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**THE INTERRELATIONSHIP BETWEEN FASHION AND
ARCHITECTURE**

Baher Ismail Farahat

Beirut Arab University – Beirut – Lebanon

ABSTRACT

This research describes the nature of the relationship between fashion and architectural design. The most logical relationship is that both fashion and architecture provides a shelter for people in different social dimensions. Both fields passed through several era were design transits from the complexity to the modernity and simplicity of design. On the other hand, there are many similarities in materials characteristics although both fields use totally different martial on different scale. In addition, there are many examples that show the effect of one field on the other one. Many architects are inspired by a garment to design a building and it is the same in the other way round. So this study explores if these two fields have any effect on each other. so how these effects are reflected at the end.

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1. Introduction

Fashion and architecture two fields are completely different and independent from each others . The first is about to build our environment and the another one is to fit clothes on human body. In fact both industries have completely different type of materials construction, techniques, and even function; but they can meet in the case of concept design.

Reference: "Inquiry on Interrelationships Between Architecture and Fashion Design, Abbas hedayat thesis, Eastern Mediterranean University , July 2012 , Gazimağusa, North Cyprus"

This relation is getting to be studied nowadays and it begin to share similar concepts in design. In addition, these two fields are affected by the time, culture, society, technology, materials, science ...etc. These two fields have many similarities for example the relationship between art, design, technology, and science. On the other hand both fashion and architecture for human being by providing a shelter. In fashion , shelter is defined on an individual scale which means on human body is covers in a small scale. while in architecture, the shelter is defined on an enlarge scale. Although the similarities mentioned above have difference in scale, proportion, materials, pattern and size. In addition, fashion design have a short duration life , each season we have a new collection, while architecture have much longer duration and everlasting materials.

As Coco Channel said: "*Fashion is Architecture, it's a matter of proportion*".
(www.leyamarini.com, accessed in 10 /10/ 2013)

While Zaha Hadid said: "*Both architecture and fashion are based on structure and shape and turning basic necessities (like clothing and shelter) into art.*"(
www.harpersbazaar.com, accessed 12/11/2013, interview with Zaha Hadid)

Both architects and fashion designers are trying to create extremely inventive ad original designs that are influenced by theory, philosophy, and techniques. Fashion and architecture two fields are affected and inspired from each others throughout several views "form, materials, and concept".

Recently many studies were done to show the relationship between these two fields. Skin and bones exhibition were made in The Museum of Contemporary Art, Los Angeles (MOCA). the

Somerset House trust began to open historic building to the public and create a cultural program in a long term project unrivalled in London. Skin + Bones : Parallel Practice in Fashion and Architecture marks. In this project , the launch of the Embankment Galleries. This exhibition covers the spectrum of art , including architecture, photography, and fashion.



Figure-1 Expression of David LaChapelle Concerning Fashion & Architecture (Lachapelle, 2012)

1.1 The Research Question

In respect to above, this research deals with how fashion and architecture design having a parallel interrelated and how such links affect both domains. This connection had been become more interesting and fascinating by the help of new materials type, technology and understanding. So does architecture could be more glamorous, elegant and fluid under the effect of fashion design? The two fields are completely different in material type and constructing it, but what is the common ground?

1.2 The Research Objectives

The research has three main objectives

- To highlight the historic relationship between fashion and architecture `throughout materials , the development of these materials features and the invention for new ones in both fields
- The use of space finishing materials, building facade, skin, color, and the technological aspect and particular use in features.
- To explain how fashion and architecture and how these two fields get inspired and affected by each other.

1.3 The Research Methodology:

In order to achieve research objectives this Research adopted a qualitative method. The research will be oriented to theoretical approach. Supported with example analysis, enriched with observation for fields of fashion and architecture. Comparison study deals to show similarities between both fields. Since the topics are boarded, will start by definition, historical overview, and concept then materials comparison.

Investigation for several materials' characteristics used in fashion and architecture through form, fabric, texture, glossiness,, fluidity, transparency, pattern, glossiness.

2. Fashion and Architecture a Common Definition:

Fashion and Architecture share design theory base on formation of these two professions. Many people referred to design as a problem solving process. As Gully mentions, the fashion problem is created by the designer itself so he could solve it. The problem is really complex in that the designed item of clothing must have a resolved aesthetic; must have some kind of relationship with the body; should explore the fashion elements of silhouette, design lines, proportion, color, pattern and fabrication" (Gully, 2008). On the other hand, the act of design is the problems solution which are coming from the environment that we are living in. As Norberg Schulz mentions "*The architect works in situations which are composed in particular ways and which explicitly or implicitly pose particular questions*"(Norberg-Schulz, 1992). According to Schulz, these situations are the result of economical, political and social conditions. (Norberg-Schulz, 1992). Therefore, design problem is an continuing process with creation of many problems to solve to reach the best product. In both fashion design and architecture, clear definition of the problem and the means to create a solution for it, is one of the essential concepts of design.

