

ABSTRACT

APPLICATION OF MEMPHIS STYLE IN FASHION ACCESSORIES PRODUCT USING SURFACE TEXTILE DESIGN TECHNIQUE

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Memphis is a part of reaction to modern architecture and design movement which account it's product based on it's function, simplicity, no ornament used, and it should have used corresponding materials for it's usage. Memphis designers experiment with a way of how artists work to change the new way of design. The process are exploring a new and interesting way of using materials, emphasizing on aesthetics, and implementing free and rich element design character on every product. Memphis became popular postmodern style and gave a huge impact in 1980s. Based on that study, researcher has developed explorative and popular Memphis style with exploration of surface textile design which applicates images, motives, or decorative elements on top of the materials. By relying on handmade skills on exploration of Memphis style, this paper has an added value on every side of it. The qualitative method was used to review a characteristic of Memphis, to observe Memphis themed products, and to explore based on design theory. The result will be applied as fashion accessory in the form of bag for teenagers and adults. Hopefully, this paper will give a renewal value on implementing Memphis design into fashion product.

Keywords : Memphis, Fashion Accessories, Surface Textile Design, Handmade, Embroidery