TEXTILE + DESIGN LAB

Case Study Number: 01/2017
Project Title: Playtime Download
Researcher: April Gourdie – Y3 Bachelor of Design (Textile Design)
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Project Period: February 2017 – November 2017

Project Description:

The aim of this student's project was to create a five-piece knitwear collection for a fashion application using Shima Seiki knitting technology. Inspiration for the collection was drawn from concepts surrounding nostalgia, child-like play and the three-dimensional world of digital immersion. The collection of textile surfaces and knitted garments reflected upon the idea of 'escapism' through experimentation with shape, colour, and flatbed knitting technology.

Background:

The designer of the collection, April Gourdie, has recently completed a Bachelor of Textile Design Degree at the Auckland University of Technology. Her main interests lie within digital knitting technology and the application of the textile surface to the body. The potential of digital knitting technology to broaden traditional applications or concepts of knitwear was recognised by the designer as pivotal in communicating the concept of the collection.

Process:

The project followed an iterative design approach – initial stages of the process began with the reflective documentation of research, followed by the development of jacquard knit samples created on the Shima Seiki SIG intarsia knitting machine at AUT's Textile Design Lab. Jacquard knitting techniques allow for the introduction of the organic image to the surface of knitwear through use of multiple colours and materials. This technique allowed the designer to translate drawings created in Google Tilt Brush (virtual reality tool for three-dimensional drawing) onto the knitwear surface, creating play between the aesthetics of two and three-dimensional spaces. The use of intarsia also allowed for experimentation with bright colour combinations, effective in emphasising the freedom of child-like approaches to drawing and imagination. Draping, toiling and quilting of oversized shapes and materials during garment development helped to add depth and volume to the finished pieces, while still retaining a sense of softness and play in the final garments. A wide range of materials was used throughout the project to position the collection as trans-seasonal.

Project Outcomes:

'Playtime Download' featured in the annual "Rookie" fashion show at which graduating AUT fashion students showcase their collections on the catwalk to a large audience that includes numerous established designers. Her collection was also exhibited at the AUT design graduate show, AD17, and a selection of pieces are currently being displayed at Showroom 22. Another of her projects, "Cntrl Alt Jacket" was also completed complementary to the project, using similar themes and knitwear techniques. More information about this project is available through the link below. The designer hopes to continue working with themes surrounding two dimensional and three dimensional worlds, with a particular focus upon these within the context of the body and digital knitting technologies.

Publications:

Website: https://www.aprilgourdie.com

Images: