

## Promoting Awareness about Traditional Motifs and Patterns of Pakistan in Truck Art through Textile and Fashion Design for the Local and Global Market

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### Abstract

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This paper intends to study and investigate the uniqueness and individuality of traditional motifs and patterns on truck art in Pakistan. Truck art is one of the most culturally celebrated art form in Pakistan, which is vibrant and loud. The beautiful poetic and chaotic designs with multicolor palettes are integrate to create something shining and elaborate, which reflects the diversity of Pakistani culture. The truck artists are in their own world and creating and expressing art out of the own passion and intuition. To preserve and create awareness about the influences of traditional motifs and patterns is to introduce a concept that will bring the Truck Art form off the roads into the lifestyle of especially the Generation Y. This concept will also help the public to better know, understand and appreciate the worth of Pakistani traditional motifs and patterns, The primary intention as contemporary artist and designer, however, is to and subsequently be inspired to spread and introduce the colorful message of this art form locally and around the world. By incorporating and applying the elements of truck, art into textile and fashion design will further promote and elevate the traditional art form. In addition, the paper will also explore various other forms that could contribute to enhance the truck art form, like producing it in batik. The awareness and understanding of the artistic expression and creations of truck art will preserve the traditional cultural identities for next generation of Pakistani truck-art artist, designers and practitioners. This effort will also help to propagate the true nature of the culture, country and people of Pakistan.

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**Keywords:** Traditional motifs, Patterns, Surface design, Cultural Identities, Pakistan, Textile design, Fashion design, Textile Industry, Contemporary designs, Young Generation, Truck Art, Economy, Global Market, New media, Social betterment.

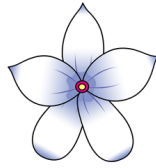
This chapter will explore the traditional motifs and patterns in Pakistan and its application in textile and fashion industry, as well as other surface designs, such as truck art. The presence of motifs and patterns are an essential part of Pakistani diversified culture and economy. This project paper intends to explore the heterogeneous culture of the provinces Punjab, Sindh, Baluchistan, Pashtun and Kashmir regions that have their own exciting and attractive contribution to Pakistani surface designs especially in truck art, textile and fashion Industry. Pakistan is a South Asian country with a land of rich, strong, fascinating multicultural background evolving over a period of 5,000 years. Pakistan's arts have their origins from a rich and dynamic past. Pakistan textile industry is the oldest and major industry of Pakistan. Due to the oldest industry, the craft is now fast and demanding, Pakistani fashion is very trendy and seasonal but some of the old traditional methods still being use locally as well as globally. This project will also study and synergize the application of motifs and patterns in contemporary textile and fashion designs.

A motif is an element in the iconography of a particular subject or type of subject that can see in any type of works, or it may form the main subject in the past centuries of every surface design. Motifs are a decorative design or pattern, a distinctive feature or dominant idea in an artistic or literary composition. Motifs and Patterns are the important part of every culture from the ancient times.

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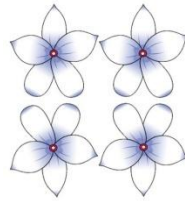
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Motifs can have emotional effects and attachment to every culture. Motifs considered as units of pattern. Motifs copied and arranged in multiple instances to create a desired effect, such as repetition, rhythm and gradation.



**Figure 1.1: Motif: Jasmin Flower (Pakistan National Flower)**

In art, a motif is a repeated idea, pattern, image, or theme. In the textile arts, a motif (also called a block or square) is a smaller element in a much larger work.

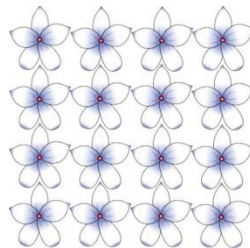


**Figure 1.2: Repeat of Flower**

Motifs can be any size, but usually all the motifs in any given work are the same size. The patterns and stitches used in a motif may vary greatly, but there is usually some unifying element, such as texture, stitch pattern, or colour, which gives the finished piece more aesthetic appeal.

