

The Hip-Hop Clothing Design Applying Basquiat's Painting

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I. Introduction

The hip-hop, which began with subculture of black people in Harlem, New York, have changed variously in musical history after the times, which has become the culture phenomenon that had controlled dancing, fashion, and further consciousness of the new generation around the world in 1990s. The purpose of this study is to examine about 'The Hip-Hop' and the development and cultural factor of 'Graffiti Art', the artistic factor of the hip-hop, and effect of Graffiti Art appearing a modern design and express major images in works of Jean-Michel Basquiat, a representative painter of Graffiti art as the hip-hop clothing design.

The method of study has developed centering around modern art, popular culture and literature related to fashion, and referred to information retrieval on the Internet. It is presented with reference to various collection paper and Internet information. This is great significant with a example of collaboration that the development of the Hip-Hop clothing design applying Basquiat's Painting is presented with new strategy in the world of modern fashion business. The results of design is presented with using Adobe Illustrator 10 and Adobe Photoshop 7.0.

II. Background on Theory

1. Consideration on the Hip-Hop

The hip-hop, which means lifestyle with music, dancing, fashion and their philosophy and ideas formed from black people, started from a genre of music that black people had enjoyed in the United States in 1970s, and has developed from subculture combined peculiar qualities they has had to the world culture phenomenon above different social culture borders.

The hip-hop is divided largely into Old School, from the early 1970s to 1985s, and New School, from 1985 to today. The quality in the difference between Old School and New School showed differently in each factor of the hip-hop culture-music, dancing, art, skill, clothes, and so on. The clothing of Old School, worked by black people in the eastern United States, began from oversized sportive styles based on a big T-shirt, a track suit, and big sneakers with a

baseball cap backward, and gradually has changed unique styles, focused on high-class brand's logo and worn by accessories decorated with gold on colorless clothing. In 1984, especially, a track suit, a hood T-shirt labeled, and Adidas sneakers worn by the Run-DMC group were popular largely. The clothing of New School, based on Multi Ethnic styles showed qualities of more people than before, has made a color tone of clothing bright and an upper garment far looser than ever. The hip-hop musicians that have been influenced by the clothing of Old School are Public Enemy, Erik B & Rakim, and MC Hammer. As the hip-hop gradually has become the world culture phenomenon and hip-hop fashion has come into vogue, high fashion designers such as Georgeo Armani and Tommy Hilfiger also have become interested in the hip-hop styles. Recently, not clinging to the early styles of the hip-hop fashion, there has become both the practical hip-hop styles added Sportism and styles expressed personality by creative coordination.

2. The Historical Study on Graffiti

The origin of Graffiti can find in paintings near scribbling that can be seen in a wall painting in a ancient cave or the remains of Egypt, but has regularized, spreading scribbling on the Bronx street, harlem of New York in the last 1960s through artists such as Cy Twombly, Jackson Pollock, and Jean Dubuffet. When entering Graffiti into the main art, while Graffiti of Haring is clear and full, Graffiti of Basquiat, as making a rough brush stroke and drawing of not finishing, is unaccomplished like a child and closed in styles of neo-expressionism, poetic expression of unconscious graffiti. With extending of the world of the hip-hop culture, Graffiti appears in clothing above the public facilities - a wall of city, a subway, an advertising board, and so on. In result, Graffiti in modern clothing is presented in images of implying social messages as well as a means of designers' personal expression. In 1920s, since Jean Patou has used Graffiti first in history of clothing, Graffiti art has been used through changes of various methods in different designers' works. In 2000s, keeping pace with the hip-hop rising from subculture to the mainstream culture, the world designers are making Graffiti, the factor of the hip-hop, artistic, which comes into the spotlight as the major factor of collaboration that attempted variously.

III. Development of the Hip-Hop Clothing Design Applying Basquiat's Painting

On the basis of Graffiti's effect on the modern design, this study is to try to express in the hip-hop clothing, choosing strong images out of works of Basquiat, a representative artist of 'Graffiti'. 'Jean Casual Look representing Young Street Culture' is conception of this study, breaking from existing strong legitimate hip-hop images, and it is to express funny healthy, comfortable, and activity through design.

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IV. Conclusion

With a result that the images on Basquiat's works applied to the hip-hop clothing design, it is suggested that the works of artists are worthy of practical use as factors of a higher value-added design, which corresponds with collaboration appearing in modern design variously. With introduction and application of CAD, practical use of information for design is easy, and it can express fast and wide design at work and is effective with them - change, composition, repeat, Color Way, keeping, and so on.

If the clothing of Korea is distinguished in the world market, its development is required in many ways - design, colors, a subject matter, detail, and so on. But because of difficulty that various and complex design is produced by hand, it is thought that the process developing design needs use of CAD system as the solution. Also the study that integrates connection between the trend of art and fashion makes progress actively more, and it will be possible for works in each period to develop variously and in detail more and more. It is thought that the designers engaged in the modern clothing industry should make design creative more and try to develop a higher value-added works.

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