

IFPSC 2024
BARCELONA



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ABSTRACT BOOK

INTERNATIONAL FINE ARTS,
PRINTING AND SUSTAINABILITY
CONFERENCE • **FEB 15-16, 2024**

IFPSC 2024

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2ND INTERNATIONAL FINE ARTS, PRINTING AND
SUSTAINABILITY CONFERENCE

BARCELONA, FEBRUARY 15-16, 2024

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2nd International Conference on Fine Arts, Printing and Sustainability is held in Barcelona in collaboration with IED Istituto Europeo di Design (European Design Institute). We are honored to host you at this conference.

Andrea Marchesiya, who supported us in Barcelona as the Rector of Istanbul University-Cerrahpaşa (President of IED Istituto Europeo di Design), as well as European Design Institute faculty members, Silvia Ghezzi, Helena Rossello, Mery González, Pablo Latorre, and Eric Olivares, who provided us with this partnership. I would like to thanks to Eric Olivares Lira. I would also like to thank our Consul General in Barcelona, Selen Evcit, and Madrid Embassy Culture and Promotion Counselor, Hale Yalçiner, for their great support they gave us in Barcelona.

Art and culture are one of the basic building blocks of societies. Analyzing and interpreting the culture and art created, sharing innovations in design and transferring them to future generations will be possible through qualified events. Therefore, I believe that we have taken an important initiative with this conference we gathered today.

The IFPSC conference offers opportunities for researchers in the fields of art, design and printing to share their findings, discuss theoretical and practical issues, and connect with valuable participants. At the same time, the conference will provide an environment where intense artistic activities will take place.

Within the scope of the conference, 40 invited and 60 jury-evaluated works selected by the invited speakers and the organizing committee will be exhibited. Additionally, jury-evaluated online solo exhibitions and group exhibitions will also be held during the congress. These exhibitions, which will be held with the participation of hundreds of artists from different parts of the world, will meet all art and design lovers on online platforms.

Dear guests, we would like to thank Andrea Marchesi, the president of IED Barcelona European Design Institute, who contributed to the realization of this great organization, our Consul General in Barcelona, Selen Evcit, and the Culture and Promotion Counselor of the Madrid Embassy, Hale Yalçiner, as well as the general coordinator and our school's faculty member, Prof. Dr. On behalf of Ayşe Derya Kahraman, we would like to thank all keynote speakers and our Turkish academic coordinators.

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The Status of Classical Typeface Classifications in Desktop Publishing and Beyond

Anıl Sarıkavak*

Abstract

With Desktop Publishing, which started in 1985, the use of digital fonts became widespread. The operating systems of computers developed with new versions every year are enriched by new font designs added to the Fonts Folder. On the one hand, the old digitized fonts of the past and on the other hand, new generation digital fonts lead to both the inadequacy of old font classification definitions and different and fundamental new classification approaches. In order to understand the past and present, these developments that have emerged over the last 30-40 years should be considered and evaluated as a subject of research and analysis in themselves. The aim of this article, which is based on literature review as a qualitative research method, is to examine the classical typeface classifications developed according to metal typography before desktop publishing, to determine the new concepts that have emerged in the context of the use of digital fonts with desktop publishing technology, and to compare the old and new approaches and discuss the change is to define.

Keywords: Typography, Typeface, Type Classification, Desktop Publishing, Font.

Artificial Intelligence for Eco-Didactic Installations through Interactive Museological Experience to Encourage Sustainable Action

Burcu Olgen* & Carmela Cucuzzella**

Abstract

Interactivity has demonstrated significant efficiency in enhancing the learning experience. Environmental museums offer a diverse range of interactive experiences, encompassing both digital and analog mediums, to educate visitors about the environment and sustainability. The studies show that Artificial Intelligence (AI) technologies have enriched digital interactivity by incorporating features such as real-time data processing, object recognition, and personalized recommendations. This study aims to establish potential alliances between museological learning, interactivity, and AI to amplify the impact of environmental learning experiences in the public realm. The integration of AI and interactivity has the potential to foster effective learning experiences, ultimately leading to behavioral changes toward environmentally sustainable practices. Within this framework, this case study delves into the effectiveness and impact of the interactive agents deployed at the Biosphere Museum in Montreal. The study follows design ethnography research method, employing primary ethnographic and qualitative approaches to collect data. As a result, we found that interactive installations provide improved engagement, and taking a place-oriented approach concerning the relationship between humans, interactive installations, and the exhibition space is the key for designing interactive experiences.

