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Pronounced Illusion II

Sun Young Choi
Korea National Open University, savus@knou.ac.kr

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Pronounced illusion II

Sun Young Choi, Korea National Open University

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 double breasted coat jacket which is integrated with a shell and lining using printing patterns and apparel construction methods to maximize a visual illusion effect, a representative characteristic of the Psychedelic art.

The term Psychedelic began to be used in 1957(Bang Geun-Taek, 1989) as a compound word of a Greek '*psuchē*' meaning soul and '*dēlosē*' meaning manifest. As an anti-cultural art movement in the end of 1960s, the Psychedelic art refers to as painting, design, and poster showing a provocative and dreamlike image with splendid colors and organic shapes. It aims to represent experiences including visual and auditory hallucination by a hallucinogen, LSD (Lysergic acid Diethylamide, an antipsychotic drug synthesized from Claviceps by Albert Hofmann in 1943, causing a strong and weird mental disorder, distorting the visual, tactile and the auditory, and making one experience a synaesthetic phenomenon. Physical symptoms include, pupillary dilation, loss of appetite, insomnia, insensibility, asthenia, nausea, hypothermia, fever, perspiration, and seizure. The main psychological phenomena includes seeing saturated colors and sensitivity to brightness. Another side effect includes, optical illusions where object or surfaces look like they're breathing and that one sees overlapped geometric patterns on objects and walls. The auditory sense comes to be acute or distorted. The most popular psychedelic artists USCO, debuted in 1962 at San Francisco based on Gerd Stern, Stan Vanderbeek, Jud Yalkut. Besides, there are representative painters including Amanda Sage, Alex Grey, Robert Venosa.

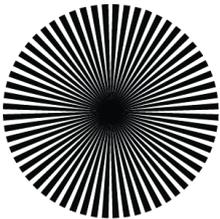
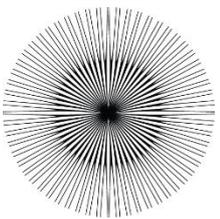
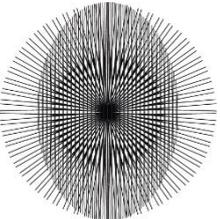
The formative principles of the Psychedelic art derived from its representative artists are as follows.

Firstly, the pursuit of distorted or geometric shapes arousing the optical illusion. It makes one recognize an object in a manner different from the objective entity and provides optical illusion or tossing images. In addition, it is expressed as a self-cloning shape like fractal, kaleidoscopic image or a paisley pattern. It also manifests itself as phosphene, whirlpool, repetitive concentric circle and diffraction pattern (www.wikipedia.org). Secondly, the use of very detailed and intense colors. The use of bright, vivid and contrasting colors constitutes the representative characteristic of the Psychedelic art. Thirdly, the repetition and superfine micro-description. In the Psychedelic art, the motif like fractal is often arranged repetitively. Besides, it uses a grid lined repetitively from several directions toward a vanishing point with a view to expressing a sense of space. Such expression of space gives a screen additional depth and offers transcendental experience. On the other hand, in order to overcome horror vacui, a screen often comes to be filled up completely. In such a case, it approaches an object from a micro perspective and expresses it in a detailed manner.

Specifically, to achieve the design goals, 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

1st Step	2nd Step	3rd Step
		

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 double breasted coat by overlapping layers to present such a pronounced effect. As shown from [Fig. 1], [Fig. 2], [Fig. 3] and [Fig. 4], front and back printing pattern is customized to the construction patterns. The lower part of each pattern (Fig.1, 3) with vivid colors play a role of lining, and the outermost layer from twofold layers has a sharp and brilliant pattern. 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 through the whole patterns. 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.

[Table 2] Pattern Development Integrated with Apparel Construction

[Fig. 1] Integrated shell and lining for front	[Fig. 2] Double layered front	[Fig. 3] Integrated shell and lining for back	[Fig. 4] Double layered back

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