

A Study on Sportslook Design Applying Pop Art - Centering around Graffiti Works of Keith Haring -

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Abstract

Pop art, an artistic trend which was actively popular centering around popularization of America in the 1960's, appears as punk style in the 1970's and as one of diversified style in the 1980's, and have co-existed in the third culture and pluralistic combination since the 1990's.

The image of pop art includes complexity, familiarity and popularity as well as extension of media, and so directly influences the fashion in the end of the 20th century. Especially, sportslook show up by the virtue of rising lower cultural area such as street fashion becoming influential and change in life style, which was recreated as clothes by developing characteristics of design including style, details and colors showed in active sports wear.

This study is aimed to analyze the image of pop art showed again in the modern fashion in the end of the 20th century and graffiti-art which was well known to the general public after the 1980's. Through this analysis, I will study characteristics of pop art showed in sportslook which is the mainstream in modern fashion and graffiti of Keith Haring. Consequently, I suggested a functional, esthetic and future-oriented sportslook design which comprises the image of the graffiti-art of Keith Haring by using Design CAD(photoshop & primavision) enabling to attempt variously and to derive quickly the output of design and textile.

Key words : pop art, graffiti, Keith Haring, sportslook, CAD(Computer Aided Design), fashion design.

1. Introduction

At about the 21th century, there appears a phenomenon integrated all cultural areas including art, society and value all over the world. In particular, fashion is centered in our life through interacting and combining with the elements such as social situation, politics, economy, arts, technology, etc. in various ways. The fact that current fashion is closely related to an artistic field such as painting, music, and

architecture, and so on can be said that the philosophical meaning pursued by art is expressed on the human body.

Among lots of artistic trends through times, pop art is a new positive artistic style which attempts to combine with vulgar mass culture as an artistic mode accepting the environment of a western mass society in the 1960's. Pop art, an artistic trend which was actively popular centering around popularization of America in the 1960's, appears as punk style in the 1970's and as one of diversified style in the 1980's, and

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have co-existed in the third culture and pluralistic combination since the 1990's.

Pop art's image which appears compromised and mixed with fashion as part of Retro becomes fashionized by the use of free coordination not bound by any restriction and the use of peculiar type of motif in type, material, colors and design. To add, the image of pop art includes complexity, familiarity and popularity as well as extension of media, and so directly influences the fashion in the end of the 20th century. Especially, sportslook show up by the virtue of rising lower cultural area such as street fashion becoming influential and change in life style, which was recreated as clothes by developing characteristics of design including style, details and colors showed in active sports wear.

Sportslook which appears as the sub-culture of teenagers can be defined as "Look" that represents esthetic formative nature inspired by such design characteristics aimed to improve the functionality of sports or sportswear such as form, detail, and color. This fact reflects the great influence of sports upon fashion by means of popularity of sports and growing the status of sports stars to celebrity.

This study is aimed to analyze the image of pop art showed again in the modern fashion in the end of the 20th century and graffiti-art which was well known to the general public after the 1980's. Through this analysis, I will study characteristics of pop art showed in sportslook which is the mainstream in modern fashion and graffiti of Keith Haring. Consequently, I will suggest a functional, esthetic and future-oriented sportslook design which comprises the image of the graffiti-art of Keith Haring by using design CAD(photoshop & primavision) enabling to attempt variously and to derive quickly the output of design and textile.

Regarding the method of literature study, first, I referred to masters' and doctors' theses

and domestic and foreign books related to fashion and fashion magazines, etc. Second, for analysis of clothes materials, I investigated and analyzed the character of pop art expressed on sports fashion in the end of the 20th century through fashion magazines and fashion sites. The designs showed in this study were made from those which were in reference literatures by utilizing CAD(Computer Aided Design). Considering CAD system, I designed the materials and color of weaving and knitting, etc. by using photoshop 7.0 and primavision textile system.

II. Theoretical Background

1. Concept of Pop Art

The term of pop art was first referred by English critic Lawrence Alloway together with pop culture in 1954. As reference to development of the western art that occurred in American and England during the period of 1956~1966, this term was a positive and universal one for the popular art created by mass communication and advertisement culture¹⁾. Pop art appeared under the direct influence of contemporary city environment such as modern mass production - consumption society. The source of popularity was America, and so the artists in America who had an close access to the city culture attempted to represent the special trend and nature of the culture.

In fact, pop art occurred in England and France earlier. While pop art develops simply and mildly in England, the pop art of America was showed as revolutionary positive acceptance and colorful development of popular culture, and so the latter led its prosperity. American pop art, the source of its popularity, was influenced by *Neo-dada*, and usually more lively and more direct compared with that of England which is too complex, simple and retrospective²⁾. English pop art which appears in early

¹ Simon Wilson, *Pop*, (London: Thames & Hudson, 1974), 4.

² Hee-Jeong Cheon, *Pop art and Fashion of the 1960's*, (Master's Thesis. GyengSang National University, 1995), 5.