Keywords: AI; eco-didactic; sustainability; museological experience; interactivity

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The Impact of Printed Media and Digital Media on Information Consumption

Bülent Bingöl* & Çağrı Gümüş**

Abstract

The information landscape has drastically transformed with the rise of digital media. This paper explores the impact of both print and digital media on information consumption. While traditional print media offered curated content and a deep reading experience, digital media provides instant access to a vast information pool. The paper examines how this shift has influenced user behavior, highlighting the advantages of digital media's speed, accessibility, and interactivity. However, it also acknowledges concerns surrounding information overload, bias, and the decline of in-depth analysis in the digital age. Ultimately, the paper argues for a balanced approach, recognizing the strengths of both print and digital media for a more comprehensive and informed consumption of information.

Keywords: printed media, digital media, information consumption.

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Cultural Heritage Preservation and Museum Awareness in the Context of Animation Films: The Example of 'Kuzucuk' Animated Series

Cihan Şule Külük* & Özlem Gök**

Abstract

Individuals being introduced to museums at an early age is crucial for them to acquire museum culture and become conscious museum visitors in adulthood. Nowadays, education is not limited to family, environment, and school settings; rather, with the advancement of media communication tools and technology, these tools also play an effective role in children's education. In this context, content prioritizing the preservation of cultural heritage and the creation of museum awareness for children is prepared not only in developed countries but also on national channels in Turkey. In this study, the "Museum" episode of the Turkish-produced animated series "Kuzucuk," which is aimed at preschool children and aired on "TRT Çocuk" channel, is examined. Document analysis method, one of the qualitative research methods, has been employed in the research. The verbal, visual, and auditory elements in the "Museum" episode of the animated series "Kuzucuk" have been evaluated in terms of conveying cultural heritage preservation and museum awareness, and it has been observed that these elements are mostly presented in a meaningful context. However, certain aspects presented in the cartoon, such as "sole emphasis on archaeological museums," "depiction of the museum without a roof and door," "touching artifacts behavior," and "eating and littering behavior in the museum," may convey incomplete or confusing messages to children regarding museum rules and cultural heritage. Despite these aspects requiring reconsideration, it has been concluded that cultural elements in this cartoon are presented in a manner suitable for preschool children; they are understandable and engaging, addressing the child's realm of understanding. Therefore, it is inferred that the cartoon contributes to the transmission of culture and raising awareness of cultural heritage.

Keywords: Animated Series, Cultural Heritage, Museum, Museum Education, Preschool Period.

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Artificial Intelligence Supported “Attention Insight” and Visual Hierarchy in Web Design

Ece Çalış Zeğerek*

Abstract

Today, with the introduction of artificial intelligence into the design world, many applications and tools have been developed that are thought to be useful for designers. Designs can be produced through artificial intelligence applications, as well as the designs produced can be evaluated in terms of visual hierarchy, and potential problems in the design phase can be identified with predictive attention heat maps. It is thought that these artificial intelligence applications contribute to the designers in the field of web design to produce designs suitable for user experience. The principle of visual hierarchy, which is used to provide a good experience to the user in website or application designs, plays an important role in determining the effect of a design on the viewer.

This paper, which focuses on the process of determining visual hierarchy in the field of graphic design, examines how visual hierarchy can be optimised with the use of artificial intelligence. Within the scope of the study, “Attention Insight” artificial intelligence-supported website will be used to predict the accent points that attract the most attention of users in an interface design. Considering the capacity of Attention Insight’s artificial intelligence algorithms to optimise design elements, the study will examine how the visual hierarchy can be determined and how it can be applied on a website. These predictions will be evaluated in the context of visual hierarchy, in which criteria these predictions are made and whether the application offers a realistic approach.

