

Magic of floor on fabric: Revival of traditional floor painting of Kumaon by contemporary adaptation on apparels

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■ **ABSTRACT** : The present study was undertaken to adapt traditional designs from *Aipan* (floor painting) of Kumaon on Kurties using Textile designing software. Developed designs were printed on kurties through block printing. The finding of the present study reveals that the developed kurties were innovative, creative have enough market potential and were highly appreciated by the respondents.

■ **KEY WORDS** : Adaptation, *Aipan*, Block printing, Market potential

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