1950's started to greatly develop accepting visual image of popular culture such as mass media and advertisement etc. as a sphere of painting together with the phenomenon of anti-abstract expressionism. As what represented popular image at that time, there is technology symbolizing America, also the popular phenomenon of mass media including Coca cola, Marilyn Monreo's face, Micky Mouse, etc. can be enumerated as objet. English pop art being similar to dadaism developed with intention of criticizing the existing social norm and customs. The concept of English 'popular culture' including consciousness of cultural class is somewhat distinguished from the one showed in American pop art. Especially, it can be said that the first pop art in England is R. Hamilton's 「*Just What is it that Makes Today's Homes so different, so Appealing?*」 presented at the exhibition of 'This is my work' held in 1956. Moreover, his pop art represents not only the instantaneous, popular, mass-productive, youth-cultural, sexual, attractive and conglomerate enterprise nature but the property of modern popular culture.

American pop art referred collectively as to Pop art in New York appeared in opposition to esthetics of Abstract expressionism such as *Informel* or *Action painting* having an extreme abstract idea which developed from the end of the 1940's to the end of the 1950's, and the pop art was subject to criticism from contemporary critics. However, pop art succeeded during a short period and pop art writers became influential, as it had an idea that there exists esthetic and artistic feeling in the most common thing and was based on, optimism on modern technological civilization, and popularity³.

The pioneers of American Pop Art like R. Rauschenberg and J. Johnes played active parts from the mid 1950's showed works in which popular culture and abstract expressionism were mixed. Their works were recognized as new dadaism, and would be called as various names

including *Neo-dadaism*, *New-realism*, *New Vulgariamism*, etc. In addition, the prosperity of mass-consumed society in the 1960's expressed metaphorically mass society based on the ordinary things such as mass media like TV, products advertisement, a bill board on the side of an expressway, pictures, show windows, and mass-consumed products and common materials such as Coca Cola with New York as the center, humbling pure artistic nature and causing positive aspects to lift industrialized society to the level of mass art⁴). Therefore, pop art can be deemed to be not the artistic nature itself but a new attitude toward the popularity of art mass media such as advertisement, industrial design, picture technique, and a motion picture which lays emphasis on vulgarity and ordinary popularity. In particular, it indicates popular culture or commercial culture as a phase of city culture, and accepts even works of painters or sculptors who criticizes modern society.

The late 1950's when pop art quickened and the 1960's when pop art was in the height of its prosperity is the times when the materialistic civilization of the western industrialized society was in its palmy days. Thus, pop art is the reflection of American materialistic culture and is closely connected with optimistic atmosphere toward contemporary materialistic civilization in its basic attitude. This is the point which remarkably differs from the previous *Dadaism*, that was the resistance and anger against the hypocrisy and corruption, while pop art represented materialistic abundancy and diversity of popular culture within a consumption society in the 1950-1960's.

As we see, pop art writers recognized large-scale visual images showed in mass society as a symbolic sign and they represented positive action toward technology through works using ordinary materials and themes. It is possible to easily find the brilliancy of post-war American art in the works of Roy Linchtenstein who made

³ http://www.21netart.org/art_study/pop/pop-art.htm

⁴ http://www.21netart.org/art_study/pop/pop-art.htm

comic strips as if every pixel of which were extended, Andy Warhol through repeating a picture of Marilyn Monroe and Coca Cola, James Rosenquist who exclusively used large advertisement, Claes Thure Oldenberg who made a huge hamburger or ice cream by using a large piece of cloth, Tom Wesselmann who depicted the nude of women and foods of supermarket. Among them, Roy Lichtenstein(Fig. 1) and Andy Warhol(Fig. 2) are the typical writers who remarkably expressed the development of art of mass consumption culture. The style of Roy Rinchtenstein completed peculiar works such as a comic strip, coping pictures and usual objet, etc. by using illustration and three-color coloring based on line from the 1960's.



〈Fig. 1〉 Sweet Dreams, baby!.
(Roy Linchtenstein 「pop art」, p.53)



〈Fig. 2〉 Close Cover before Striking.
(pepsi cola 「warhol」, p.29)

2. Concept of Graffiti Art

Graffiti which belonged to the main art circles after the 1980's is a painting method of writing carelessly or painting and has been existing from the primitive age as it was showed in ancient wall paintings. However it was after modernism with a return phenomenon of the figurative art that graffiti was formally incorporated into the main modern art.

Graffiti originated from the word of Greek *graphein* meaning careless writing or painting on a plane⁵). It is representation of the basic desire or latent internal consciousness of a human being, which is the image of peculiar technology comprised of politics, pleasure, anger, wit, obscenity, imagination, writing, simple marks and so on. Such traces as scribbling appeared in various ways under the human history, and repetition of the process of creation, development and disappearance and the scribbling. A trace of such expression was considered as a piece of work expressing the most basic desire. However, graffiti has caused many disputes inside and outside of art circles and people is divided into two groups, that is, one who enjoys it and another who disgusts it⁶).

The appearance of graffiti-art during the period of the 1960's through the 1980's made the relation closer between art and popular culture expressing 'non-consciousness within society' between popular culture and sensitivity. The graffiti in the present age is shown not only in artistic mode such as art, but also in sports like a skate board, street art, performance, and fashion.

