

# **Transforming Shape: Innovative Approaches to Printed Textile Design and Garment Integration**

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Printed textile designers, working within the mass market, traditionally work within 2 dimensions, to create designs which are printed in repeat on continuous lengths of fabric. Alternatively they may design engineered prints which are then applied 'to' garment shapes. Which ever approach is taken, in general, the form (garment or product) comes first and the printed textile design is applied to it. There are exceptions to this mass-market approach, such as, in haute couture where designers are often more involved with the development of the fabric as well as the garment. When this is the case the textile patterns or embellishments may even lead to particular approaches to cut or fabric construction.

Developments and links between new technology, namely, image generation software, pattern construction software and digital inkjet printing, led a group of researchers at The Nottingham Trent University to develop a project which used simple shapes; a rectangle, circle, square and developed a series of 'dialogues' between both 2 and 3 dimensions. Each designer developed these dialogues independently; hyper real photographic imagery, small scale repeating imagery and trompe l'oeil effects.

This resulting collection of fabrics enabled us to analyse clearly the impact on form that pattern and image has. However, what was also analysed are different working methods and approaches that are taken to image generation, and our own idiosyncratic methods of working between two and three dimensions.

This paper will demonstrate this working methodology and approaches to the form, to highlight the conflicts and questions being asked by each designer as well as the resulting shapes themselves.