A pattern is a type of theme of recurring events or objects, sometimes referred to as elements of a set. These elements repeat in a predictable manner. It can be a template or model which can be used to generate things or parts of a thing, especially if the things that are created have enough in common for the underlying pattern to be inferred, in which case the things are said to exhibit the unique pattern. The most basic patterns based on repetition and periodicity.

In textiles, print is the application of colour to the fabric in definite patterns or designs from an engraving. In properly printed fabrics, the colour is bond with the fibre, to resist washing and friction. Textile printing is related to dyeing but, whereas in dyeing proper the whole fabric is uniformly covered with one colour, in printing one or more colours are applied to it in certain parts only, and in sharply defined patterns.



**Figure 1.3: Pattern created by repeat**

Centuries-old motifs used in innovative ways in every industry. In past the main subject of an artistic work such as a painting is a specific person, group, or moment in a narrative, or part of a work of decorative art such as a painting on a vase is for the communication purpose. Every culture consists of motifs and design, we can found animal's motif in ancient art Byzantine silk and other ancient textiles.

Many designs in Islamic culture are motifs, including those of the sun, moon, animals such as horses and lions, flowers, and landscapes, a geometric pattern is a kind of pattern formed of geometric shapes. The elements are components or parts, which can be isolated and defined, in any visual design or work of art. They are the structure of the work, and can carry a wide variety of messages. It included point or mark, line, shape, forms, space, colour, and texture in this article.

The Principles are concepts used to organize or arrange the structural elements of design. Again, the way in which these principles are applied affects the expressive content, or the message of the work. The principles are Balance, Proportion, Rhythm, Emphasis, and Unity.

Patterns are groups of elements or motifs that repeat in a predictable manner to give a desired effect or intention. Pattern is one of the main visual elements used in fashion and textile industry (along with colour, form, line and texture) to create compelling compositions.

The visual arrangement of motifs and patterns in a given space is call visual design. Visual design is the use of imagery, colour, shapes, typography, and form to enhance usability and improve the user experience. Visual design as a field has grown out of both UI design and graphic design.

In art and architecture, decorations or visual motifs may be combine and repeated to form patterns designed to have a chosen effect on the viewer. Today traditional motifs and patterns are enjoying a new life as emblems of innovative contemporary world, whilst maintaining its cultural value. From designer point of view, motifs and patterns are the essential part of any surface design, which can further compiled together to make beautiful designs.

Textile industry in Pakistan is one of the oldest and major manufacturing sectors of the country. The other major are the agricultural industry, which produce crops like cotton, wheat, rice, and sugarcane. The Textile industry in Pakistan is the one of the largest manufacturing industry in Pakistan. Pakistan is the eighth largest exporter of textile commodities in Asia. This sector contributes 8.5% to the GDP (Wikipedia). In addition, the sector employs about 45% of the total labor force in the country (and 38% of the manufacturing workers).



**Figure 1.4: Textile Factory in Pakistan**



**Figure 1.5: Agriculture activity**

Pakistan is the fourth largest producer of cotton with the third largest spinning capacity in Asia after China and India and contributes 5% to the global spinning capacity. At present, there are 1,221 ginning units, 442 spinning units, 124 large spinning units and 425 small units, which produce textile (Wikipedia).

In Pakistan, weaving, knitting, crocheting, knotting, or felting, processes the textiles. Textile also refers to any material made of interlacing fibers. Fabric refers to any material made through weaving, knitting, spreading, crocheting, or bonding that may use in production of further goods or garments.



