

Development of home textiles inspired from mosaic tile motifs

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■ **ABSTRACT** : The study will help the designers in designing of various other products inspired from mosaic tiles motifs using screen printing. The present study would inspire the designers to create innovate designs to add more variety in the market. The study will help the designers in designs various products inspired from other tile motifs. A similar study on designing of other garments as well as accessories can be conducted. A similar study on product development through screen printing using other motifs can be conducted.

■ **KEY WORDS**: Home textiles, Mosaic tile motifs

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Mosaics with patterns and pictures have become very famous all over the world. Greeks raised the pebble technique to an art form with particular geometric patterns of people and animals in the 4th century BC. The use of tiny mosaic tiles or blocks to create works of art is becoming very popular in the modern times. Designing of home textiles involves a mixture of science and art to improve their aesthetic value. Technological development has come into the field to satisfy huge demand for production, quality and profitability. Despite of technological developments, still there is a great scope for the value addition and product development for the various end uses. Any good products have to be manufactured and transformed into a suitable form of design to fulfil the expectation, and it is generally termed as product development. In India, the home textile products play a significant role in earning the revenue

(Sivakumar, 2010). Textile designing is an art of creating designs for various articles of household use and apparels. It includes embellishments of these articles. The world of textiles designing is unimaginable with plenty of beautiful patterns created by multiple printing techniques in various colours schemes (Saxena, 2012). But the work of innovating different design is a difficult and more demanding process. It is very important to be well aware of various components of designs and current trends being followed and study their market demand. Skills are needed for design development, *i.e.* knowledge of principle and elements of design/knowledge of combining colours, patterns and their placements. A good profit can be earned by creating new and innovate designs by taking manipulation from various sources. Pal (2010) studied on Indian home furnishing industry and found that the industry manufactures a variety of plain and printed

textiles such as curtains, bed linens, table linens, towels, curtains, cushions and floor coverings etc.

RESEARCH METHODS

The researcher conducted the research in various stages which involves a collection of motifs from primary sources such as tile stores and buildings; secondary sources such as internet, books and catalogues. Preferences of the judges were taken for selection of motifs for home textiles. Further these motifs were used for the development of designs with computer aided designing (CAD X4) software. The preferences of respondents were studied regarding type of fabrics, designs and embellishment etc. The most preferred home textiles were screen printed, the evaluation and determination of cost effectiveness of the constructed home textiles was done.

RESEARCH FINDINGS AND DISCUSSION

The results of the present study as well as relevant discussions have been presented under following sub heads:

Documentation and classification of mosaic tile motifs:

Forty motifs of geometrical mosaic tile were documented. These were classified into two categories i.e. traditional mosaic tile motifs and contemporary mosaic tile motifs. These motifs were assigned codes from K₁ to K₄₀.

Table 1 : Documentation and classification of Mosaic tile motifs	
Codes given to the documented motifs	Geometrical mosaic tile motifs
K ₁	Traditional motif
K ₂	Contemporary motif
K ₃	Contemporary motif
K ₄	Contemporary motif
K ₅	Traditional motif
K ₆	Traditional motif
K ₇	Contemporary motif
K ₈	Traditional motif
K ₉	Contemporary motif
K ₁₀	Traditional motif
K ₁₁	Traditional motif
K ₁₂	Contemporary motif
K ₁₃	Traditional motif

Table 1 contd..

Table 1 contd...

K ₁₄		Contemporary motif
K ₁₅		Contemporary motif
K ₁₆	Traditional motif	
K ₁₇		Contemporary motif
K ₁₈	Traditional motif	
K ₁₉	Traditional motif	
K ₂₀	Traditional motif	
K ₂₁		Contemporary motif
K ₂₂		Contemporary motif
K ₂₃	Traditional motif	
K ₂₄		Contemporary motif
K ₂₅		Contemporary motif
K ₂₆		Contemporary motif
K ₂₇	Traditional motif	
K ₂₈		Contemporary motif
K ₂₉		Contemporary motif
K ₃₀	Traditional motif	
K ₃₁		Contemporary motif
K ₃₂	Traditional motif	
K ₃₃		Contemporary motif
K ₃₄		Contemporary motif
K ₃₅		Contemporary motif
K ₃₆		Contemporary motif
K ₃₇	Traditional motif	
K ₃₈		Contemporary motif
K ₃₉		Contemporary motif
K ₄₀	Traditional motif	

