Brew Culture

Kaiyue Yang
kyang@iastate.edu

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Brew Culture
A collection of pattern designs inspired by different cultures.

by

Kaiyue Yang

Master of Arts in Graphic Design
Creative Component

Iowa State University
Ames, IA
2019

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Design Statement

“Brew Culture” is a collection of pattern design, which is inspired by the custom culture of China, Morocco, and Copenhagen. The different location has its unique cultural element to explore, and I think it’s a fundamental method to know about a place. My undergraduate major is fashion design, and visual perception is most sensitive. I like to get my inspirations from architecture, scenery, and people through traveling. Based on my experiences and research for China, Morocco, and Copenhagen, their outstanding features of culture attract me a great deal. I want to communicate the detailed information by designing patterns. China is a traditional country, and there are lots of meanings behind an object. For example, in my design, the auspicious clouds mean the decayed things are eternal after melting, and cranes mean longevity and lucky star. The Chinese knots are supposed to ward off evil spirits, and the symbol means eternity and good-luck. Morocco is a colorful, wild and mysterious country. Geometric print is famous everywhere, especially for architecture’s decoration. Furthermore, Copenhagen is an environmental city, the bicycle is the favorite vehicle for people, and they focus on a minimalist lifestyle. I am creating patterns with the unique cultural elements and applying them on the specific fabric. I hope history and culture could be the icons of worldwide.
Research

Chinese elements and symbols:

According to Jeffrey Hays, in China, there are many symbols associated with good luck, longevity, and happiness. For example, crane signifies hope, longevity, healing and good luck. The white feathers of crane bring to the mind the white hair of the elder. Therefore, the crane print is a common gift for the elder. The Chinese knot is mostly used in Spring Festival. It means happiness, good luck and unity. The use of red and gold colors are applied on the Chinese knot which support the meaning of good fortune and prosperity. (Hayes, Jeffrey, 2008)

Joyce Denney of the Metropolitan Museum of Art wrote: “The pursuit of longevity has played an unusually notable role in China. Societal respect for the elderly (a generally Confucian value) and the individual’s search for longevity or immortality (a loosely Daoist concern) resulted in a preoccupation with a long life that was reflected in the visual arts. By the time of the Ming (1386–1644) and Qing (1644–1911) dynasties, certain motifs and stories associated with long life had become fundamental themes in paintings, on garments, and in the decorative arts that were appropriate as gifts, dress, and furnishings for occasions such as birthday and retirement celebrations. Among the themes are the character for longevity itself,
immortals and certain legendary figures, motifs such as peaches associated with immortals, and, finally, other motifs connected to long life through physical attributes or wordplay.” (Denny, Joyce. Department of Asian Art, Metropolitan Museum of Art, metmuseum.org)

![Chinese knot](https://www.istockphoto.com/photos/chineseknot?mediatype=photography&phrase=chinese%20knot&sort=mostpopular)
Morocco elements:

As we know, geometric patterns are all around Morocco such as on fabrics, in architecture design and for decoration. The Zellige tile, a chiseled geometric patterned ceramic tile, “appeared in Morocco in the 10th century, and it is believed that its basic purpose was to create a local version of Greco-Roman mosaics. However, many sects of Islam forbid the figurative representation of living creatures or people in art. Thus, their decorative art generally features basic shape in geometry, such as diamonds, squares, triangles, stars, crosses.” (Alex, A. 2017) It is vital to assemble the motifs in an organized way and desired forms. There is no
minimal element in the pattern of Morocco. The colorful patterns and united geometric motifs are significant in Morocco culture.

Zellige tiles

Zellige tiles in mosque in Paris. Author: Marc Cooper UK, CC-BY-2.0

**Copenhagen elements:**

Copenhagen, Denmark’s capital, and it embodies Scandinavian design distinctly. According to Wikipedia in 2019, “Scandinavian design is a design movement characterized by simplicity, minimalism, and functionality that emerged in the early 20th century, and which flourished in the 1950s, in the five Nordic countries of Denmark, Finland, Iceland, Norway, and Sweden.” The contemporary art design is all around this city. In addition, the citizens focus on a simple and sustainable lifestyle,
such as bicycle culture. According to A Nation of Cyclists, “In Denmark, people bicycle in all types of weather and at all times of a day. Bicycles are used for pleasure, commuting, transport of goods, and family travel, and extensive networks of bike lanes and bike highways make it easy. During the 1920s and 1930s, the bicycle became a widespread symbol of quality and freedom in Denmark.”

https://www.visitdenmark.co.uk/en-gb/copenhagen/activities/copenhagens-bicycle-life
Pattern Design

From my cultural influences, the following designs were developed to celebrate the influence of culture and my love of patterned fabric.

Silky Faille
Design: Chinese Crane,
repeat basic, 150 DPI
Design ID: 8678948
Designer: Kaiyue Yang
Item ID: 17810213
Silky Faille  
**Design:** Chinese Knots, repeat basic, 150 DPI  
**Design ID:** 8678981  
**Designer:** Kaiyue Yang  
**Item ID:** 17810226
Poly Crepe de Chine
Design: Morocco Geometry, repeat basic, 150 DPI
Design ID: 8678911
Designer: Kaiyue Yang
Item ID: 17810097

Colorway 1

Colorway 2
Poly Crepe de Chine
Design: Morocco View, repeat basic, 150 DPI
Design ID: 8678896
Designer: Kaiyue Yang
Item ID: 17810056

Colorway 1
Colorway 2
Linen Cotton Canvas Prima

Design: Copenhagen Street, repeat basic, 150 DPI

Design ID: 8678990

Designer: Kaiyue Yang

Item ID: 17810257
Linen Cotton Canvas Prima
Design: Copenhagen Style, repeat basic, 150 DPI
Design ID: 8678997
Designer: Kaiyue Yang
Item ID: 17810281

Colorway 1

Colorway 2
Exhibition Poster

Brew Culture
A collection of pattern designs inspired by different cultures

China

Morocco

Copenhagen

MA Creative Component by Kaiyue Yang

Exhibited in the case by Cyber Cafe

College of Design

April 11th - 25th

Come grab limited edition stickers

Free Free Free!!!
Stickers Designed as a free give away

These stickers were designed to show how the patterned fabric might be used on clothing and were design to accompany my creative component on exhibit for people to take and remember my patterns.
Exhibition in the College of Design, 2019

Pattern Designs in Display Case
Exhibition in the College of Design, 2019

Table with Stickers
References


Denny, Joyce. Department of Asian Art, Metropolitan Museum of Art, metmuseum.org


https://en.m.wikipedia.org/wiki/Scandinavian_design

A nation of Cyclists, Retrieved from: https://denmark.dk/people-and-culture/biking