Architecture and fashion can be art it usually comes with design which usually follows function. Buildings shows how fashion and architecture are in fact able of enhancing each

other's consequence in the world we inhabit; Architecture and fashion's shared common understanding of space, structure, and work of art mean the two forms have a lot of common creative ground as a starting point for progression.

Architecture and Fashion might be stated as to create the "extremely beautiful structures and spaces" for the body. In order to interpret the space, as an architect, one should experience it, and the centre of the experiential world is the human body. *"Our bodies and movements are in constant interaction with the environment: the world and the self inform and redefine each other constantly"* . Then, is the mission of fashion to provide the most suitable and comfortable coverings for the body to sense the space? While the importance of body (as proportion, movement, etc.)

The metaphor of human body as an architectural space is not a new concept; or it is not a concept that appeared only in the Modernism intervals, it can be traced as back as Vitruvius[3] who explored the body as a proportion to the structure. According to Vitruvius. *"No building can be said to be well designed which wants symmetry and proportion. In truth they are as necessary to the beauty of a building as to that of a well formed human figure, which nature has so fashioned"* (De Architectura, Gwilt Translation, 1826, p. 78)

"In order to create the rhythm, buildings should be designed according to three correlated elements: utilitas, venustas, and firmitas" (Rasmussen, 1959)

The issue of beauty had been problematic for Vitruvius. On the one hand he made allusions to the harmonic ratios of Pythagorean musical theory, suggesting there was a higher cosmic order underlying the judgment of beauty. On the other hand he gave architects the right to vary proportions if the *"eye" calls for corrections, or as the arts make progress"* . (<http://www.ukessays.co.uk> accessed in 29/11/2013)



Figure-2 Show the Inspiration For Fashion From Traditional Architecture
(Reference: holdingtheline.wordpress.com)

3. The concept of design in fashion and architecture

Nowadays the relationship between architecture and fashion design is not something out of the mind and imaginary. In the past century, the bond between these two industries has gotten stronger by realization of the fact that both are based on art, science and technology; and they are the actors who are creating the image for people. Another essential element which both fashion and architecture are both sharing; this element is an integrative part of these professions that without it they would not have been existed. This important and essential element is. Art is the foundation of these two industries that without it not only these two, but many other professions would have lost their meaning.

If the true meaning of art wanted to be studied, one should study also its relationship with science and technology. These three, art, science and technology, have a direct relationship with each other and consequently they affect one another. Nowadays because of many different fields of specialty, art, science and technology are considered as separate issues, but this argument is not really true Experiment and theory are interdependent. Scientific drawings are as essential to understanding as they were after Brunelleschi's invention of perspective drawing. The lines between architecture and engineering are as blurred as ever. Even new technologies such as the automobile combine all aspects of art, science, and technology with form, function, and safety (Pafko, 1994). Art, science and technology has culturally a definite

meaning, but the boundaries between them are always debatable (Wilson, 2002). These wholly triple can be said that have the most influences on fashion and architecture. Fashion and architecture with the help of art, science and technology are growing in the direction which no one in the past century could even imagine. Art can be said that is the base of these two professions and science and technology helps these two professions in a way that they could be more inventive and innovative.

3.1 Influence of Art in Architecture and Fashion

Art is the demonstration of feelings; Maude mentions that feelings are demonstrated by the help of lines, colors, movements, sounds, or words in human beings (Maude, 1996). In other word art is the expression of emotions (Thompson, 1999). Throughout history, human life was affected and filled with art; from the songs that is heard by people to the fashion in their daily clothing. *However, by the word 'art', it is important to know that it defines the part of artistic activity which is selected as having a special and specific importance* (Tolstoy, 2010). *Thomson stated that, art is the making of some or passing action, not only to supply an active enjoyment to the producer, but to convey a pleasurable impression to a number of spectators or listeners, quite apart from any personal advantage to be derived from it* (Thompson, 1999). *According to Maude, art is the transmission of an emotion felt by the artist and it marks the beginning of fruitful theory in aesthetics* (Maude, 1996).