As the phrase of 'Taki 183' was written in the inside of New York subway, graffiti-art began to attract public attention and was extended to the whole area of New York by the youth imitating it. In the early subway graffiti, as a method of expressing one's own identity, a pet name, was used instead of its real name in a tag

⁵ Turner and Jane, *The Dictionary of Art*, 13 (Grove: 1996), 269-271.

⁶ Hyo-Jin Lee, "A Study on the Sign of the Graffiti Depicked in the Western costumes", *Costume Culture Study*, 10(3) (2002), 216.

and only the outside line of a letter was painted with different color. As all the subways and its walls are gradually filled with graffiti, it was developed in various ways into a logo type, the letter becoming large more and more and its style becoming various. In these days, 'bubble character' type having the type like comics and three-dimensional effects appeared, and so it requires high technology. Thereby, picto-graohic style combining an image and a word means that a graffiti sphere was extended to American consumption culture⁷. That is, it appeared together with pop art, the center of popular culture, in a picto-graohic type combining an image with a word, representative of American consumption culture and ready-made products. While graffiti-art proposed social solidarity in the early days, it changes into a method of expressing one's identity, and so it was established as popular art. Graffiti was illustrated as form not as extempore painted in a general letter, symbol, meaningless-looking signs and a non-tag type. it utilized in a method of secretly expressing internal desire of man to spurt into society. In particular, the colored expressed their uncertainty of identity with rap against the superior culture of the whites under connection with the relation to hip hop in the 1970's. In the 1980's, graffiti has become a part of culture through meeting of underground graffiti artists and art school students at Times Squares Show as momentum. To introduce typical graffiti artists, there are Keith Haring who was popular and tried to expand ordinary form of art, and Jean-Michel Basquiat who made efforts to establish the identity of a minority race and to express racial discrimination within society, unfair action and imbalance among classes.

Keith Haring, a middle class white man, who is a exceptionally educated graffiti artist, introduced meaningless-looking signs into pictures

through tag such as *Barking Dog*, and *Radiant Child*. He produced a variety of activity works including wall paintings, sculptures, and performances centering around drawing in a subway. Because his works was symbolic, simple and similar to children's pictures, they gave people a joke and a laugh and thus people could have an access to them and be given deep impression⁸.

Keith Haring's works represent freely various themes such as the Bible, politics, love, violence, war, the almighty dollar principle of modern society, a computer, a monster, disorderly sexual relations, etc. without being limited to works materials. He had an interest in how his works could come into and have an effect on culture through work activities by which himself and the general public can be united into one. His drawings focused on catching not a technique but an idea and were symbolized as signs like Radiant Childs, a flying object, Barking Dog, Pyramid, heart, a calendar, a cross, etc. As Franchesco Clement discussed, he contributed to extending the domain of art from the art exclusively enjoyed by high class into the popular and universal art in high-ranking art and lowranking art, painting and non-painting. His symbolic property of works makes people easily understand and be deeply impressed. (Fig. 3)⁹.

On contrary Keith Haring, Jean-Michel Basquiat represents the culture of a alienated minority race and brought certain type in American popular culture. The black named Basquiat in the birth of a minority race began to paint his works in 1977 on the basis of Soho street and East Village, with tag called *SAMO* which symbolizes himself. His cultural background was hip-hop rejecting European gestures and affecting greatly on recovering the inherent identity of a black in order to preserve the source which existed in the inside of a black. His drawings

⁷ Joo-Young Kim, Jung-Hoo Lee and Sook-Hi Yang, "A Study on the Graffiti techniques in the Contemporary dress", *Costume Culture Study*, 5(3) (1997), 381.

⁸ *Ibid.*, p. 382.

⁹ Jone Gruen and Keiht Haring, *Authorized Biography*, (London: Thames & Hudson, 1991), 194.

gave lively and rough feeling in the themes usually related to the story of a black, comics, anatomy, scribbling signs and death, and then developed symbolic signs and themes and images originated from city living in his own language. Among symbolic signs, the crown is a symbol of respecting and praising to the characters in his works and his own trademark¹⁰⁾.

Basquiat who expressed anti-society resistance, dealing with deep problems such as racial problems, self-identity, beauty, and nihilism always showed directly the feeling of death. The death in his works means the symbol of racial discrimination against the colored race permanently discriminated in American society and so can't be in harmony, and inequality between classes. Above all, Basquiat's works are 'records of self-excretion which did not undergo inspection', and expression of plays which included even an autobiographic story, a black hero, autonomy, comics, scribbling, pecuniary value, racialism, and images, words and phrases related to death in his themes and categories(Fig. 4)¹¹⁾.

III. Pop Art Trend Indicated in Fashion

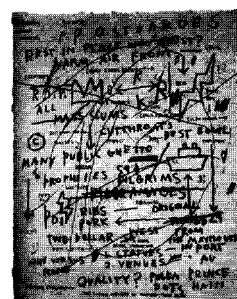
1. Characteristics of Fashion Design Indicated in Pop Art

Since it became the center of popular culture in the 1960's, pop art has taken the lead in fashion design as well as art. Pop art is not only pure art but an epoch-making art that started modernization with populace. Pop art opposed to generalization of art, escaped from the concept of form and disregarded typical style. It also bears double-faced nature within a imitated object, one side playing a role of efficiency as current events or information media and other side playing a role as a simple and sensitive sti-



〈Fig. 3〉 Fishing.

