



BODY ADORNMENT



Headpiece, jewellery



BODY ADORNMENT VOCABULARY

Style - what trend is it linked to?

Target market- who would wear it?

Ergonomics- how does it fit the human body?

Aesthetic- what does it look like?

Functionality- does it function as a piece of jewellery?

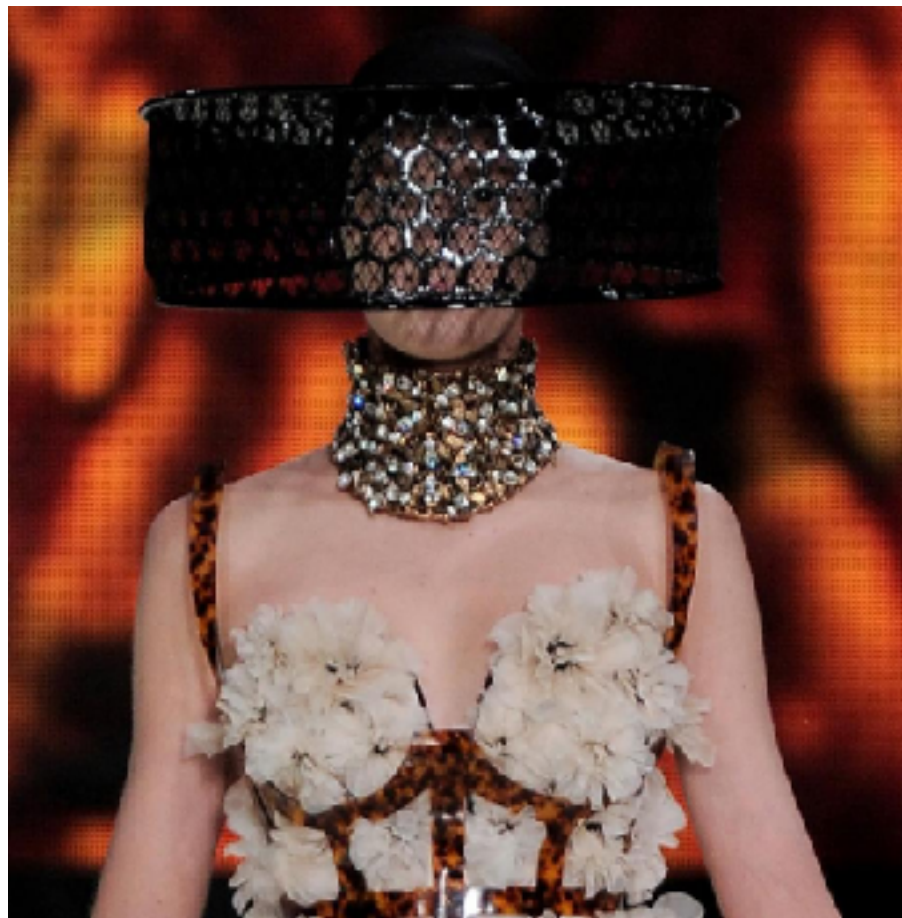
Wearability- is it easy/comfortable to wear?

Our reasons for decorating the body are wide-ranging and complex and the wearing of jewellery (shell beads) is the earliest recorded form of modern human behaviour, dating back over 100,000 years. Historically, people have expressed themselves through relatively superficial body adornment to extremely sophisticated symbols as a means of communicating the concept of position, rank, status, etc.

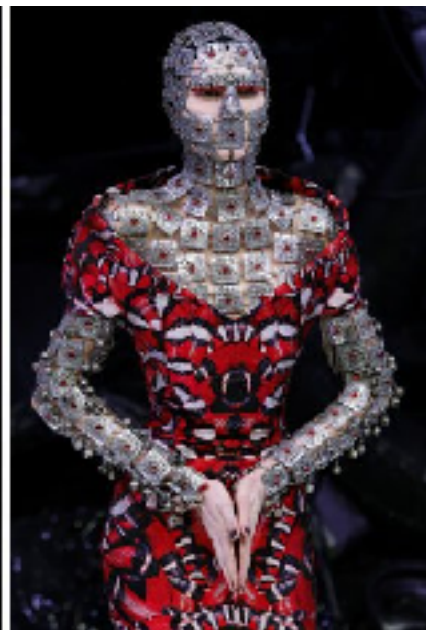
WHY BODY ADORNMENT?















Alexander McQueen collaborative design

Lee Alexander McQueen worked with a variety of designers to realise his creative ambitions. His long standing collaboration with London-based milliner Philip Treacy resulted in inventive, witty and challenging interpretations of what hats and headpieces could look like.

McQueen and Treacy collaboration

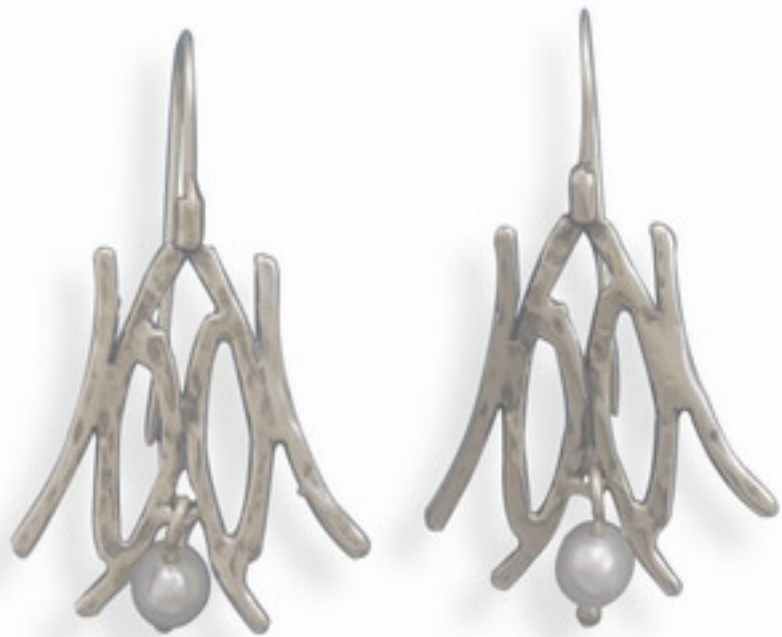
Renowned for his artistry and technical skill, fashion designer Alexander McQueen (1969 – 2010) was known for his ability to recognise and promote talent in others. McQueen was introduced to milliner Philip Treacy in 1992 by fashion editor Isabella Blow, who became a mentor, muse and champion of them both. Treacy once described Blow's creative influence: "If you were in her focus, she made you feel like you could do anything. She gave Alexander the confidence to be the person he was". McQueen's Spring/Summer 2008 collection, *La Dame Bleue*, was a collaborative show with Treacy that commemorated Blow, who had died five months earlier

