

─ projekt project Pripitomljavanje mode | Tamed Fashion ─ 2005. - 2006. ─ opis projekta *project description* ---

Pripitomiti modu znači ukrotiti je, podrediti je čovjeku tako da služi tijelu. Projekt je nastao kao reakcija na pomodnu nefunkcionalnost odijevanja i povijesno nasilje mode nad ženskim tijelom. Mnogo se toga uključilo u modeliranje i deformiranje ženskoga tijela: steznici, košarice, umeci, jastučići, razne žičane konstrukcije, visoke potpetice... a sve kako bi se ženama nametnuo poželjan način držanja, hodanja i izgled. Danas, dok napredak tehnologije buja, čovjek sa svim svojim mobilnim nastavcima počinje sličiti kiborgu, i moda na žalost putuje u retro smjeru. Kada dizajn odjeće zakorači u domenu produkt dizajna, estetika više nije osamljena vrijednost. To je područje o kojem se može još mnogo razmišljati i učiniti ga prilagođenijim čovjeku, ulažući pritom jednake napore kao i pri dizajniranju ostalih stvari kojima se čovjek neposredno služi. Uostalom, što je neposrednije od odjeće koja je zapravo čovjekova druga koža? Propitivanje sociologije mode s jedne strane i anatomije tijela s druge dovelo je do novog dizajna odjeće namijenjenog prvenstveno ženskom tijelu kao osjetljivoj strukturi čije najosjetljivije točke valja dobro zaštititi. Anatomski gledano, kritične su točke bubrezi i jajnici te kralježnica. Funkcionalnost ovih odjevnih predmeta čita se kroz dizajn (vidljiva je metodologija produkt dizajna), anatomski i funkcionalni pristup; pritom su ideje o izvedbi i izbor materijala modnog dizajnera pridonijeli novonastaloj estetici. ─ *To domesticate fashion means to tame it, subordinate it to the human being so that it is useful for the body. The project arose as a reaction to the with-it unfunctionality of garments and the historical violence of fashion to the body of the woman. A very great deal has been involved in the modelling and deformation of the female body: corsets and cups, pads and bustles, various kinds of wired constructions and high heels, all so that women should have forced upon them a desirable manner of comportment, walking and appearance. Today, while technology is flourishing, people with all their mobile extensions are beginning to resemble the cyborg, and fashion alas is headed towards the retro. When clothes design moves into the domain of product design, aesthetics is no longer an isolated value. This is a domain that can be considered a great deal further; more can be done to make it more adapted to people, putting in the while just the same efforts as in the design of other things that people indirectly use. And then what can be more direct than clothing, which is in fact a person's second skin? Interrogating the sociology of fashion on the one hand and the anatomy of the body on the other led to a new clothes design meant primarily for the woman's body as sensitive structure the most sensitive points of which need protecting well. Looked at in terms of anatomy, these points are the kidneys, ovaries and the spine. The functionality of these garments is read through the design (the methodology of product design is quite visible), the anatomical and functional approach; and in the process, ideas about making and selection of the material of the fashion designer has led to a nascent aesthetics.*