In order to define art in a correct way, it is necessary to consider it as a means of pleasure, and one of the important factors of life. *In this way, it would be clear that art is one of the means of communication between man and man as well as man and society* (maude, 1996). *It is believed that the work of art has a technical side which is more obvious in architecture and sculpture, less so in painting and music, least in poetry* (Tolstoy, 2010). Many architects treat architecture like it's a piece of art. Combining art with architecture and using it's theories alongside of architectural theories, makes it much stronger and richer. Architecture is dealing more with functional issues on the other hand art is more about visual aesthetics, therefore, combining them makes valuable. As art being the language of feeling and transmission of the emotions, it somehow transferred all of these characteristics to the field of architecture. Architects with the help of their buildings speak out and share the feeling that they and their clients have. These feelings in the work of architecture are transmitted with the help of lines, colors and forms in a building.

On the other hand, the same concepts of art are eligible in field of fashion design; because, like architecture, fashion design is also based on art and aesthetics. Fashion design itself can be considered as art. It is the art of design and aesthetics. Fashion design as an art, is influenced by culture and it is one of the main non-verbal communicational systems. Fashion designers or better to say artists, use their work of art like garments as a way to communicate with other people. They transmit the feelings that they have to their designs and people by looking at those designs (cloths), will get the same feeling that the designer had while designing them. The beauty of form, idea and expression which are the highest aim of art is clearly seen in clothing. The importance of the created cloths is somehow relying on these factors; from the form that the cloths have to the expression and message that they give to the viewers. Many designers in fashion and architecture used a piece of art as their concept and designed accordingly. This attempt is called the Art Crossing⁴ which the designer uses an art as their main idea and design a garment or a building accordingly. For example, the painting by Mondrian has been the main concept of design for Yves Saint Laurent to design a dress in fall/winter 1965 collection.



Figure-3 The Influence Of Mondrian Art On Fashion And Architecture
(November, 2013; Phaidon Press Corporation, 2010)

(Reference: <http://www.flickr.com>, <http://verwatena.blogspot.com>)

3.2 Influence of Technology on Architecture and Fashion

The relationship between art and technology is quite dependant on the factor of time. The technology and art are both a moving target. A piece of art in an emerging area of technology can lose its value in few years after. It takes an act of artistic vision and bravery to decide to work with techniques, tools, and concept from a still raw area of technology not yet accepted as a valid area for the arts (Wilson, 2002).

These days, in every field that there is technology has its impact on them. These technical crossings in some ways made people's life easier, but in many cases technology caused problems which people could not adapt to. Technical crossing had its effects in the field of fashion and architecture too. It made the designers to be more creative and innovative. Designers in these professions, with the help of technology, designed an extraordinary clothes and buildings which set the levels of design in the world so much higher. Fashionable wearable are designed garments, accessories, or jewelry that merge aesthetics and style with functional technology (Seymour, 2009).

Usage of new technologies, irregular materials and electronics in fashion design made a great change in clothing industry and start a new era. In future electronic equipment will be part of clothing. *The term wearable, wearable computing, wearable technologies, smart cloths, smart fashion, interactive wear and electronic dresses refer to functional electronic objects integrated into clothing. Portable become wearable and clothing becomes a user surface, in other words, an electronic interface* (Loschek, 2009). *The main reason of technical crossing in fashion design is to maximize the functionality and performance of the dress and in some places, present a more independent of the user and his surroundings* (Loschek, 2009).

The effect of technology on fashion design is clearly seen in works of Hussein Chalayan. His main concepts and idea of designs is 26 based on technology and he used technology as the mane key element in his designs. Hussein Chalayan is motivated by ideas drawn from disciplines that are not readily associated with fashion. Chalayan has produced a rigorous and visionary series of collections that have been inspired by science and technology, the body and architecture, for the way they can radicalize an understanding of a dressed figure of human scale (Miles, 2008). In his Before Minus Now collection, Chalayan used the material that is used in aircrafts construction and changes the shape by remote control. The garments were the clear presentation of technical crossing in fashion design. Changes in shapes made the garments exiting and it was an amazing breakthrough in usage of technology in fashion (Quinn, 2002).



Figure-4 before Minus Now Collection by Hossein Chalayan (Lloyd, 2010)

(Reference: rebeccaelizabethlloyd.blogspot.com)

Technology directly affected architecture by facilitating the creation of new materials with which to build. Nowadays people are living in the digital age which architects with the help of digital information represent and construct their ideas. By using processes and techniques identical to those employed in the industry and this is the most important aspect of the Digital Architecture (Afana, 2011). With the help of nanotechnology, the doors to the more efficient and intelligent materials were opened. Designers of 21st century should be more aware of the technology and environmental issues and with the help of these technologies, it seems more doable and reachable (Suyuk Makakli, 2010). The technologies of architecture's main aim are to with the help of new techniques and skills satisfy the needs of human beings which are changing every day.