A quick approach within creativity

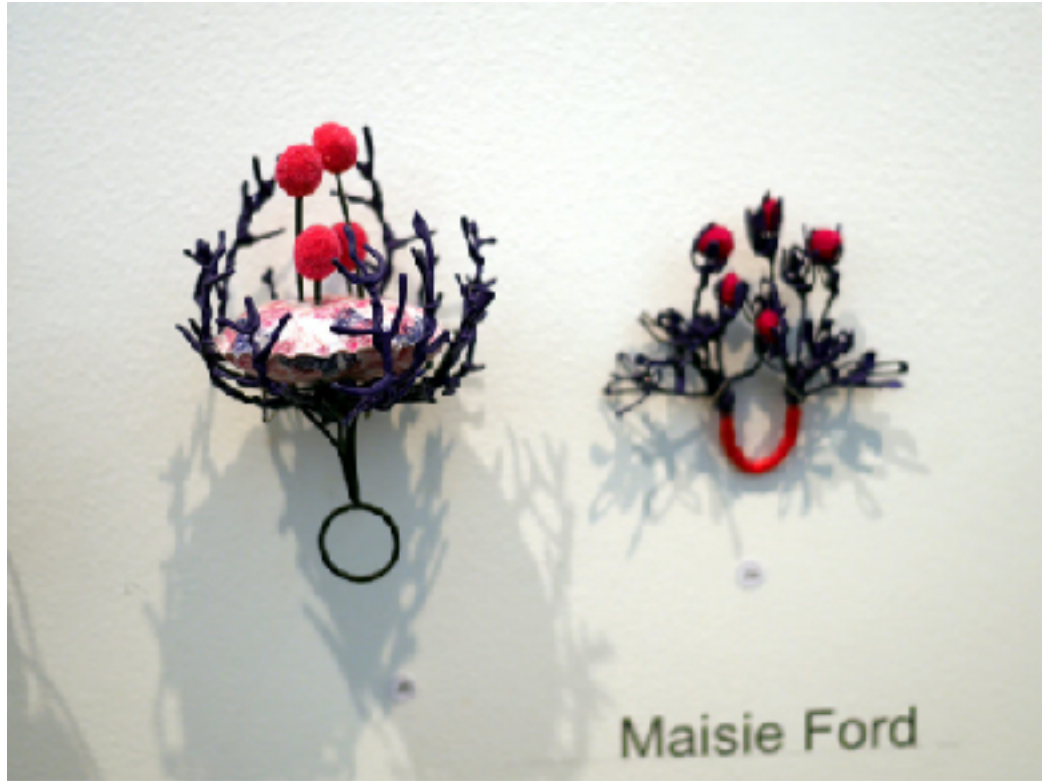
According to Treacy, McQueen's approach to commissioning was very hands-off. It was often the stylist Katy England who facilitated Treacy's designs for McQueen. She would meet Treacy, armed with images and ideas for linking headpieces and hats to the season's collection. Treacy described how, "There was a period of fear... when you'd wonder how you'd get it done in time". McQueen put a high level of trust in his collaborators and would only see the hats a couple of hours before the show and, in Treacy's words, "It wasn't an option to disappoint him".







GSA graduates jewellery design





Jewellery design at GSA

Contemporary studio jewellers continue to challenge perceived boundaries and use the artefact as a way of defining a personal response to social and cultural issues such as gender, relationships politics, and the environment. Similarly, silversmiths explore this interaction between fine metalworking and ideas, through the vehicle of the functional domestic object.

National 5 and Higher Unseen Images Exam Preparation Questions

7. SELECT ONE OF THE PIECES OF BODY ADORNMENT/ HEADPIECE/
JEWELLERY DESIGN

COMMENT ON

-AESTHETIC

-FUNCTIONALITY

-ERGONOMICS

In your opinion is this an effective design? Give reasons for your response

EXAM QUESTION

Comment on this headpiece by Alexander McQueen

Comment on

-SOURCES OF INSPIRATION

-TARGET MARKET

-ERGONOMICS

In your opinion does this design have strong visual impact? Provide reasons for your response



EXAM QUESTION

With reference to this piece of jewellery design

Comment on

-SOURCES OF INSPIRATION

-USE OF FORM

-STYLE

Who, in your opinion, would wear this design
and provide a reason for your response



EXAM QUESTION

With reference to this headpiece design comment on

- use of SHAPE
- SOURCES OF INSPIRATION
- WEARABILITY
- FUNCTIONALITY

On what occasion might an individual wear this design? Please provide a reason for your response.



EXAM QUESTION

With reference to this design comment on

-SOURCES OF INSPIRATION

-USE OF MATERIALS

-ERGONOMICS

Who might wear this design and why? Provide reasons for your response