Keywords: Artificial Intelligence, Visual Hierarchy, Design, Attention Insight, User Experience.

Methodology of Teaching Azerbaijani Art in the Subject of Fine Arts to Inclusive Students of Class VIII

Emil Raul oğlu Ağayev*

Abstract

Education holds a pivotal position in shaping the trajectory of the modern world. In contemporary education, the inclusion of diverse student populations stands out as a fundamental necessity. Within the realm of teaching fine arts at the secondary school level, the methodology applied to various subjects, notably Azerbaijani art, plays a crucial role, especially for eighth-grade inclusive students. This encompasses significant responsibilities, including the analysis of the creative output of Azerbaijani painters and the interpretation of their works, tailored to meet the needs of inclusive eighth-grade students. In developing a comprehensive methodology for teaching Azerbaijani art, the focus extends beyond traditional approaches to incorporate inclusive practices. The curriculum design addresses the diverse learning styles and needs of inclusive students, fostering an environment that promotes accessibility and engagement. The methodology places a particular emphasis on creating an inclusive space where all students, regardless of their abilities or backgrounds, can actively participate and thrive.

Moreover, the methodology aims to instill an appreciation for Azerbaijani art, fostering cultural understanding and sensitivity among eighth-grade inclusive students. By analyzing the works of Azerbaijani painters, students are not only exposed to artistic expressions but also encouraged to explore their own creativity and unique perspectives.

Keywords: Azerbaijan, Education, Inclusive, art, High school

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Determinants of Soil Conservation Practice

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Abstract

Soil conservation is one of the adaptation strategies which reduce land degradation and increase the production and productivity of the agricultural sector. Soil conservation practice was introduced in different parts of the region including the study area. This study was aimed at analyzing the determinant of soil conservation and intensity of soil conservation practice in rural kebeles of Gondar city administration. The specific objectives were to assess the opportunity and challenges of soil conservation practice on soil erosion in the study area; to identify factors affecting the determination of soil conservation practice in the study and to identify the intensity of soil conservation practice in the study area. A two stage sampling technique was employed to select sample rural farmers, using a proportionate simple random sampling technique. 152 rural farmer households were randomly and proportionally selected to collect both primary and secondary data. Both descriptive and econometric methods were used to analyze the data. Tobit model was used. Age of household head, area of cultivated land, steep slope of the farm plots, training and land to labour force has positively and significantly influenced on the intensity and decision of soil conservation practices while off farm activity of negatively and significantly affect soil conservation. Based on the findings, the study suggests that the government and stakeholders should focus on strengthening the provision of education, strengthening the existing soil conservation practices, encouraging the use of labour force, improving extension system. Finally the government and other policy makers should increase soil conservation practices and decrease soil erosion and land degradation.

Keywords: Soil, Soil conservation and Tobit model.

SoP as Preferences and Priority Performance Generation Gap (Behavioral Culture Studies in 'Wonokromo' Traditional Market, Indonesia)

Endry Salsabila Sampurno*, Susy Budi Astuti** & Prasetyo Wahyudie***

Abstract

Sense of place (SoP) is a theory that originated in the field of humanistic geography and is currently developed in various academic disciplines, such as environmental psychology and architecture. The definition of sense of place itself is the process of the relationship between humans and a place, resulting from a complete perception of environmental conditions, both the physical and social settings that provide an experience of that place. Sense of place has three primary parameters: physical setting, meaning, and activities. However, these three parameters are no longer relevant to the current situation because the factors contributing to the sense of place are not solely based on these three parameters. After reviewing literature and data, researchers have found that in some places, one of these parameters of the sense of place may not be considered, yet some of the community still perceives that place as having a strong sense of place. This is driven by the evolving behavioral culture of the community. Even a person's background and birth year can be reasons for this. Gen Z and millennials, with their fast, efficient, and instant behavioral culture, may have different perceptions of the sense of place in a location compared to Gen X and baby boomers, who tend to prefer more traditional elements. Through the analysis of various literature reviews that have been gathered, researchers will analyze and present the results in the form of a bubble diagram illustrating the relationship between the sense of place and behavioral culture.