(Keith Haring)



〈Fig. 4〉 Jean-Michel Basquiat.

mulant such as entertainment, hobby and pleasure. Pop art which is expressed as popular culture, standardized culture by mass production, praising technology, humor and wit, living teenagers culture and freedom from sex has periodically appeared up to now as fashion style named pop look being a little radical.

Kim Min-ja (1986) said that fashion is a reaction of an age and the most suitable means or methods to the age which indicates an aspect of society, economy, politics and technology. In particular, it is related to art expressing the internal image world of a human being¹²⁾. As concerned to it, Jarrow said "Today fashion is not occurred by the general public imitating a special social and economic class, but naturally generated. If certain style is deemed appropriate,

¹⁰ Hyo-Jin Lee, *Ibid.*, 221.

¹¹ Art World. *Basquiat*, (Seoul: Art World, 1997), 28.

¹² Min-Ja Kim, "The Theory & Fashion on 1960's", *Journal of the Korean Society of Clothing & Textiles*, 10(1) (1986), 83.

it will be developed into fashion without waiting for reaction of a social elite class¹³). In other words, clothes are composed of technical, social and ideologic elements as cultural outcomes, and thus, men satisfy their desires by giving and receiving an effect each other.

Grove (1973) said that people who consumed fashion were adults in the past, but today's fashion is youthful look¹⁴). Mary Quant said that the memory in his boyhood gave passion to design 'fun to wear' fashion. As pop art was a kind of challenge and resistance against the conventional and classic art that lays emphasis on esthetic balance, thereby pop fashion also was a revolutionary thing in clothes which lays stress on elegance and refined beauty.

Pop art fashion hasn't grown or variously developed under the existing traditional and uniform adult culture, but, under the youth culture, has been envolved the nature of anti-culture. As the anti-fashion, this realized as mini skirt, blue jeans, hot pants, modes look, hippie style and future-oriented style and so on. Pop art fashion is characterized by attractive coloring, reaching the highest perfection of primary colors with psychedelic boom. Futhermore, the popularization of an image, one of typical transmission methods of pop art was established as a popular image by using silk screen, a typical technique of pop art. Silk screen technique of pop art, as textile design source of modern clothes, performs enough roles such as creating a fresh sense for fashion design with trademarks, paper money and graffiti among motives as themes of clothes, and changing a special and shocking image into an ordinary and insensible thing through continuous copying of a special event.

Modern fashion designers create new and various types of design by changing silhouettes, materials and patterns of clothes which was considered beautiful and natural in the past by the virtue of introduction, stress and distortion of a different nature. The principles of balance,

comparison, rhythm and stress of clothes design is no longer principles. Now, cloth for summer and cloth for winter are used together, also knit and semi-transparent cloth are mixed to use. That is, there is no typical materials for clothes. Also, with regard to dressing means, it is proposed as unsuitable clothes to incompleation of dressing, disregard of traditional methods order of dressing, and T.P.O. and newly expressed as concept of accessories by changing the role of clothes themselves.

Pop art fashion re-appeared in the end of the 20th century, and developed in an aspect in which unstandardized expression, three-dimensional collage and various styles were mixed under a variety of modes including ecology style, grunge style, street fashion and retro etc.

This pop art fashion in the end of the 20th century is expressed as conspicuous and personal coordination visually which is not limited to colors, materials, item, T. P. O., with the use of a color scheme which is clear, strong and unfixed, a simple and geometrical pattern, graffiti and new materials(Fig. 5).

Following this way, colors of which 'contrast' is strong and clear and motif and graffiti likely to be used in toys and a funny picture are proposed as fashion in accordance with trend(Fig. 6). Now, people select clothes according to their respective tastes not obligatory and uniform



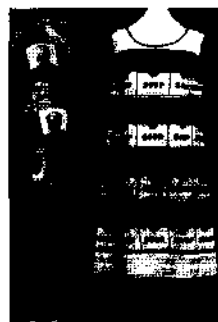
<Fig. 5> 1996 s/s.
(Moschino)

¹³ Smith C. Ray, *Supermanneris. The E. P. Dutton* (New York: 1977), 1.

¹⁴ J. Grove, *Fashion*, (London: Macmillan, 1973), 43.



〈Fig. 6〉 2000 s/s.
(Castelbajac)



〈Fig. 7〉 Campbell's soup can dress.
(Andy Warhol, 『The warhol look』, p.6)

basis, prepares clothes freely for themselves and further dissolve and newly re-create items.

Pop art is characterized by 'opening' and 'non-personality', and then changed art from an individual thing into a popular one by popularity of an image through universalization of an expression technique. Pop image is visual re-appearance for viewing once more a popular image such as advertisement, trademarks, comics, movies. Pop art is the first modern art which attempted to connect with society, and Neo-pop art appeared in the 1980's has had an effect until today.