**Figure 1.6: Production of fabric**

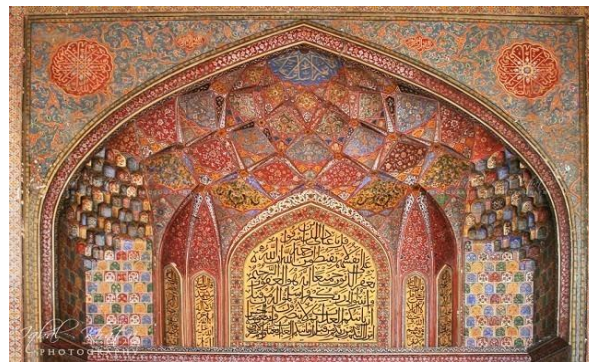
In present times, we still find old woven and dyed cottons methods that are still being practice in textile industry. Tie and dye, block printing, embroidery is a form of ornamentation which is the richest mode of expressing emotions and aesthetics through the usage of dye, wax, colour, needle, thread on the fabric.



**Figure 1.7: Embroidery**

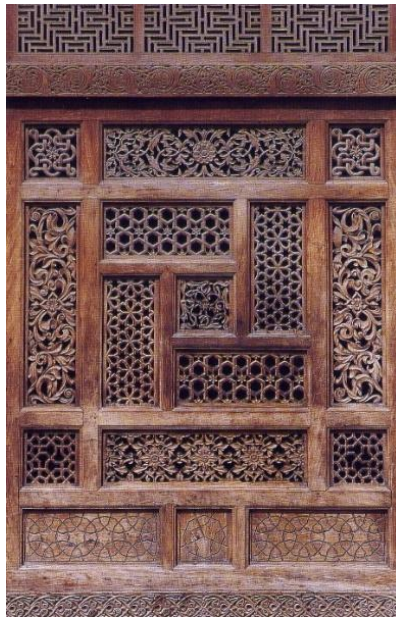
Cloth woven on handlooms with beautiful prints is then embroider in the rural areas as well. Batik, Tie and dye, Block printing are the textile techniques, which still exist in many countries.

These surface designs then converted into ornamental or decorative art, which can usually be analyze into a number of different elements, which can call motifs.



**Figure 1.8: Ornamental or decorative art**

Surface Design encompasses the colouring, patterning, and structuring of fibre and fabric. This involves creative exploration of processes such as dyeing, painting, printing, stitching, embellishing, quilting, weaving, knitting, felting, and papermaking. Surface design is any technique that manipulates or changes the surface of a fabric. This would include painting, dyeing, printing/stamping, stenciling, applying resists, stitching, embellishing (e.g. adding beads), collaging, weaving, etc. They may use as in textile art, architecture, decorations or visual motifs. They then may combine and repeated to form patterns designed to have a chosen effect on the viewer.



**Figure 1.9: Surface design**

Motif and patterns used more broadly in Textile industry. The adaptation of traditional motifs and patterns is for the creation of innovative fabric designs that could inhabit a unique place in textile field. Textile design is the design created on the fabric. It is a decorative-aesthetic property of the fabric. It reflects the skill and craft as well as the traditions or culture of the wearer. Textile designing is full of creativity and scope with vast horizon, and is a demanding and emerging field. Throughout time, textile designers from all over the world have been inspired to decorate their fabrics. The new modern techniques create evolution in textile industry and now fabric and motifs and patterns became more and more refine and advanced to compete in fashion industry globally.

The popular printing process being used in Pakistan like wooden blocks, stencils, engraved plates, rollers, or silkscreens, Hand block printing, Engraved copperplate printing, Roller, cylinder, or machine printing, Stencil printing, Screen printing, Digital textile printing. The traditional embroidery and other hand-made process like Ajrak, Chunri and batik used in Pakistan.

## **Ii. Conclusion**

Outcome of study and project to provide insight into new development efforts in improving the textile and fashion industry of Pakistan. Promoting and developing the understanding of motifs and patterns in truck art. Creating awareness, recognition and developing the application of motifs and patterns in truck art in modern textile and fashion design. Directly and indirectly will help improve the livelihood of truck art artist.

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