Keywords: Relationship, Sense of Place, Behavioral Culture, Literature Review.

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Negative Space and Graphic Design

Ghazal Hosseini*

Abstract

Although often presented as a single basis for design, Gestalt theory and more specifically negative space is not a single small set of visual principles uniformly applied by all designers. It is crucial for them to have wise recognition of methods to use negative and positive space meticulously to build a creative and effective visual connection with their viewers. Many designers have utilized activating negative space as an essential technique, which is the result of research done by psychologists. Gestalt laws explain the relationship between the brain and eyes and negative space as an inevitable aspect of them is an element to make a graphic work more effective and memorable. Sometimes, it has a mystery inside that makes viewers try to decode it and this usually results in a deeper interaction with the design creators. In this case, the designer can convey the message to others through a challenging form. According to the survey and research, negative space is one of the best tools for unconsciously driving the audience and viewers to the right spot determined by the designers.

Keywords: Gestalt, Negative space, Positive space.

The Study on the Marches Composed for the 100th Anniversary of the Republic

Harun Keskin*

Abstract

The purpose of this research is to examine the marches composed for the 100th anniversary of our republic and published on YouTube, a video sharing and social media platform. The 100th anniversary of the Republic was welcomed with great enthusiasm in Türkiye and thousands of projects coordinated by the state institutions were carried out. The most notable of these projects are the creation of a special logo containing the number 100, the infinity sign and the crescent and star, and the realization of the 100th Anniversary Anthem Composition and Poetry Competition. In addition to this competition organized by the Presidential Directorate of Communications, municipalities and various educational institutions organized march competitions, and various pop singers composed marches and published them in the media, resulting in dozens of 100th Anniversary marches. While the marches published on YouTube and analyzed in this study were scanned and detected, the search filter was determined according to their relevance. The top 15 marches according to their number of views were examined. Marches were examined according to the full name of the march, songwriter and composer, number of views, tonality, pitch limits, solo/choir vocalization criteria. A descriptive survey model was used in the research and the results were revealed by the descriptive analysis method. It has been determined that the most watched 7 of the first 15 marches were composed by pop singers other than Fazıl Say. In terms of pitch limits, it is noteworthy that the march that belongs to the widest pitch limit with the third octave Sol and the fifth octave Re (Sol3-Re5) is the most watched march. When we look at the published marches in general, it is concluded that pop singers showed great interest in composition.

Keywords: Music, March, Composition, 100th Anniversary, 100th Anniversary March.

A Study of Su Shi's Image in Painting

Lang Qianwen*

Abstract

Purpose: The purpose of this study is to explore the path of generating images of Su Shi's appearance and those multiple interpretative orientations by analysing the paintings representing Su Shi's appearance since the Northern Song Dynasty, and trying to make comprehensive use of both textual and pictorial materials. **Methods:** By analysing, comparing and interpreting the images of the paintings appearing Su Shi's appearance from the Northern Song Dynasty to the modern times, summarising the characteristics of Dong Po's image, and combining the methods of literature analysis and image analysis, we try to explain the inheritance and evolution of the schematic characteristics of Dong Po's shape and appearance images. **Findings:** There are three types of images of Su Shi: one is the image of Su Shi within the sequence of literati painters (the scholar with a staff), which is based on the Xiyuan yaji (The Elegant Gathering in the Western Garden), which is said to have been made by Ma Yuan; another is the image of Su Shi's hat and clogs, which is derived from the life of Su Shi during his banishment to Danzhou; and the third is the image of Su Shi's operas, which have been reproduced since the Yuan dynasty. These different ways of shaping the image show the scribes' acceptance of and admiration for the "cultural personality of Su Shi," as well as the different influences of the graphic and literary media on the creation of Su Shi's image and the interpretation of his meaning. **Significance:** This thesis provides a comprehensive comparison and analysis of Su Shi's portraits since the Northern Song Dynasty, analysing the four forms of imagery presented, broadening the horizons and ideas for the history of the subject art, and enriching the field of imagery in the study of Su Shi. At the same time, this study provides basic data and interpretation for the construction of the database of "Su Shi in Painting".