2. Characteristics of Fashion Design Showed in Graffiti Art

It was the 1920's, the time Jean Patou first introduced it to clothes¹⁵ for commercial publicity, that graffiti creating rapport with the general public was introduced to fashion. Under the influence of pop art which united high-ranking art to popular art in the 1960's, a symbolized letter, scribbles, logo and emblems from not boutique fashion, minority fashion, but popular art, pop fashion, were introduced as motif or textile(Fig. 7). In the 1970's, graffiti art expressed the slogan, message and position that the youth desired to shout through blue jeans and T-shirts, the symbol of Hippie culture. In the 1980's, under the influence of Punk and Post modernism, it is expressed on Jean, T-shirts and

leather clothes : destructive, rebellious, free genre and social messages (Fig. 8).

In the same way, Hip Hop fashion, which appeared after 1990's when positive acceptance of sub-culture was made, popularized the alienation and dehumanization resulted from capitalism as street fashion based on through trainer clothes and sports clothes, having graffiti fashion become the main current of fashion. At the present time when sports occupies the central part of culture, the use of graffiti as a main motif of the sportswear of the 21st century, results in cultural extension as well as cultural advancement. Moreover, haute couture, representing graffiti, the typical sub-standard fashion through humor and esprit, began to use graffiti, and it is possible to see graffiti on lots of brands such as Chanel, Christian Dior, John



〈Fig. 8〉 Punk style.
(『Fifty years of fashion』, p.97)

¹⁵ Joo-Young Kim, *Ibid.*, 383.

Galliano, Moschino, and so forth. Graffiti was represented as symbolization of logo, society-making a complaint messages, and comic images, and so appeared to be very experimental and destructive as strong colors and brilliant print as well as an image of each brand were used.

Like this, graffiti as showed in fashion expressed a satire on identity, consumption culture, mass media, war and loss of human nature, escaping from reality, feeling toward freedom and pursuit for mental richness within complicated society, becoming in the saddle as popular and universal fashion. graffiti, treated as one of scribbles of vulgar sub-culture, lifted as popular means of representing human sentiment by fashion. Accordingly, it can be said to have more important value in the future fashion field.

3. Pop Art Image Showing in Sportslook in the End of the 20th Century

Pop art fashion implying youth, wit and imagination has a great effect on modern people who pursue for changing life and don't like to be bound by formality. Passionate and peculiar color, textile like comics and graffiti, new materials, etc. reflect the trend that recent design becomes simple and casual, and can be seen from various clothes.

Pop art, the main current of art in the 1960's, reappeared as the trend of fashion in 2001. Sponsored by Rive Gauche of Yves Saint Laurent and Gucci group, 'Les Annees pop' was held in March 2001. Tom Ford who programmed the exhibition, explained the purpose of this Pop art show by saying "Cross over phenomenon among music, art and design began to appear through pop art and the boundary between art and life became vague. Pop artists is the persons who started to discuss about what effects an image has on our daily life. Works made by them have been still important even until today." Especially, he considered pop art called "mixed painting" as the origin of cross

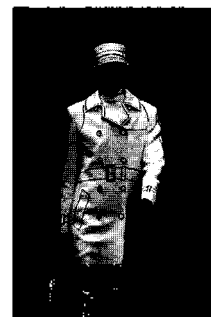
over, and his point of view demonstrates fashion of newly appearing pop art¹⁶.

In 2001 F/W Collection, the removing of sexual role and boundary was newly showed as androgynous look such as unisex by Giorgio Armani, Gianfranco ferre, and so on. In 2001 F/W Collection, Christian Dior showed clothes in combination with a suit of sports clothes and boxing pants (Fig. 9), and a model who put on mannish strife jacket with a boxer gown made of satin and champion belt, and in 2002, showed elements similar to pop by using Hip Hop look and Collage technique. Moschino showed details of stitch, pocket, buttons and wrinkles as a picture not a real thing (Fig. 10), Castellbajac collection, who is one of the most typical modern designers, designs using elements like pop and creates agreeable, dynamic



<Fig. 9> 2001 F/W.

(Christian Dior)



<Fig. 10> 2002 F/W.

(Moschino)

¹⁶ Mi-Kyung Son, *Ibid.*, 54.

and humorous artistic works composed of a picture, graffiti, primary colors, diagrams and comics. Sportslook among pop art clothes designed, thereby is one kinds of newly appearing casual wear, accepting elements like pop and creating positive and effective expression.

As Hamilton said "Clothes as cultured sub-system are peculiar in specifying certain culture, but have universality in expressing culture.", street fashion is closely related to not only the youth but the basic will of human spirit. Coming to the fore of the youth sub-culture resulted in appearance of such sportslook as Hip Hop etc, and causing sports to influence fashion by having sports stars become famous figures.

Martin (1997) said that the modern is the times of sports and just as look dominated culture in 1960's and 1970's, sports have a hold on every parts of our life and culture in 1990's. Now, sports stand aloof from sports themselves and tremendously influence a variety of culture including business, politics, arts, advertisement, fashion and design and so forth the modern times. Marily and Lois (1981) evaluated sports as one of elements which have had the most important effect since the 19th century, Constance (1999) expected that sportslook would continue to be popular even in the 2000's. Like this, sports are given a great deal of weight on a cultural field¹⁷⁾.

