

**Professional scientific sessions for art, architecture and urban planning Thursday evenings**

**Held in: Conference hall of Herampey Consulting Engineers**

**Date: 11.05.2017**

**Title: architecture and clothing design.**

**Speakers and panel members: Mrs. A. Shahcheraqi, Mrs. M. Foqani and Mrs. S. Gholabian.**

The first speaker was Mrs. Foqani. She said that clothing had always been present in the human life, but today is not just a covering tool and it acts to transfer messages. For many artists clothing has become the way express their ideas and preoccupations. During the last years we have assisted to exhibitions that present this type of clothing concept.

Mrs. Foqani presented the different cases that regard the concept of architecture and clothing, that are the idea of shelter that man needs. She talked about the paper made structures, made to provide shelter for earthquake cases. These structure are very light, recyclable and with a minimum technological content. At the same time she presented a mantel that contained the same message and purpose of shelter, as the second case she talked about a woman clothing designed by J. Migin Yun in 2005. The idea of this clothing has inspired the design of a building by Reinhat, but in case of the clothing when worn it looses its geometrical form, following the former of the body.

Mrs. Foqani continued her speech talking about other cases that are related to the identity of different cultures. For this case she presented some works of London based architect Chalian. The following case was the similarity between two Japanese architects projects of abuilding a clothing, where the external view of the building was exactly reported in the design of the clothing. The other techniques used both in architectural and clothing design were the use plied structures, printed material, textures....

Mrs. T clothing Foqani talked about the characteristics of Baroque a futurism periods and the role that clothing had to give new ways and solutions to designers.

The second speaker was Mr. Shahcheraqi said that clothing and architecture and the coordination between these spheres transferred in a material field have always been observed in the Iranian history. A simple example is the case of the Iranian miniatures, where the architectural space is presented also with clothing, colors, behaviors and other elements. She said that many researchers have worked on the matter, recreating the models that have been used during the centuries. She has shown different photographs presenting various historical eras.

Talking about Iranians behavior regarding clothing Mrs. Shahcheraqi reported the opinion of a French philosopher that visited Iran. He said that in Iran there is an absolute liberty for the construction of buildings and clothing is controlled and ruled, meanwhile in other countries is vice versa.

Mrs. Shahcheraqi expressed the idea that during the last decade something is going to be changed. Many designers are looking for new solutions and proposals studying the Iranian traditional architecture. There are designers that are reproducing artistic solutions used in architecture, adopting them for the clothing, like printing on the fabrics or the art of tile working. She added that in some cases the use or copying of the ideas are not successful and the designers must pay more attention to their choices and applications. In her opinion as it happens in architecture that acts as a presentation card, clothing can also present the Iranian culture, history, art, civilization ... Concluding her speech she talked about an attempt to create the conditions for a group of architecture students to work and experience the design of clothing, using traditional materials.

The third speaker was Mrs. Gholabian who shared her personal experience in architecture and clothing design. She told that since her childhood she was fascinated by clothing design. She has begun her professional activity three years ago, because she thinks that in the field of design she could get faster results than in architecture. She explained that regarding the clothing design she had no idea and it was just the interest and love that pushed her in this field.

Mrs. Gholabian said that she began her activity working on the composition of colors. One of the first steps was the choice and creation of a brand to give a personality to her activity. The name of the brand is Shar that in Persian means city and also women clothing. Mrs. Gholabian said that in the beginning she used light and funny colors, that not always is welcome in the Iranian society and mentality. Women prefer to limit the colors and models of their clothing. In other words she preferred to work on colors than in design solutions, because she thought that it was more compatible with women's spirit. The experience gave her a different conclusion, she saw that women prefer models with limited colors and forms.

The following phase was when she learned about printing solutions, where she concluded that it gave more freedom to present her ideas. She presented interesting fabrics designed using and inspired by Iranian patterns. Mrs. Gholabian said that in her works she was inspired by Iranian literature, miniature and geometrical forms, used often in Iranian culture.