

Hampyeong County Cultural Products Design with Patterns of a Butterfly for 20's, 30's -Focusing on Necktie-

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I. Introduction

Generally, a cultural product means every field generated as products and consumables upon a result of combining the culture and economy. It can be defined as 'a result of every cultural industry' in broad meaning. In past, we believed that products were goods only with material property, but a cultural product includes abstract characteristics as well as physical characteristics of a product. In other word, a cultural product is anything satisfying the consumers' needs and desire, so service, place, idea, and organization can be a product. Recently, popular culture and contents are occupying large portions in cultural products. One good example is the butterfly character of Pyungkyun Ham. He successfully developed the environment friendly image of butterfly and organized the butterfly festival. One of Ham's cultural products is necktie design, which is a representative item in man's fashion. Necktie is an ideal product to advertise the identity of a local area, because emblem or symbols of the area can be symbolized to be a new pattern in a necktie. We wanted to present the color and pattern, which are preferred by 20-39 year old people, to design a favorite cultural product

II. Methods

The relationship between color and clothes is very important. Chamber emphasized the importance of clothes color with indicating that appropriately colored clothes provided proper appearance of a person and identified personal characteristics, age, and gender. It will be beneficial to use the preferred color in the tie design according to age, since color is one of the most important factors in design. We used achromatic, blue, yellow, and green colors for the study, which are chosen from the preliminary results. One point check, geometrical stripe,

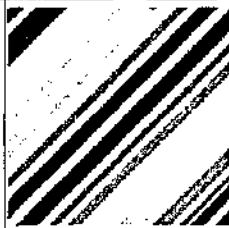
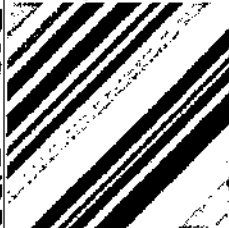

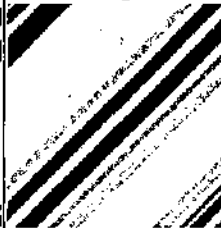
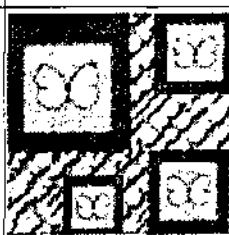

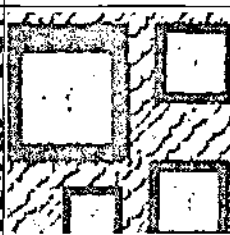
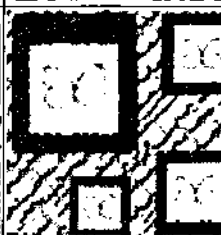
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* This study is supported by Biology Research Center for industrial Accelerators in Dongshin University designated by Ministry of Commerce, Industry and Energy.

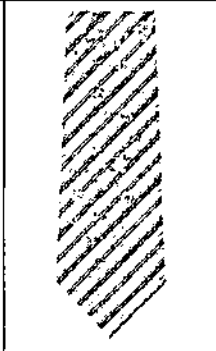

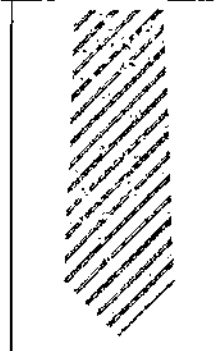
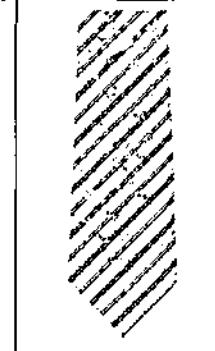
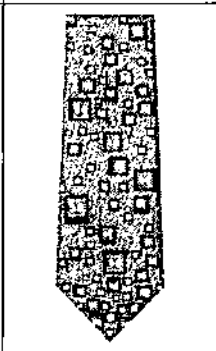
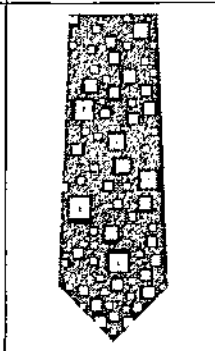
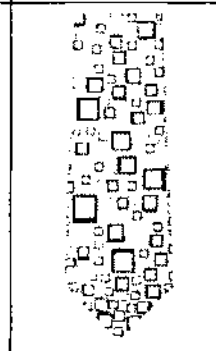
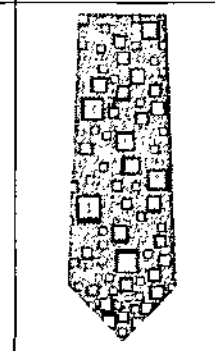
and classical paisley patterns were also tested.

We wanted to present a necktie design preferred by 20-39 year old people using the chosen four colors and three patterns to improve the Ham's necktie design.

- Pattern Design

	Achromatic color	Blue color	Yellow color	Green color
Stripe pattern				
Allover pattern				

- Tie Design

	Achromatic color	Blue color	Yellow color	Green color
Stripe pattern				
Allover pattern				

III. Results and Conclusions

Necktie has high value among cultural products used in the Ham's festival, because necktie design can represent man's fashion and advertise the local area by symbolizing local identity and emblems. Moreover, it can provide profits to a local autonomous entity. We believe that stripe and check patterns using achromatic, blue, yellow, and green colors will improve the satisfactory level of 20~39 year old consumers.

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