

# Pronounced illusion I

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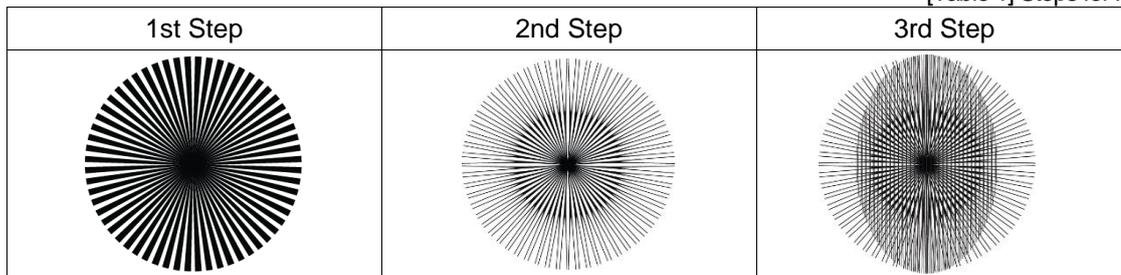
Color effects, Moire pattern, Optical illusion, Psychedelic art

An American conceptual artist and philosopher, Adrian Piper mentioned there is a distinct correlation between 2000s and '60s. She saw many things similar between interest in eastern philosophy of the 1960s and health care of a new age concept like meditation now; between the sexual revolution of the 1960s and feminism now; between countercultural communities of the 1960s and leftist, communitarian politics now; and between the organic food/back-to-the-land movements of the 1960s and the environmental movement now. All of those 1960s' trends were influenced by psychedelics (A. Piper, 2003). Based on the examination of the Psychedelic art influencing many arts including painting, music and films and its application to fashion, this research aims to provide an opportunity to look into the contemporary culture through the 60s, offering a new visual experience and expanding the range of fashion design. As for the research methodology, this study reviewed precedent research on the Psychedelic art. And this research developed a suit jacket which is integrated with a shirt and trousers using printing patterns and apparel construction methods to maximize a visual illusion effect, a representative characteristic of the Psychedelic art.

Specifically, to achieve the goals, design methodology was used as follows.

Firstly, printing pattern was developed to create optical illusion from moire fringe. Optical illusion is one of the main characters of Psychedelic art. Moire fringe refers to as a pattern created by difference of cycles when repetitive shapes are overlapped several times including interference and wave patterns. Such a moire gives viewer an optical stimulus created by an unintentional pattern and causes dizziness. This research has found the moire fringe from overlapped and newly developed radial motifs. [Table 1] shows a developmental process of the printing pattern using the moire pattern. At the first step, motifs of a long isosceles triangle were arranged in a radial manner. At the second step, motifs were modified using Adobe Illustrator CC to give variety to the radial. Hence, lines were tapered and divided into two as they approached the end of the radial from the center, using Pucker & Bloat from the Distort & Transform function on the Effect menu of Adobe Illustrator. At the third step, distinct radial shapes were overlapped for the moire effect. Lines different in size and thickness were intersected to create the moire fringe.

[Table 1] Steps for Printing Pattern Development



Secondly, the Psychedelic art, especially as for painting, one of the most outstanding characteristics is using the very saturated colors. This study offers experience of various color effects using colors with high and low chroma and brightness together. In particular, considering the most striking visual changes perceiving colors clearly after taking LSD, therefore, this research aimed to give a pronounced effect making the outer color vivid by overlapping different colors printed on the layers of transparent silk organdy. Color is one of representative attributes increasing the pronounced effect along with intensity and arrangement. [Table 2] shows a process developing patterns where jacket and shirt integrate one by layers overlapped to present such a pronounced effect. As shown from [Fig. 1], [Fig. 2], [Fig. 3] and [Fig. 6], front and back printing pattern is customized to the construction patterns. The jacket pattern with vivid colors play a role of lining, and the outermost layer from fourfold layers has a sharp and brilliant pattern. In case of the front pattern, when rolled up based on a horizontal line, the upper becomes a jacket and the lower becomes a shirt ([Fig. 4, 5]). Unlike the front, the back is composed of twofold layers. In the upper part, a jacket collar is attached with the front and in the lower part, a shirt collar is attached with the lower part of the front (Fig. 7, 8, 9). The printing pattern was customized to the life-size front, back and sleeve patterns. Hence, patterns were drawn on paper and the pattern was corrected through toile fitting, digitalized on a life-size and mapping was conducted for the pattern on a desired location using Illustrator CC.

Finally, this research developed an identical shape reproduced continually through repetitively overlapping a basic radial motif developed to implement the repetition, the formative principle of the Psychedelic art and reducing a pattern size to 95% as shown from the lower part of front (Fig. 1, 2). It gives dress a sense of space by creating a vanishing point in the middle like one point perspective.

Similarities between '60s and 2000s and incredible modern technologies are stimulating our synesthesia and leading us to a new audiovisual experience. Design developed in this research has significance in that it provides contemporaries accustomed to the dazzling visual culture including games with a visual experience that fashion may present. Based on this research, it is expected to develop materials giving a source of inspiration for fashion design and create fashion design satisfying a new synesthetic experience in addition to two-dimensional plane printing.

## Reference

Johnson, K. (2011). Are you experienced? How psychedelic consciousness transformed modern art. New York, NY: Prestel.  
Interview with Adrian Piper(2003). Retrieve May 3, 2018, from [http://www.adrianpiper.com/art/Over\\_the\\_Edge/interview.shtml](http://www.adrianpiper.com/art/Over_the_Edge/interview.shtml)