Keywords: image of Su Shi, painting motif, image form, artistic reception, thematic art history.

An Analysis of Enrique Granados "Escenas Infantiles-Miniaturas, op. 38" in terms of Piano Education

M. Nevra Küpana*

Abstract

The study aims to analyze of "Escenas Infantiles-Miniaturas, op.38", composed by Enrique Granados (1867-1916) who is an important representative of Spanish national music in classical western music., with a pedagogical perspective. "Escenas Infantiles-Miniaturas, op.38" is among the pedagogical piano works of Enrique granados. In order to emphasize the importance of the study, first of all, the place of Spanish national music in classical western music, Enrique Granados' musical and pedagogical approaches, his piano works are mentioned. "Escenas Infantiles-Miniaturas, op. 38" is a solo piano album containing five titles. The titles of these sections are as follows:1. Recitando, 2. Pidiendo perdón, 3. El niño duerme, 4. Niño que llora, 5. 7a melodía. "Escenas Infantiles-Miniaturas, op. 38" is analyzed using content analysis method by dividing it into five categories, namely tonality, rhythmic acquisitions, technical acquisitions, musical acquisitions, and difficulty levels, determined in terms of piano education. The findings obtained as a result of the analysis are expressed in frequencies and percentages. The tonalities of the titles in the work have been determined as A flat major, D major, G major, G minor and F major, respectively. Determinations and suggestions were made regarding the rhythmic, technical and musical acquisitions of the work. At the end of the study, it is found that the work is appropriate for intermediate level repertoire in piano education.

Keywords: Enrique Granados, Granados, Escenas Infantiles, Miniaturas, piano education, piano pedagogy.

Music Education System in Spain and Comparison of Spain and Turkey in terms of Higher Music Education: Example of Conservatorio Superior de Música "Joaquín Rodrigo" and Sakarya University State Conservatory

Muhammed Zahid Çelik* & M. Nevra Küpana**

Abstract

The education system in the Kingdom of Spain with its official name, administered by the Ministry of Education (Ministerio de Educación) and autonomous regional communities, is primarily governed by the recently enacted (2021) LOMLOE (Organic Law Modifying the Educational Law). In Spain, the compulsory education system is categorized into two levels. The first level is primary education, referred to as "Educación Primaria," covering grades 1 through 6. The second level is secondary education, known as "Educación Secundaria," encompassing grades 7 through 10. Beyond this, there is Bachillerato, which is not mandatory but is required for those aspiring to pursue higher education. Bachillerato includes grades 11 and 12. Music education at these three levels is implemented in accordance with the regulations. Additionally, there are schools dedicated exclusively to music education. At the higher education level, numerous established institutions exist, one of which is the Conservatorio Superior de Música "Joaquín Rodrigo," founded in Valencia in 1879. On the Turkish side, Sakarya University State Conservatory, one of Turkey's state conservatories, was established in Sakarya in 1997. This study examines the music education system in Spain, conducts a comparison between Conservatorio Superior de Música "Joaquín Rodrigo" and Sakarya University State Conservatory, utilizing purposive sampling in determining the institutions. The objective of this research is to comprehensively investigate the music education system in Spain, provide a comparative analysis with the Turkish music education system, and offer a distinct perspective by focusing on Conservatorio Superior de Música "Joaquín Rodrigo" and Sakarya University State Conservatory.

Keywords: Spain, Turkey, music education system, comparative education, Conservatorio Superior de Música "Joaquín Rodrigo," Sakarya University State Conservatory.

