

Magic of floor on fabric: Revival of traditional floor painting of Kumaon by contemporary adaptation on apparels

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■ **ABSTRACT** : The present study was undertaken to adapt traditional designs from *Aipan* (floor painting) of Kumaon on Kurties using Textile designing software. Developed designs were printed on kurties through block printing. The finding of the present study reveals that the developed kurties were innovative, creative have enough market potential and were highly appreciated by the respondents.

■ **KEY WORDS** : Adaptation, *Aipan*, Block printing, Market potential

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India has always been known as the land that portrays cultural and traditional vibrancy through its conventional arts and crafts. Each state of India has its own tradition and legacy of traditional folk art and craft. Kumaon, the remote Himalayan region is also rich in this art of floor decoration which is locally called *Aipan*. The word '*Aipan*' is a derivative of '*Arpan*'. A commonly used word for the art is "*Likhai*". *Aipan* are surface drawings which are popularly drawn for decorating a variety of places in the household during specific occasions including the steps leading to the main door and courtyard, specific places on the walls the altar, on the *chauki* on which a diet is placed and even domestic appliances like *supa* (winnowing fan). *Aipan* distinguishes comes from its dual colour scheme. The raw material is simple ochre (*Geru*) colour and rice paste (*Biswar*). *Aipan* is drawn using the last three fingers of the right hand. The main designs of traditional *Aipan* are linear, geometrical, and floral designs. Majority of these designs include extensive use of Celestial symbols like Sun, Moon, Stars. Holy symbols like *Swastika*, Lighted Deepak, *Astadal Kamal*, *Lakshmi Padchinha*, *Ganesh*, *Om*, *Mangal kalash*, trident *e.t.c.* and Geometrical figures such as Dots, Circles, Semi-circles, Triangles, Squares, Vasudhara and Rectangles.

These traditional designs of *Aipan* are not only limited

to floor but have been extended its reach and now being painted on greeting cards, wall hangings and other products but *aipan* also has the potential of becoming popular as the new textile much like the other traditional hand printing of Madhubani and Kalamkari. Block printing in this direction plays a major role in reviving traditional art form as it provides opportunities for innovative and new changes in apparels with respect to colour, design and style.

The present study was undertaken keeping in view the following objectives:

- To explore various traditional *Aipan* motifs.
- Adapt these motifs for block printing on selected apparel (Kurties).
- To assess the acceptance of *Aipan* motifs for its contemporary relevance among the adolescent girls.
- To assess the market potentials of the developed designs for Kurti.

The study was conducted in Almora dist. For the research purpose the researcher personally visited the respondents and collected various information and motives by exploiting to primary and secondary sources. Fifty motifs inspired from different designs of *Aipan* art were collected and simulated through Corel followed by selection of ten motifs by panel of judges.

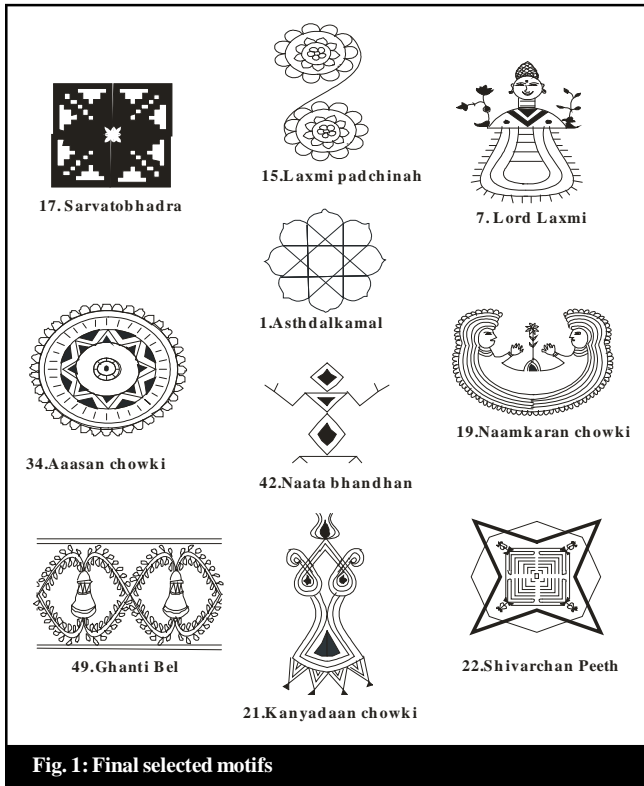


Fig. 1: Final selected motifs

The selected motifs were used on kurties for development of 30 placements in different colour backgrounds including 15 each for single motif kurti and kurties with combination of motifs. A total of ten designs five from single motif group (KS2, KS6, KS9, KS11 and KS14) and five from combination of motifs (KC1, KC3, KC8, KC12 and KC15) were selected for development of final products were selected by panel of judges. On the basis of size of the motif, Placement of the motif, colour of the motif, suitability with the background and overall appearance, 10 placements 5 from each group were selected for final printing.

Acceptability index:

To assess the percentage acceptability of the block

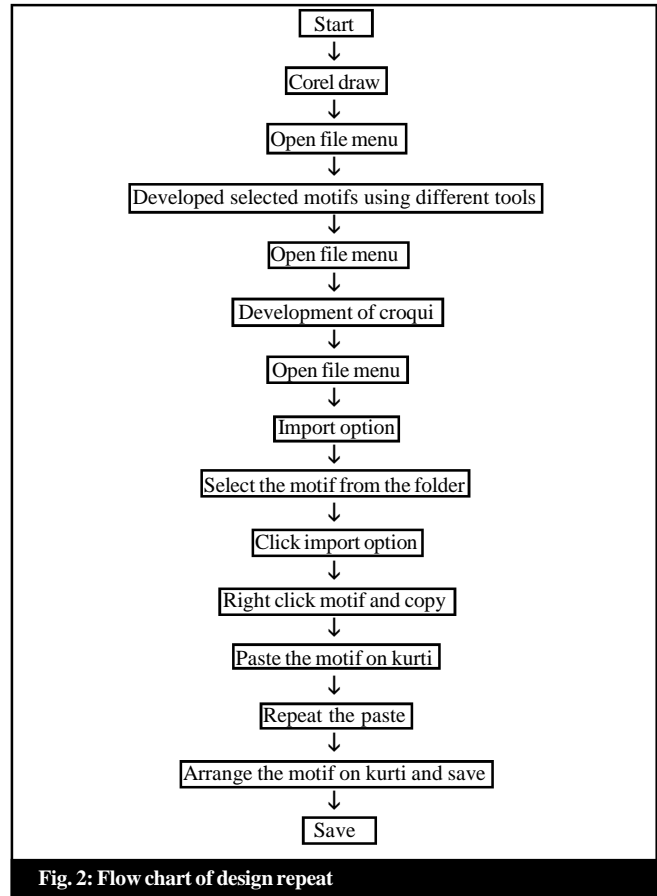


Fig. 2: Flow chart of design repeat

printed kurties an acceptability index was set up:

$$A.I = \frac{\text{Total scores of each block printed kurties}}{\text{Maximum score obtained}} \times 100$$

The acceptability of the arrangements of kurties as well as the developed kurties was found to be more than 80 per cent. Majority of the respondents selected design code KS14, KS2 and KS11, from the developed designs of kurties with single motifs by the highest acceptability index 92.8, 90.4 and 87.5, respectively. Design code KC3, KC8 and

Sr. No.	Criteria of evaluation	Mean score									
		*KS2	KS6	KS9	KS11	KS14	**KC1	KC3	KC8	KC12	KC15
1.	Suitability of the size of the motif	23	22	21	22	24	20	22	23	22	19
2.	Suitability of the placement of the motif	23	21	20	22	22	21	23	22	19	20
3.	Suitability of the colour of the motif	21	20	19	23	22	20	24	23	21	22
4.	Suitability of the colour combination of the motif with the background	24	24	23	23	24	24	24	24	23	23
5.	Overall appearance										
	Total scores obtained by articles	113	110	105	112	116	107	117	114	108	105
	Acceptability index (%)	90.4	88	84	89.6	92.8	85.6	93.6	91.2	86.4	84

* KS= Kurties using single motifs **KC= Kurties using combination of motifs

KC12 were selected from the developed designs of kurties using combination of motifs by the highest acceptability index 93.6, 91.2 and 86.4 respectively. Kurti KC3 have highest acceptability index of 93.6% followed by kurti KS14 (92.8%).

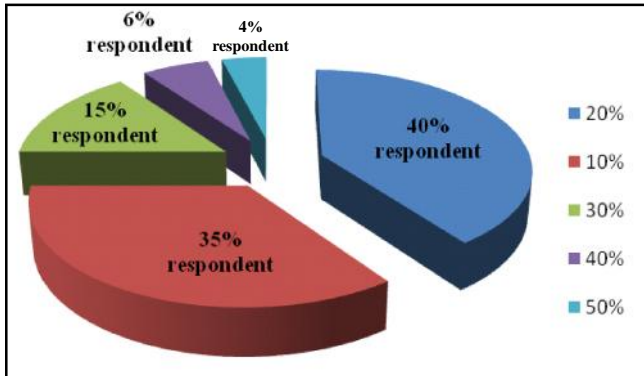


Fig. 3: Market potential of the developed kurties

The cost of the kurties ranges from Rs. 192- 250. Majority of the respondents wants to give 10-20 per cent

profit while few also ready to give up to 40 per cent profit. Developed apparel items had better market potentials as majority of the respondents liked very much to purchase and wish to possess them (KS2, KS14 and KC3) even after paying 50 per cent profit.

Suggestions:

It can be suggested from the present study that these developed designs can be used for different techniques like screen, stencil for adapting *Aipan* motifs on apparel and furnishing items. Traditional floor art of other states can also be used for design development and product diversification.

Conclusion:

It can be concluded from the above study that various *Aipan* motifs based on the preferences of the respondents and judges incorporated in the Kurties were appreciated and adopted by the respondents. Similarly, other traditional craft can also be adopted through block printing and corel software to develop various products. Thus, Block printing and CAD technology is helpful in the revival of traditional *aipan* in more sophisticated and modern method of designing



Fig. 4: Developed Kurties with single motifs



Fig. 5: Developed Kurties with combination of motifs

fashionable apparels and products which holds a bright future in fashion and textile industry.

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