

Designing shoes through hand painting using Kalamkari designs

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■ **ABSTRACT :** Kalamkari painting is a beautiful art form of Andhra Pradesh. The objective of present study was to carry out the documentation of design from Kalamkari painting and to develop value added shoes through hand painting using Kalamkari art. The effort was targeted towards finding the possibility of applying Kalamkari designs on shoes utilizing the hand painting. Total thirty motifs were developed keeping in mind their suitability for shoes. Developed design sheets were subjected to visual evaluation by five point rating scale for selection of fifteen appropriate designs out of thirty selected designs by clothing and textile experts. Finally ten pair of shoes was prepared by using ten most suitable designs out of fifteen selected designs for hand painting and these prepared shoes were highly appreciated by the respondents.

■ **KEY WORDS:** Kalamkari painting, Design, Traditional, Acrylic colours

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Indian paintings can be referred to as the mirror of India's fascinating history from the ancient times (Jahan, 2008). Hand painted Kalamkari is an ancient textile printing art that finds its roots in the state of Andhra Pradesh. It is an ancient craft of printing and printed fabrics (Purohit and Kumar, 2013). This is done by male members of the family. "Kalam" is the Persian word meaning "pen" and "Kari" meaning "work" literally "pen work". This kalam or pen is stick of bamboo or date palm, which has a trapped point. The objective of present study was to carry out the documentation of design from Kalamkari painting and to develop value added shoes through hand painting using Kalamkari art.