Sports also have an effect on fashion and caused fashion designer to create new mode. Sportslook have developed under the social background of the development and expansion of leisure culture based on sports, participation in sports activities, campaign for women's freedom, and development of American ready-made industry originated from sports wear industry

and pre-a-porte which has promoted continuously sportslook since the end of the 1960's¹⁸⁾. Previous sportswear focused on a functionality and activity for sports action, but sports fashion in the end of the 20th century has been developed to sportslook having fashion ability that can meet the personality and esthetic desire of a designer. In our daily life of the 20th century when sports constitute a large part of the life, functional and active nature of clothes was required. At the foot of the 21st century, sportswear symbolizing the future science is utilized as an important motive of futurism fashion, and the functional and active nature that sportslook retains in original appears to be an essential topic of conversation leading fashion for a new age.

Sportslook is variously defined, Im Eun-an (2000)¹⁹⁾ suggests that it is the concept which first appeared at pre-a-porte in the middle of the 1970's and defined it as what made sportswear fashionable ordinary clothes. He also said that sportslook generally includes ski wear, jogging suit, tennis wear, down vest, down jacket as well as what made work wear town become town wear as it is. Ha Ji-su (2000)²⁰⁾ says that sportslook is a kind of clothes inspired by types, details, and the colors of sports or sports wear when clothes not aiming at sports are characterized by external design elements especially for the functionality of active sports wear. So to speak, sportslook means look which uses design feature for the functionality of sports wear for aesthetic formative nature. Also, the developed sportslook by applying to it aesthetic design elements such as materials, types, details, color, etc. or the look which influenced by functionality are included in sportslook. Accordingly,

¹⁷ D. Jillian and B. B. Reva, "Postmodern marketing: research issues for retail financial service Qualitative Market Ressearch", *An International Journal*, 3(2) (2000).

¹⁸ Ji-Soo Ha, 2000, *Functionalism in the Twentieth Century Fashion Design*, Doctoral Thesis, Seoul National University, 10.

¹⁹ Eun-An Lim, *A Study on Modern Sports Fashion*, (Master's Thesis, SookMyung Women's University, 2000).

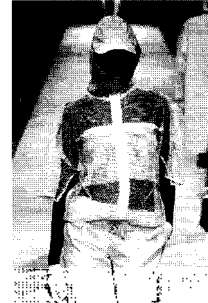
²⁰ Ji-Soo Ha, *Ibid.*

to define sportslook on the basis of the previous study of Ha Ji-su (2000)²¹, Im Eun-an (2000)²², Choi Hae-jeong (1999)²³, sportslooks can be said to be the look, inspired by design feature for the functionality of sports wear such as types, details and color of sports or sports wear, which expresses aesthetic formative nature. Sportslook appeared due to juvenile sub-culture becoming influential, which demonstrates that sports influenced fashion on account of popularity of sports and sports stars becoming famous figures and the idea and items of sports wear are applied as design. To divide modern sportslook according to style, it can be classified into two: active sportslook which introduced technology on the basis of the functional details and items of active sports wear; street sportslook, beyond the concept of T.P.O., in harmony with active sports wear of oversize like Hip Hop and casual clothes.

In the 1960's, sports fashion and sportive sense came to the fore of fashion. Because, entering the 1960's, as the campaign for women's freedom was activated and emphasis was laid on individualism, renovative mode²⁴ on the basis of the youth was expanded. This appeared on haute couture influenced by pop art and the functional materials and details of working clothes and sports fashion were introduced to high fashion as design, creating simple and functional silhouette. Such harmony of pop fashion and sportslook in the 1960's has revived again from the latter part of the 20th century to the present. (Fig. 11~13).

The elements like pop as shown in sportslook causes creation of new style as pop art fashion re-combines type, material, colors and image. Special fashion style whose sticking degree to the upper half of the body is different from the

lower half of the body appears. There are also style by which materials such as jean and lace



〈Fig. 11〉 2000 S/S.
(Castelbajac)



〈Fig. 12〉 2002 S/S.
(Chanel)



〈Fig. 13〉 2002 F/W.
(miu-miu)

²¹ Ji-Soo Ha, *Ibid.*

²² Eun-An Lim, *Ibid.*

²³ Hye-Jeong Choi, *A Study on the Multiculturalism Phenomena Expressed in Contemporary Fashion of the end twentieth*, (Doctoral Thesis, Sejong University, 1999).

²⁴ Ji-Soo Ha, *Ibid.*

having different nature and use are combined with each other, combination of natural colors and artificial colors, harmony with images contrary to each other such as elegance and sporty sense, and free and shocking style not a fixed idea such as existing order or rules. Accordingly, sportslook appeared as new concept of convenience that expresses as fashion according to personality or emotion of a designer, rising above T.P.O. concept or functional aspect. Especially, the trend of sportslook becoming casual was caused by youth forming their own sense as free combination style and is similar to pop art fashion. This phenomenon let people put on active sportswear for sport activities as school clothes, working clothes or ordinary clothes, or wear sportslook which introduced the design of sportswear²⁵⁾.