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Unnoticed Typographic Signs of the City

Münire Yıldız* & Yusuf Keş**

Abstract

The streets of the city contain many silent typographic signs that often go unnoticed. These seemingly insignificant typographic signs are indicators that reflect the feeling of the city. These typographic signs range from manhole covers that we step on every day to faded graffiti, from door numbers that cargo drivers look at to confirm to apartment names written in typographic forms specific to a certain period. However, since the typographic symbols there are indicators reflecting the life of the city, they carry a cultural value. They bear traces of the city's past as well as the traces of the popular culture in which it exists. These indicators are elements that reflect the taste and culture of the city and serve its visual identity. The examples discussed in this study can be called vernacular typography in the context of locality. Both informative and functional aspects of typography, which evolves with society, are seen in these signs. Because while these signs function as information and guidance, they also reflect the tradition of the city and reveal the visual culture. In this research, typographic signs that we encounter in daily life but do not realise their importance are emphasised. It is aimed to make visible these typographic elements that shed light on the culture of the city.

Keywords: Urban Culture, Visual Culture, Typography, Vernacular Typography, Visual Communication

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Investigation of Social Media Platforms as Part of Public Relations and Social Responsibility in Point of Graphic Design

Orhan Sevindik

Abstract

Because of the widespread use of social media by communities, it has also become increasingly significant in addressing major community concerns. The use of social media in blood donation activities is growing increasingly common, which is a significant phenomenon in achieving the objective of being a society. Blood, the most crucial source of life for humans, also has a social context that allows it to make a difference in other people's lives by donating. Even though public awareness of blood donation is not at the level intended by institutions, the diversity of communication methods we use today because of communication technology growth has resulted in the diversity and multiplicity of blood donation studies. Social media applications emerge as one of the most often employed approaches within the blood donation concept. Instagram, which debuted in 2010 and has since grown to become one of the most popular tools for connecting with people, has begun to be actively utilized by industries. While there is several academic evidence on the effects of social media platforms on people's blood donation and other disciplines, scientific studies on the graphic design aspect of the posts are lacking. Correspondingly, this research concentrated on the graphic design aspect of posts in social media applications.

In terms of graphic design, the research intends to investigate the designs in social media settings used for blood donation, which is strongly tied to society. The study is significant in the matter of providing a range of data for the designs in the mediums used to contact communities (target audience) by capturing people's attention and achieving the goal of reaching them. Subsequently, it is expected to contribute to the creation of concerns to be considered in the designs created to reach the target audience. The study's data set was obtained from Instagram posts with the hashtag "blood donation" in 20 languages and 70 feed designs from 35 nations were analyzed as part of the research. According to the findings, there was a consistent approach to the use of typography in designs and posts which are employed widely on the continents of America and Asia. Whereas all continents' posts are utilized in accordance with this concept, editing is minimal in all the regions. Furthermore, Asia, Africa, and Europe make extensive use of illustrations. In Africa and Asia, coloring on the design background is frequent, whereas in America and Europe coloring on the design background is uncommon. It has been discovered that in all continents, the hierarchical structure (between all elements and between typographic elements) is taken into consideration. Although asymmetrical balance is prevalent in American designs, symmetrical balance is prevalent in European, Asian, and African designs.

Keywords: Public Relations, Social Media Platforms, Social Responsibility and Graphic Design

Adapting to Diversity: The Crucial Role of Responsive Design

Orhun Türker*

Abstract

Responsive design is a concept that emphasizes the adaptation of user interfaces across several platforms, ensuring that consumers have a seamless and optimum experience regardless of screen size. It makes use of flexible grids, fluid layouts, and media queries to dynamically modify the content and design components dependent on the user's device specifications. The benefits of responsive design go beyond aesthetic considerations. It improves accessibility and engagement by offering a uniform user experience across all devices. Furthermore, it simplifies development and maintenance by allowing designers to produce a single version of a website or application that works across a variety of devices.

In the context of mobile screens, responsive design is particularly crucial as users increasingly access information on a variety of devices, from smartphones to tablets. The adaptability of design elements guarantees that consumers have a visually appealing and effective interface, which promotes positive interactions and user satisfaction. However, implementing responsive design necessitates rigorous attention to detail and a user-centered approach. This research discusses and examines how responsive design is implemented on mobile and online platforms, as well as the differences in application principles, using examples.