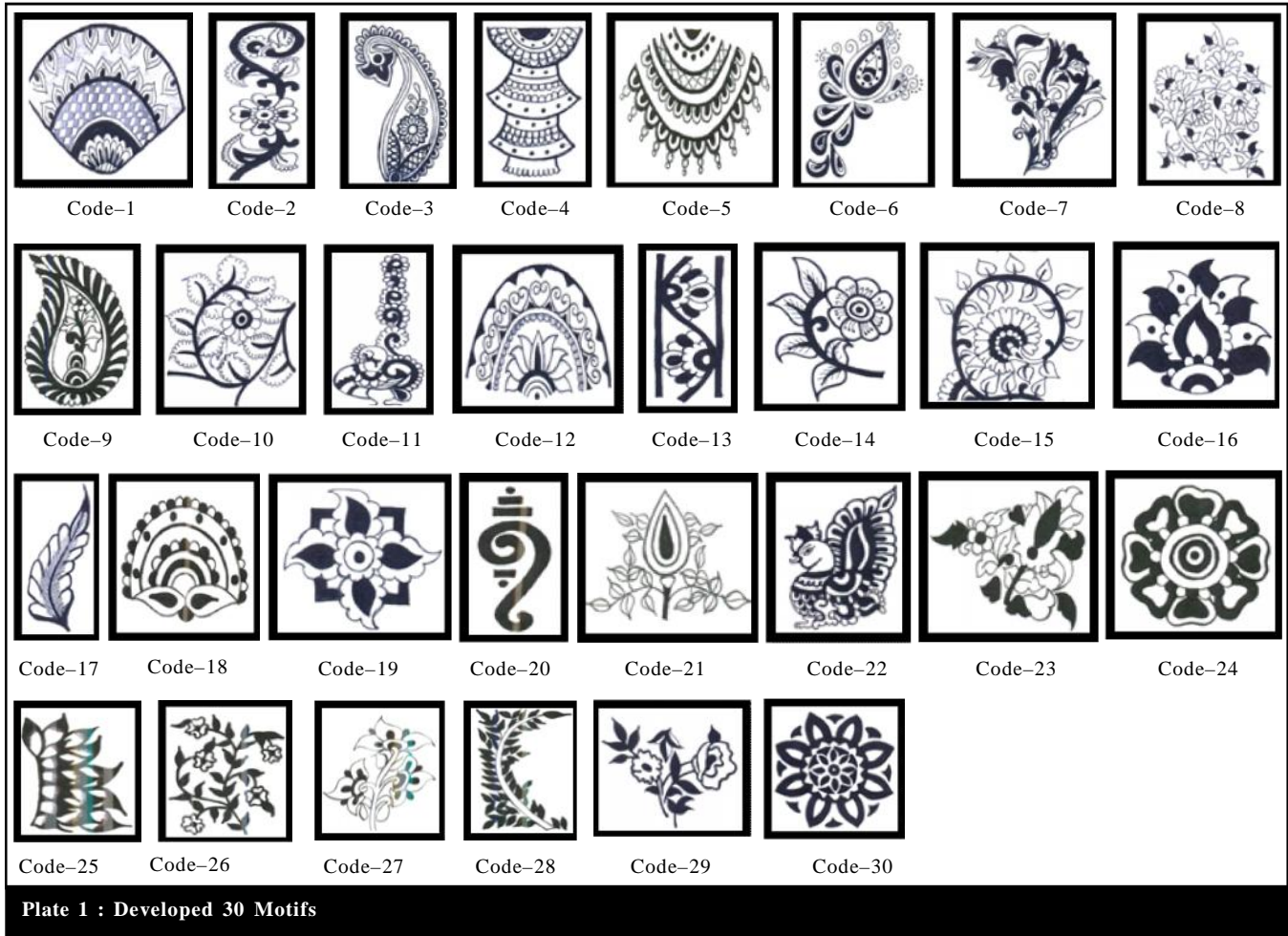
■ RESEARCH METHODS

The present study was conducted in Udaipur city

of Rajasthan. The effort was targeted towards finding the possibility of applying Kalamkari designs on shoes utilizing the hand painting. To fulfil the objective of the study total thirty Kalamkari designs were purposively collected for hand painting on shoes through secondary sources: Magazines, Newspapers, Books and Websites. Developed designs were subjected to visual evaluation by five point rating scale for selection of fifteen appropriate designs by clothing and textile experts. Data was analysed using frequency and percentage.

Collection of motifs:

Research made an effort to collect the Kalamkari designs, from secondary sources: Books, Magazines, Newspapers and Websites. Thirty motifs were critically analyzed by the researcher and each motif was drawn



on paper.

Evaluation of motifs:

Developed Kalamkari painting motifs were arranged in systematic manner and then shown to 5 experts (Clothing and Textile experts) to select the best fifteen motifs for developing shoes designs.

Majority of the experts appreciated the efforts made by researcher in developing motifs. Further the esteemed experts opinioned that the motifs developed were very inovative and creative. Motifs code no. 1, 2, 3, 4, 5, 11, 12, 13, 18, 19, 20, 22, 25, 28, 30 were most suitable for shoes placement.

Development of designs and their placement on shoes:

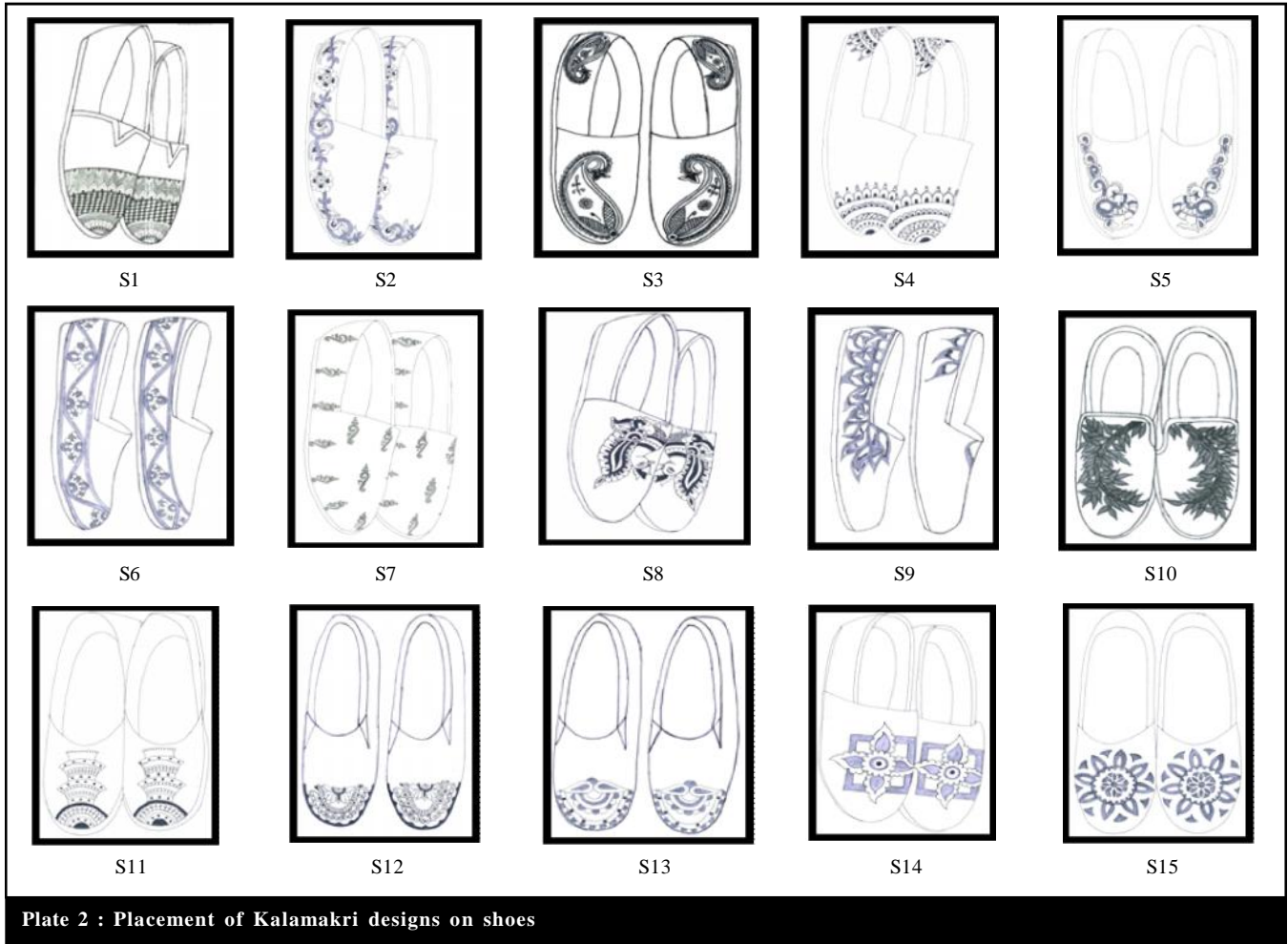
Each of the selected motif was used to develop design placement on shoes. A total fifteen shoes design

placements were made on paper along with shoes structure and than designs placements were evaluated by Clothing and Textile experts in terms of suitability of the designs for shoes.

Evaluation of shoes placements:

Same 5 Clothing and Textile experts were further asked to evaluate the best ten shoes designs placement in terms of suitability of space on shoes and placement of designs on shoes.

The findings of the design placement for shoes in terms of rating obtained for selected parameters revealed that in case of placement of design, code no. 1 got 1st rank (96 %). The experts rated it excellent out of fifteen shoes placements. Similarly, code 2, 3, 5, 6, 8, 11, 12, 13 and 14 got 2nd, 3rd, 4th, 5th, 6th, 7th, 8th, 9th and 10th. Similar work related to the present investigation was also carried out by Sharma and Singh (2008).



Motif Code No.	Percentage (%)	Ranking
1	84	III
2	73	VII
3	84	III
4	80	IV
5	92	I
6	64	X
7	68	IX
8	64	X
9	64	X
10	60	XI
11	76	V
12	80	IV
13	84	III
14	72	VIII
15	68	IX
16	68	IX
17	64	X
18	80	IV
19	76	V
20	80	IV
21	60	XI
22	88	II
23	64	X
24	72	VIII
25	80	IV
26	68	IX
27	60	XI
28	74	VI
29	64	X
30	80	IV

Conclusion:

Thus, it can be concluded that idea of bringing about innovation with Kalamkari Painting can be useful as self-employment project by using them in making different

Shoes Placement Code No.	Score	Percentage	Ranking
S1	48	96	I
S2	46	92	III
S3	44	88	V
S4	30	60	XIII
S5	35	70	X
S6	37	74	IX
S7	28	56	XIV
S8	45	90	IV
S9	33	66	XI
S10	27	54	XV
S11	42	84	VI
S12	47	94	II
S13	40	80	VII
S14	38	76	VIII
S15	31	62	XII

designs of shoes for sale through boutiques or retailers and also a good effort to boost the self-creativity. It would prove a bright future in field of handicraft.

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