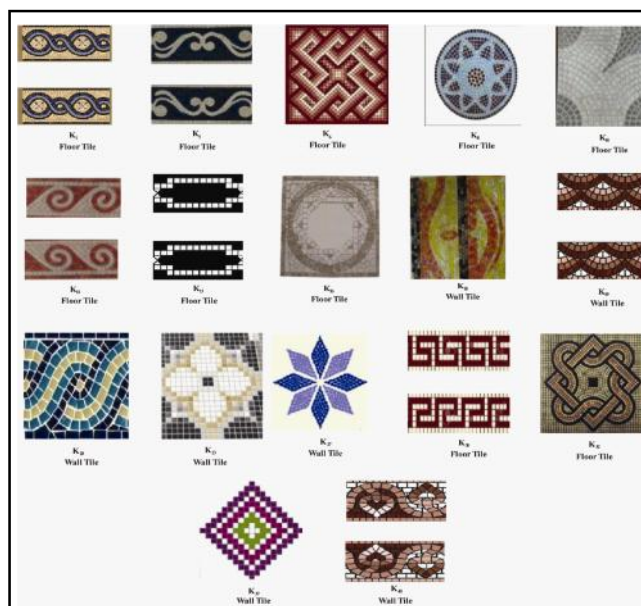


Fig. 1 : Traditional motifs



Fig. 2 : Contemporary motifs

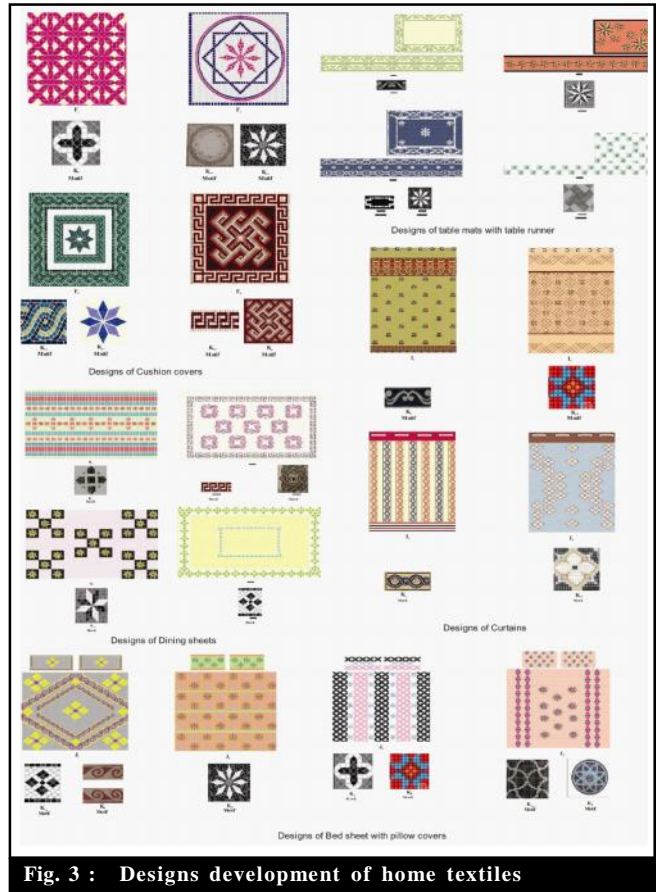


Fig. 3 : Designs development of home textiles

Development of designs using selected mosaic tile motifs for home textiles:

Preferences from ten judges of department of apparel and textile science were taken for the type of home textiles *i.e.* cushion cover, table mats with table runner, dining sheet curtains and bed sheet with pillow covers. Four designs for each home textile that was preferred were developed by using Coral Draw X4. Thus in total of twenty designs for preferred home textiles were developed. Design F₃ was used in cushion cover, Design G₃ for table mats with table runner, Design H₂ was used in dining sheet, Design I₁ was used in curtain and Design J₄ was used in bed sheet with pillow covers (Fig. 3).

Sale outlets patronized by consumers for procuring home textile articles:

Consumers patronize different types of sale outlets for procuring home textiles products. Goods offered by various types of sale outlets, differ in variety, fashion statement, price range and quality. These sale outlets

are unique in ambience, atmospherics, fashion image and service provided to consumers.

The data pertaining to the type of sale outlets patronized by the respondents for procuring home textile products from market revealed that the majority of the respondents 78.33 per cent preferred to purchase home textiles from retail shops, followed by 41.67 per cent from wholesale shops, 40 per cent preferred handloom store for procuring these articles whereas 26.67 per cent purchased from exhibitions and fairs. A small percentage of 16.67 per cent of the respondent purchased home textiles from boutiques, respectively.

Table 2 : Sale outlets patronized by the respondents for procuring home textiles (n=60*)		
Sale Outlets	f	%
Retail shops	47	78.33
Handloom stores	24	40.00
Wholesale shops	25	41.67
Boutiques	10	16.67
Exhibitions and fairs	16	26.67

Factors considered by respondents while selecting home textiles:

Data revealed that eighty per cent of respondents preferred uniqueness as the most important factor while selecting home textiles whereas 73.33 per cent considered price of the product. Further it was observed that price of the product was considered by 66.66 per cent and overall appearance by 58.33 per cent of the respondents. The least percentage of the respondent *i.e.*

35.00 per cent depended on kind of embellishment for knowing factors considered by respondents while selecting home textiles.

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Table 3 : Factors considered by respondents while purchasing home textiles (n=60*)		
Factors	f	%
Price	40	66.66
Colour combination	29	48.33
Overall appearance	35	58.33
Quality	44	73.33
Kind of embellishments	21	35.00
Uniqueness	48	80.00

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