Like this, sportslook in the end of the 20th century is not the phenomenon that comes into fashion temporarily but a clothes phenomenon which reflects a sense of values and beauty consciousness of the modern people, playing a role as the most real demand for present generation, and realized as the most modern and compromising fashion to new generation.

IV. Design Development

1. General Features of Textile CAD

Textile Design CAD system, by using change in colors of various materials or through a variety of expression such as prior dyeing or knitting, can handle design in a short time by correcting, modifying, separating, coloring and printing it. The field where especially CAD system is most widely utilized is printing design, a method of expression by a pattern by directly painting with digitizer using a electronic pen or a mouse in photoshop program²⁶⁾. Be-

cause the conventional printing pattern design was conducted by handwork, the repetition and movement of a motif was also changing color was complicated. Therefore, it took much time and effort to complete a design. This design remedied such conveniences and defects²⁷⁾. CAD system enables us to express a motif in a variety of patterns in a short time by using various functions such as repetition, reiteration, color change, change in brightness · chroma, adjustment of motif size, extension · reduction, transformation, and so on. Accordingly, CAD system is very efficient, compared with handwork, in exactness of motif repetition, high speediness of color change, possibility of depicting minute parts, and providing and storing information. Also this system enables the development of various and differentiated products and swift design by applying it to item, color, pattern, fabric and silhouette which are sensitive to trend.

It is possible to adjust color to more than 16,700,000 by using three-light(red, green, blue) bar. The dyestuffs and dyes we use at the time of handwork are subtractive Process phenomenon in which the more process of mixing, the darker brightness and chrome, while in case of a computer, change of color occurs by light mixing and it shows a phenomenon of additive Process which brightness and chrome become high as the degree of light mixing, so that attention should be paid at the time of work.

However, this CAD (Computer Aided Design) system is only a means which help you design more fast and conveniently. It can never conduct creative work of a designer on behalf of the designer. CAD system can propose various design according the utilization methods and use scope, and, if a computer controls all process from design to production, can increase in productivity, so that it is possible to swiftly and

²⁵ *Ibid*, 53-54.

²⁶ Seong-Hyun Gyun, "Fashion design with the Motif of apricot flower from Chosun Dynasty-Using the method of Digital printing", *Korean Society of Fashion Design*, 3(1) (2003), 62.

²⁷ Yeun-Soon Lee, Yun-A Park and Hyea-A Park, "A Study on the Printing pattern using Computer Graphics", *Journal of Korean Home Economics*, 30(1) (1992), 50.

actively cope with fashion industry whose structure is characterized by large items-small production, high valued products and rapidly changing international change and thus this program tends to be increasingly used.

Therefore, I proposed a variety of expression of textiles and the design of sportslook by using primavision and photoshop among CAD system as expression means in accord with the situation of current times.

2. Proposal of a Design


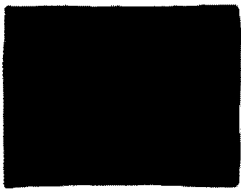
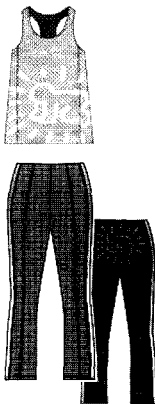

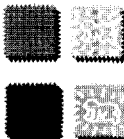
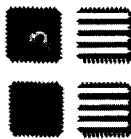
This study intended to express artistic effects by using graffiti as showed in pop art fashion through various textile change to sportslook. Graffiti is a kind of scribble technique having complicated and colorful composition from simple sign to words, logo, tag and fine image. Since the 1960s, this technique has been mostly used as a simple motive in fashion, and up to now recognized from society as representation of designer's personality.

I designed a total of four sets of sportslook by using peculiar parts among works of Keith Haring, one of graffiti writers. I also utilized the color and details usually showed in pop art and works of Keith Haring as motives of patterns, planning items in consideration of the active nature of sports, materials and sense of wearing. As to design, I designed two suits of active sportslook(Works 1, 2/ Fig. 14) whose design were borrowed from the functionality and activity of sportswear and two suits of street sportslook (Works 3, 4/ Fig. 15) which combined street fashion with casual.


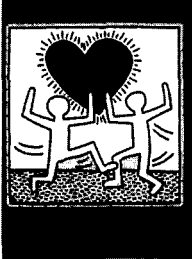
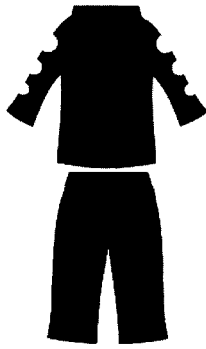
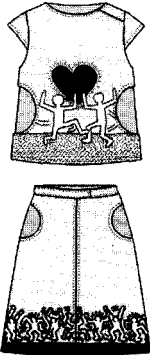


Explanation of works is as follows.

Considering work 1, I designed lycra leggings style and mesh-top having sense of structure usually showed in sportslook with 'Radiant Child' as a motive, work of Keith Haring. I emphasised more active sense using bluish green and cobalt blue.

