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**THE ART OF KNOWING
HOW TO DO -
FASHION, ART AND
SUSTAINABILITY.
RESEARCH OF CRAFT
TECHNIQUES**

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Abstract: This article aims to share the research and projects undertaken by Ateliê Escola Quidesign, a center for studies and research related to the universe of fashion and sustainable solutions for the textile industry, contributing to the inclusion of fashion issues in culture. Over the past four years of research and several projects and actions, REDESIGN already appears as a powerful option to offer creative possibilities and reduce solid waste in the textile chain, generating new products and enhancing the value of raw materials. The first projects were directed to give a new life to the companies' stock leftovers, scraps and pieces not accepted by the market, and leftovers from cutting that would be transformed into waste. In the last months, with the event of the pandemic caused by COVID 19, this option also stands out in consulting requests, after all, staying at home suggests a new look for the closet. We highlight some projects and products to illustrate this moment of reflection with an authorial production using the leftovers from the studio.

Keywords: Fashion, crafts, culture, redesign, upcycling.

INTRODUCTION

With the aim of facing modern paradigms: Innovation and new technologies x Cultural preservation and sustainability, Ateliê Escola Quidesign proposes courses, research and was designed to offer mentoring projects in the development of sustainable fashion products, contributing to conscious production and consumption, giving identity to the products to ensure competitiveness in the market and in this context see fashion design with a museological look and a reframing agent of culture.

With this purpose, it seeks to promote: research on craft techniques as the tools for social inclusion; training and professional training for the labor market, using practices

that encourage the sustainable use of raw materials; develop a new look at the skills of the art of making related to artisanal production and the collaborative economy, building new networks and connections.

Through courses, workshops and workshops we look for possibilities related to the construction of clothing and traditional craftsmanship, where skill is the raw material. Encouraging research into new materials and construction processes, bringing innovation and technology for comfort, well-being and enhancing the use of native materials and knowledge for creative finishing and finishing solutions.

THEORETICAL FRAMEWORK

We start from the idea that it is in design conception that the environmental impact of a product is determined, and we understand the proposal to use design as a tool for social transformation. The Ateliê concept fits in with the assumptions of the Ministry of Culture's fashion sectoral plan regarding preserving cultural diversity and social inclusion, covering society's economic and artistic universe with innovation and sustainability.

Formed by three independent cores that interact, based on the creative process, with the objective of integrating the phases of development, creation, conception and production of products and acting on three fronts: Art and Education – studio; Culture and Identity – workshops; Research and project design practices – laboratory.

The courses offered follow the guidelines and objectives of sustainable development in the textile chain (ODS), in the search for creative and economical solutions. The choice of raw material and the modeling workshop are part of the zero solid waste project strategies, and the impact of the product's life cycle is always considered.

FIGURES

We will make a selection here and present Redesign as one of the viable and possible options in the universe of an Atelier. Through deconstruction and manual techniques, we will transform discarded pieces, scraps and waste into new desirable products with added value. This transformation process of renewing, reformulating a product, in this case a textile product, creating a new piece made from clothes that already exist, adding greater value, is upcycling and allows you to experience the experience of producing your own clothes, creating emotional bonds, or new ones. prototypes to be replicated with an industrial process.

This product lifecycle management process presents four relevant points of making sustainable for our project:

Reduce: consumption of natural resources and energy sources; and residues that, due to the difficulty of recycling the fibers, end up as garbage.

Rethink: involves questioning what is fundamental and analyzing the need for acquisition, so that actions are not taken on impulse;

Reuse: before discarding, check the feasibility of repair and whether the object can be used for another purpose.

Rediscover: traditional knowledge and wisdom (manuals) and incorporate them into the technologist.

The thought of sociologist Zigmunt Bauman permeates the discussion presented here: “the most poignant and least responsible question of our times of liquid modernity is not “what to do”, but “how to do it”. (Balman2010)



Figure 1 – Volumetry exercises: manual stitches and moulage.

Source: from the author.



Figure 2 – Moulage with crochet towel.

Source: from the author.



Figure 4- Crochet towel sleeves.

Source: from the author.



Figure 3- Moulage skirt: Linen and renaissance lace.

Source: from the author.



Figure 5 – Manual stitches.

Source: the author.

RESEARCH OBJECT

The images referenced in the figures were the result of projects and Redesign workshops developed in shared spaces, in different moments and contexts.

In figure 1. moulage and hand stitches; in figure 2. Crocheted towel sleeves from the family's collection using moulage, the result of a performance at the HVFArts gallery; in figure 3. A dyed renaissance lace skirt (it was a white tablecloth), a linen sheet from several generations is reborn as a wedding dress; figure 4. moulage re-signifying the delicate pieces and handicrafts, affections and memories are present; figure 5. Deconstructed shirt, the collar is removed and manual stitches are inserted in the neckline and buttonhole that customize the shirt and silk blouse.

The delimitation of the research object becomes broad when we understand that each and every piece carries within itself a come-to-be that can blossom from the Redesign techniques.

The delimitation of the research object becomes broad when we understand that each and every piece can and does carry within itself a come-to-be that can blossom from Redesign and Upcycling techniques enriched with manual arts. We conclude that it is possible to recreate the world we live, ethically and without waste.

ANALYSIS AND CONCLUSION

This research path has taken place in a natural and fluid way, where the central point was slow fashion (HONORÉ, 2005) and the search for sustainable possibilities to add value through manual processes. Li Edelkoort, one of the world's foremost trend analysts, states in her anti-fashion manifesto that an innovative philosophy focusing on textiles, garment making and the imminent renaissance of haute couture and crafts will be the new luxury.

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