Keywords: Mobile Platforms, Web Platforms, Responsive Design, Responsive

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Reflections of Graphic Design Trends on Landing Page Designs

Orhun Türker*

Abstract

This study delves into the reciprocal relationship between graphic design trends and their impact on contemporary website designs. As the digital landscape continues to evolve rapidly, graphic design trends play a pivotal role in shaping the visual aesthetics and user experiences of online platforms. Designers strive to employ innovative strategies to engage users and effectively convey brand messages, making the assimilation of these trends integral to contemporary web design practices. A discernible shift towards minimalism is evident in the prevalence of clean lines, flat colors, and simplified layouts, fostering an uncluttered and user-centric digital environment. The incorporation of night mode, characterized by subdued color schemes, not only caters to aesthetic preferences but also addresses practical concerns such as reducing eye strain during nighttime browsing. The color palettes, dominated by grayscale tones and subtle hues, emerge as favored choices, contributing to overall coherence and emphasizing content. Geometric shapes and patterns contribute significantly to the visual appeal of websites, presenting a contemporary and sophisticated look. In conclusion, this study emphasizes the critical role of designers in carefully selecting and incorporating these trends, considering user needs, brand identity, and project objectives.

Keywords: Graphic Design Trends, Website Design, User Experience.

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New Image Painting and Beyond

Özlem Gök* & Cihan Şule Külük**

Abstract

In 1965, American minimalist sculptor and writer Donald Judd declared the end of painting. Throughout America and Europe, emerging pictorial approaches in the 1970s, in response to conceptual-based methodologies, were collectively articulated under the rubric of "New Expressionism." Modernist art, which had previously excluded traditional artistic elements, and conceptual tendencies paved the way for the reappropriation of these elements. The inaugural exhibition of the "New Image Painting" movement, showcased in 1978, featured paintings executed in an expressionistic manner. This emergent movement, characterized by semi-abstract figures and objects within or upon flat abstract fields, and by its simplistic evocative flat silhouettes, presents an alternative to the abstraction and industrial forms of minimalist art. Initially curated by Richard Marshell in 1978 at the Whitney Museum of American Art under the title "New Image Painting," the movement gained recognition through a group exhibition featuring ten artists. Subsequently, the movement found its place in Tony Godfrey's book titled "The New Image Painting in The 1980s," which focuses on the 1978 exhibition and examines three related exhibitions believed to be associated. Thus, this study centers on the 1978 exhibition and subsequently analyzes three related exhibitions to explore and discuss the presence of New Image Painting in contemporary art. Therefore, other exhibitions following the 1978 exhibition will also be examined. Among these, notable exhibitions include a group show titled "From Icon to Symbol: Images American Art, 1973-1979" held at Blum Helman Warehouse, and another titled "A New Spirit Painting" organized in 1981. Lastly, referencing the previous exhibition, the third and final exhibition examined is the one titled "A New Spirit Painting Then, A New Spirit Painting Now 1981-2018," held in 2018. Consequently, New Image Painting, which continues to endure in the realm of painting, remains far from being a transient art movement. It interrogates personal and collective memory through the images it generates in contemporary art.

Keywords: New Image Painting, New Expressionism, Contemporary Art, Richard Marshell, Tony Godfrey.

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Resembling Naxi Cultural Element in Modern Fashion Design

Qiu Qilu*, Lilian Lee Shiau Gee** & Victor B. Pangayan***

Abstract

China's Naxi ethnic minority has a rich historical legacy spanning several centuries. This entity's heritage has surmounted the rigours of time on multiple occasions, enduring and adapting in the face of cultural shifts across numerous historical eras. Nonetheless, time has had a significant impact on the subject matter. In order to maintain its relevance in the present, it must endure further development. Modernization depends on today's materials, styles, and manufacturing technology, and Naxi native ethnic culture, beliefs, and traditional dress are powerful, rich, appealing, and diverse. This implies the following generation must innovate to popularise their culture and incorporate national cultural aspects into modern apparel designs. The design needs new concepts that incorporate historical and commercial value to leave an enduring legacy. This passage discusses the process of drawing inspiration from the structural elements and design characteristics of heritage clothing. By considering the strong internal connotation and meaning of the primitive elements, these elements are transformed and modernised into fashionable designs, thereby imbuing heritage clothing with new value and revitalising its significance. Hence, this study aims to investigate the use and significance of cultural aspects in enhancing the aesthetic and creative merit of contemporary fashion, while effectively perpetuating the essence of Naxi clothing.

