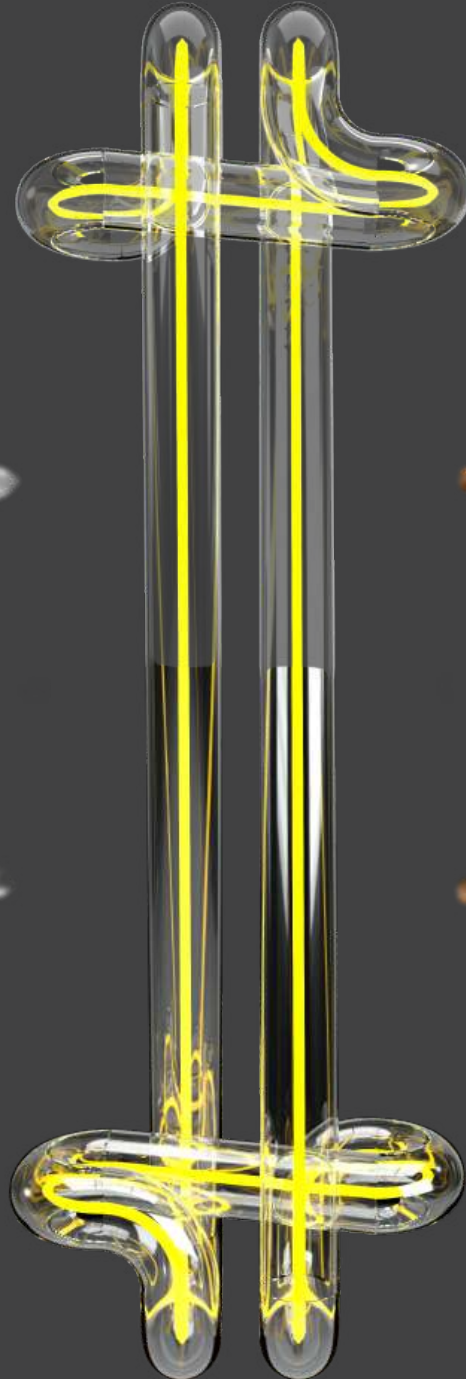


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by Council of Arts and Design Deans of Thailand (CADDT) and The Association of Siamese Architects under the Royal Patronage (ASA) together with the Faculty of Digital Arts, College of Design and the Faculty of Architecture Rangsit University.



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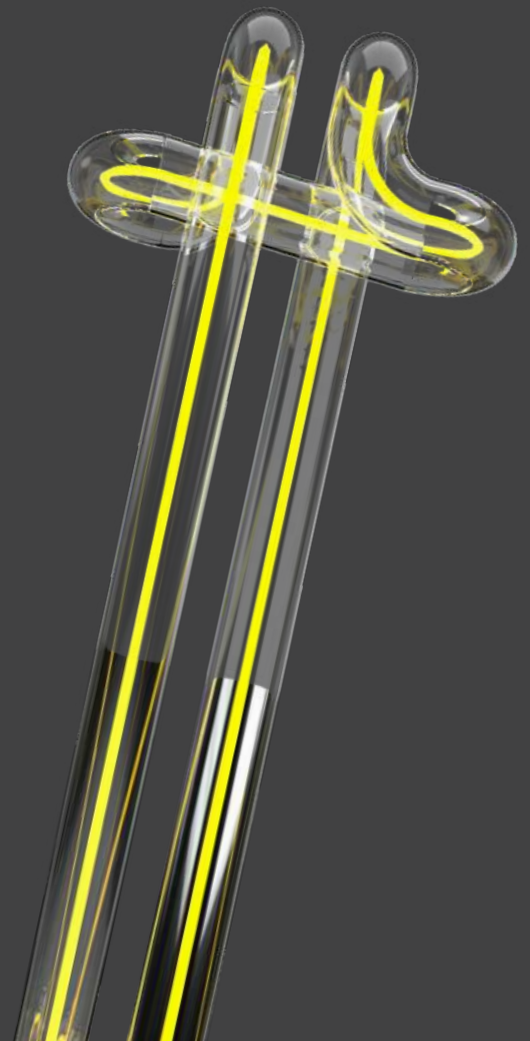
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CLOTHING AS BODY PACKAGING.

Mr. Seksarit Thanaprasittikul

Introduction :

The project "Clothing as body packaging", highlights the relationship between clothing and packaging. According to the definition, both terms share common traits and functions. Clothing not only serves the primary purpose of covering the body, achieving both functional protection from the elements and moral propriety but also portrays the wearer's self and personality. Similarly, the packaging is the way to protect products by using an outer layer of a carton or cardboard. Packaging can also refer to the presentation of something or someone to the public in a way that is designed to be attractive or appealing. Considering the similarity of clothing and packaging, the project aims to explore and integrate packaging methods into clothing design. A study of packaging such as folding, construction, and details, informs design ideas. Folding and the flattenable construction used in packaging become the core idea for creating new construction through the experiment of flattenable folding. The design is developed through the experiment that emphasizes the clothing construction that can be foldable and flattened. In terms of materials, the foldable and flattenable structure can be achieved by using stiff fabric and fusible interfacing. In addition, details of packaging are developed into new fastenings in clothing. Unlike buttons and zippers, the clothing is joined by inserting the extra tab into the matching slit. As a result, the final design portrays clothing as body packaging that features a temporary foldable and flattenable structure enveloping the body.

Objectives:

To explore new possibilities in design methodology and to create new design in shapes, forms and constructions. To explore new possibilities in fashion design through experimental approaches to creating a new design in shapes, forms, and constructions. To investigate the role of clothing from a different perspective. To advance professional expertise in design and to expand design skills.

Process or Concept / Methodology:

Based on a study of packaging, such as folding, construction and details, the design process starts from the experiment with folding. In response to the idea of "clothing as body packaging", the experiment focuses on the foldable and flattenable construction. After various experiments, the folded pieces are enlarged into the body size and developed into separate foldable clothing panels that can be temporary constructed and flattenable. In addition, the foldable panels are integrated into a part of clothing details, such as front and back panels, to make it wearable. Details of packaging are developed into new fastenings, featuring the use of the extra tab that can be inserted into the matching slit.

Experiment with folding.

The folded pieces are enlarged into the body size and developed into separate foldable clothing panels that can be temporary constructed and flattenable

Details of packaging are developed into new fastenings, featuring the use of the extra tab that can be inserted into the matching slit.





Techniques and Materials:

Materials include stiff cotton fused with fusible interfacing, wool felt.

Conclusion:

In conclusion, the project highlights clothing as body packaging by integrating the packaging methods into clothing through an experimental design approach. The research involves a study of packagings such as folding, flattenable construction, and details. Unlike working on visual interpretation, the design process focuses on the reinterpretation of the conceptual idea of packaging into 3-dimensional experimentation, featuring the experiment of foldable and flattenable structure, the integration of the foldable structure into clothing, and the development of new fastening details that support the temporary flattenable structure. As a result, the final design portrays clothing as body packaging that features a temporary foldable and flattenable structure enveloping the body.

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