variously by using silk screen.<Fig.17>

<Fig.12>Motive 1   <Fig.13>Hand drawing 1   <Fig.14>Work 1

<Fig.15>Motive 2   <Fig.16>Hand drawing 2   <Fig.17>Work 2

3) Work 3

Work 3 took the motive from Matisse' work "Polynesia, The sea". <Fig.18>

Inspired by the movement of birds' wings, I drew the dynamic body and hair by hand and colored it with blue, which is the main color, in harmony with the background.<Fig.19> Inspired by the repeated unit of Matisse' work, I combined the two figures in diagonal form by using computer graphic and applied this to the print of one piece in cool and individual style.<Fig.20>

4) Work 4

Work 4 took the motive from the Matisse' work "The Woman Swimming in the Aquarium" and "Destiny" from Jazz.<Fig.21>

When I saw these two works of Matisse, I felt like they were one work. So I took these two works as one motive and used it as background.

This motive especially stood out in the stability of horizontal division and color contrast. Using this as background, I drew the sophisticated figure with a bag by hand.<Fig.22>

I colored the body with black and decorated the detail. By using Photoshop, I used Matisse' work as the print of the bag which cab be applied to commercial product.<Fig.23>

<Fig.18>Motive 3   <Fig.19>Hand drawing 3   <Fig.20>Work 3

<Fig.21>Motive 4   <Fig.22>Hand drawing 4   <Fig.23>Work 4

5) Work 5

Work 5 took the motive from the Matisse' work "The Horse, the squire and the clown". <Fig.24>

I was inspired by the fan shape abstract pattern of this work and used this as background. I drew the body and colored the one piece with the main color of skyblue and black to match with the pattern.<Fig.25, 26>

6) Work 6

Work 6 took the motive from the Matisse' work "Cecole Woman Dancing". <Fig.27>

I drew the dancer figure with the same pause of Matisse' work <Fig.28>and made a strong image with the contract of color. I made three dimensional effect by making shade when I put the figure on the background using Photoshop.<Fig.29>

This process turned out very satisfactory result and I think this work can be applied to print and collage for various fashion items.

7) Work 7

Work 7 took the motive from the Matisse' work "Zulma". <Fig.30>

<Fig.24>Motive 5   <Fig.25>Hand drawing 5   <Fig.26>Work 5

<Fig.27>Motive 6   <Fig.28>Hand drawing 6   <Fig.29>Work 6

| <Fig.30>Motive 7 | <Fig.31>Hand drawing 7 | <Fig.32>Work 7 |

<Tab 4> Matisse's work and focus of my work

	Matisse' work	Focus of my work
1	Sea-Beasts 1950	- color contrast with motive - applying pattern on lower body - dynamic pose and vivid color in harmony with print - possibility to apply on pants print.
2	Te Knife-thrower 1943 from Jazz	- future oriented ideal in the ascending image of vertical line - materialize the abstractive body - tattoo print on hip and upper body - enlargement or reduction of background motive size
3	Polynesia, The sea 1946	- simplified bird and repetition of color - balanced space construction - dynamic rhythm of hair from the movement of bird's wings
4	The Woman Swimming in the Aquarium 와 Destiny 1946 from Jazz series	- two motives that can be combined as one - sophisticated image by complementary color - bag design from the motive of Destiny
5	The Horse, the squire and the clown 1943 from Jazz series	- asymmetrical expression - vivid fan shape motive on one piece with symmetrical pattern, color contrast and unity
6	Cecole Woman Dancing 1950	- repetitive arrangement of motive - dynamic movement and color contrast
7	Zulma 1950	- divide the Zulma into both sides - hand drawing figure in the center with similar color to show organic unity. - vertical line and color contrast to show stability and strong image

By using the Photoshop, I divided the Matisse' work vertically into both sides. By taking the idea from Matisse who shaped the nude from bronze, I re-interpreted Zulma's nude in a modern way<fig.31> and completed the figure and put it in the center of the divided background in harmony.

I maintained the stable vertical structure and made strong and harmonious illustration by using complementary colors.<Fig.32>

<Tab 4> shows the main focus of my work for each motive.

V. Conclusion

This study was conducted to adopt and apply the work of Henri Matisse to fashion illustration, a Fauvism artist who realized liberalization and independence of color, whose work is characterized by autonomy, simplicity, purity. To be more specific, the objective of the study is to adopt and apply the unique simplification method, pattern and color of the artist's paper cut-out to fashion illustration.

The conclusion drawn from this study is as follows.:

First, Matisse's paper cut-out has controlled plasticity related to the modern abstractionism and it well fits the modern trend and sensibility which is appropriate for motive of fashion illustration.

It was also found that the color of Matisse's Paper cut-out that emphasizes beauty of simplicity and vividness through contrast of colors matches well with the sensibility of today that seek creativity and minimalism.

Second, by upgrading the technique of Matisse' paper cut-out in a modern way such as combination of hand drawing and computer

graphic using Photoshop, I was able to make originative and creative arts having background and patterns that were closely connected with each other. Specifically, I changed Matisse' work to be modern by adjusting the color and pattern. Through this work, I completed new modern fashion illustrations while maintaining the identity of Matisse' work.

Third, applying fashion illustration to other various products is being well received now and I made my illustrations that would lead to follow up studies to apply the fashion illustration to other different products. Matisse' paper cut-our has forms, colors and patterns having both commercial and artistic value. In my work, I used the pattern for fashion clothes and bags limitedly but by taking this motive, I think it is possible to produce various items in various ways. Therefore it is quite feasible for follow up research to apply into many different areas.

Fourth, the development of new technologies and multi-media leads to many varieties in regards to the means of expression, and a new chapter is opened to all sectors of art. One of the newly introduced tools is the computer graphic. The use of computer graphic in creating the background and patterns can bring an unlimited world of possibility in expression enabled by new techniques and instruments.

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