Keywords: Naxi Ethnic, Cultural Elements, Traditional Costume, Innovative Design, Fashionable Clothing.

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Maida Lakri (Tallow Laurel) as a Novel Biomaterial for Cotton Dyeing

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Abstract

The current study have been designed to observe the coloring efficacy of maida lakri i.e. tallow Laurel based natural color for cotton dyeing under microwave (MW) treatment. The colorant has been isolated in aqueous and acidic media before and after microwave (MW) treatment up to 10 minutes. Shades have been developed using 0.5–2.5g/100mL of sustainable anchors chemical and bio mordents before and after during dyeing. All dyed and mordanted samples have been subjected to spectra flash SF 600 for evaluation of color strength (K/S). The colorfastness properties of selected mordanted samples have been evaluated as per ISO standards. The results show that if acidic tallow extract and cotton fabric is irradiated for 2 min., than excellent colour strength is obtained. For shade development, using chemical mordant, 1% of Al mordant before dyeing (pre-chemical mordant) using optimal extraction conditions and (2%) of Al after dyeing (post chemical mordant) applied onto fabric under extraction optimal conditions have given colorfast shades. Similarly application of 1.5% orange peel as a pre-bio mordant, and the employment of 1.5% orange peel as a post-bio mordant has given color fast shades onto cotton fabric.

Keywords: Aluminum-salt, Bio-materials Cotton, Colorfastness, Sustainability, Orange Peel, Tallow Laurel

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Smart Paper Light: Providing Convenient Lighting for Children, the Elderly, and People with Disabilities

Sun Jian*

Abstract

In the current era, smart technology is widely used in household appliances. Electronic home lighting devices are a lighting system because they provide light to those in need. A smart, user-friendly lighting system is very important when used at home, especially for young children, the elderly and people with disabilities, while current smart lights cannot meet that requirement. This requirement is due to inconvenient mobility and current household lighting that does not promote a healthy lifestyle and a perfect user experience. This study has three objectives. The first objective is to determine the need for smart home lighting for families with the elderly, young children and/or people with disabilities. The second objective is to analyse the main factors in the production process of home lighting systems that facilitate the user's mobility. The third is to create and design a smart lamp that promotes a healthy and friendly lifestyle. The researcher conducted project-based research which is a well-suited approach to apply to solving real-world problems and challenges to acquire a deeper understanding of the lighting issue. The Purposive sampling method was conducted by sort listing 6 families which do have young children, elderly and or disabled members to have an in-depth interview with the representative of the family, and applied Thematic Analysis to identifying, analysing, and reporting themes within data. The design was developed based on research, paper-based lighting using a network of Internet of Things (IoT) devices with an artificial intelligence human temperature sensor. The light shade design is based on the Chinese character (which symbolises blessing in Chinese culture). For the evaluation stage of project-based research, this artificial intelligence human temperature sensor paper lamp proven its function and usability by being awarded a bronze medal in 2022 and presently this product is ready to be launched to the market. The research implication of this study is to obtain raw data by sorting the needs of the family with young children, elderly and or disabled members. The contribution of the theoretical implication is to provide theoretical knowledge of the demand and appeal of the family. The practical implication is that the researcher has managed to design and develop paper-based lighting using a network of Internet of Thing (IoT) devices with an artificial intelligence human temperature sensor; the lampshade is based on the Chinese character which symbolises blessing in Chinese culture. Future research on smart home appliances can be further developed to resemble the current lanterns and the lights can be combined to incorporate DIY LED lights to better improve the quality of the living environment.

Keywords: Smart home lighting, Internet of Things (IoT) devices, Artificial intelligence, Healthy lifestyle. User-friendly design.

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