As to work 2, bright white and shocking pink, which were usually used in works having

Keith Haring's Graffiti	Sportslook-Active	
 <p data-bbox="299 1321 452 1344"><radiant child></p>  <p data-bbox="230 1582 521 1610"><luna, luna mural, hamburg></p>	<p data-bbox="621 1252 673 1281">Style</p> 	
<p data-bbox="614 1538 683 1566">Fabric</p>		
<p data-bbox="618 1648 679 1677">Color</p>	<p data-bbox="751 1639 897 1692">blue, emerald green</p>	<p data-bbox="1016 1639 1133 1692">pink, white blue, white</p>

<Fig. 14> Sportslook-active design development.

Keith Haring's Graffiti	Sportslook-Casual	
 <p data-bbox="326 554 422 578"><fishing></p>  <p data-bbox="334 852 414 877"><heart></p>	<p data-bbox="622 472 677 496">Style</p> 	
<p data-bbox="614 744 683 769">Fabric</p>		
<p data-bbox="618 852 679 877">Color</p>	<p data-bbox="765 852 878 877">red, yellow</p>	<p data-bbox="985 852 1171 877">red, yellow, green</p>

<Fig. 15> Sportslook-casual design development.

the image of space clothes in the 1960's, were introduced to modern sportslook. I applied stripes to the top and side of leggings in order to express sportive sense, giving practicality by coordinating lap skirt.

As far as Work 3, it is street sportslook which stressed casual image and geometrical diagrams usually showed in pop art applied to the pocket of a blouse and a skirt of Work 3, giving sense like pop. As motives, 'heart' of Keith Haring applied to the center of a blouse, and parts of luna, luna mural, hamburg wall paintings applied along skirt hem line.

In Work 4, 'fishing' of Keith Haring was used as a motive, and the neck and yoke of T-shirt were made of knit. Jean was used for slacks and top stitch was conducted using red thread. I gave a focus to the rhythmical and geometric images of pop art by round cutting of sleeve parts and repeated use of round pockets in slacks.

V. Conclusion

Pop art is popular art created centering around

America under the influence of popular culture which occurred according to mass-production and consumption society in the 1960's. It protested against 'noble art', attempting to combine 'noble art' with popular art, accepting the environment of the highly-industrialized western mass society and laying importance on mass feeling in positive intention not negative one. It has had lots of effects upon society, politics, culture, fashion, music, and art, thereby the same state has reappeared in society, culture, fashion, and music from the end of the 20th century to the present. In this study, I proposes sportslook design which used CAD system by applying graffiti patterns of Keith Haring among pop art images again showed in modern fashion. The results were obtained through this study are as follows.

The fashion which is influenced by pop art very intensely expresses strong and clear color, simple and geometrical patterns, application of graffiti, use of new materials, and principles and elements of design, free of limitation of T.P.O. This fashion is what succeeded to the basic

spirit of pop art and played a role of fresh stimulant in recovering human nature, creating peculiar style free of the traditional concept of clothes. Among them, graffiti, expressing non-consciousness of an individual and making the relation between popular culture and consumption culture more close, actively appeared in art, sports, fashion, performance, and so on. Transmitting or expressing slogan, messages, and position in fashion items, Graffiti has become the main fashion at present. Especially, graffiti in sportslook including street fashion has continuously applied as a main motive since the 1960's, establishing firm cultural position as popular and universal fashion, expressing humor, freedom and satire.

Entering the end of the 20th century, sportslook as well as revitalization of pop art has more effects on modern man, sportslook among pop-like clothes is a newly appearing pop-like part and made as positive and effective expression in accepting pop-like elements. Sportslook indicates that sports influenced on fashion due to appearance of sub-culture, popularity of sports and sports stars becoming famous figures, increase of leisure time, etc. the item, details, functionality of sports or sports wear was incorporated into look. Pop-like elements showed in sportslook in the end of the 20th century causes creation of new styles like re-combination of types, materials, colors and images showed in pop art fashion, disregards T.P.O. and the functional aspect, and forms the personality of a creator.

The result of studying modern sportslook design based on graffiti and pop art fashion among such pop art fields is as follows.

First, as a result of using pop-like elements in sportslook, one of trends in the end of the 20th century, there was concrete efficiency in expressing pure color of the pop art only difficult to clearly visualize. Second, the possibility of generating new types at the expression was suggested in the effect of motive work which used CAD system, and of expression of various materials. Third, it was possible to attempt to

swift and various change with CAD system, and showed maximized efficiency, as establishment of database of a great deal of design was possible. Fourth, it was possible, with creative ideas, to design differentiated clothes patterns and materials by making graffiti suitable to sportslook. Fifth, sportslook enables to make decisions swiftly without making First-On-Spec products with presentation close to real investigation, so that it is expected to play a leading role in increasing worldwide competitiveness, reducing time and expenses, in the process of making clothes.

In this study, I manufactured all the information necessary for fashion design using CAD system. This is thought to be as an essential work for forming differentiated, peculiar and specialized clothes design, in modern fashion which always requires a new thing and change rapidly. It is deemed necessary to have methodological methods as well as an interest in and understanding of art, culture and society and to adapt oneself to design paradigm whose method and type suitable to the present.

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