These technologies are based on the awareness of saving the energy recourses, time and constraints in the best and sufficient way. Technical crossings do not avoid the traditional techniques completely, instead, they use the culture and traditions as their starting point and try to improve them in order what is best for the costumers. In result, with this starting point, they contain aesthetics, ergonomics, engineering, communication and construction (Zunde & Bougdah, 2006).



**Figure-5 Frozen Aura, A Flowing Mesh Dress, Evokes The Organic Dynamism Of Her World-Famous Buildings, Particularly The Thyssenkrupp Headquarters In Germany
(Reference <http://alive2green.com>)**

These new structural techniques is one of the most important factor in field of architecture, because, it gave the opportunity to the designers to be more creative and brave to design more out of the mind buildings which structure plays the protagonist role in it. Material is the other factor which by the help of the technology is getting improved. Many new, strong and light materials are getting invented by the influence of technology. On the other hand, digital technology allows complex calculation, a variety of complex forms to be created with great ease using computer increasing the possibilities in architecture design, rather than simply production. Digital Technologies are enabling a direct relation between what can be designed and what can be built (Afana, 2011).

As it was mentioned before, the effect of technology is greatly seen in architecture, architecture would greatly suffer and there would not be any improvement and innovation. Architecture and technology, the tools of design and construction, have become a matter of systems (Braham & Hale, 2007).



Figure-6 Use Of Technology In Zaha Hadid Creations (Seferin, 2009)

(Reference:: lasocietesolidaireetdurable.com , www.freedomofcreation.com)

Zaha Hadid is one of the architects who use the technology and influence of it in her designs. Actually, technology plays an important role in her designs and it is the key element of her buildings. She uses the technology and new materials to create futuristic and complex designs. Zaha Hadid has her influence in fashion design too and she creates clothing with the same concept that she designs buildings.

3.3 Influence of Sciences on Architecture and Fashion

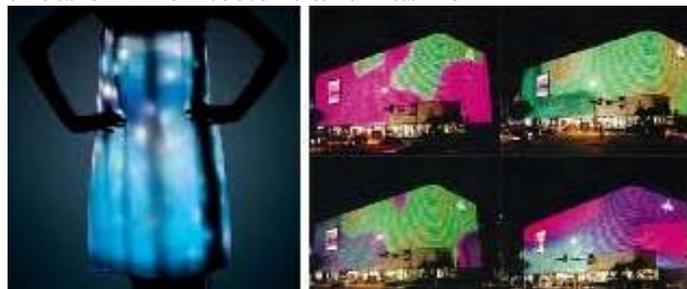


Figure-7 Usage of Media Façade In Fashion and Architecture (Interactive Architecture, 2007; Pearson, 2011)

(Reference (Skin and Bones parallel Practice in Fashion and architecture), 24 April – 10 August 2008, Embankment Galleries at Somerset House, www.somersetthouse.org.uk)

Mixture of architecture and science can create new developments in mankind's daily life. Instead of applying science to the designs of the architects just for creating modern look for them, it is necessary for architecture and science to work intimately together to create a new architecture and science. For example, The union of acoustic science and architecture reshaped what it meant to be an architect and a scientist at their intersection, at the same time that it altered the modern experience of the inhabitants of these rationalized concert halls, apartments and offices (Galison & Thompson, 1999).



Figure-8 the Influence Of Science On Fashion And Architecture (Kadel, 2010)
(Reference: soyouknowbetter.com)

Science and Technology within fashion innovation has become the new black. Once upon a time, scientific advancement meant crease free fabrics and unusual surface textures, but now it's all about Science as a muse. Chemicals, Metals, Industrial finishes, Acidic vs. Alkaline are all having fashion moments (Kadel, 2010). The power and inspiration of science in fashion and architecture is the cause of creation of many unforgettable designs. Science and fashion is a new subject that is getting recorded recently. Recent years have seen the start of various thought processes which are changing the relevance of fashion decisively, considerably advancing its scientific aspirations (Seymour, 2009)

Fashion design like architecture, under the effects of science, got improved in a better way. *Cultural sciences and theories of art, design and media, as well as sociology including gender studies, provide key impulses to innovative starting points of research and help to push progress from costume studies towards a science of fashion* (Loschek, 2009, P.1)

(Inquiry on Interrelationships Between Architecture and Fashion Design, Abbas hedayat thesis, Eastern Mediterranean University , July 2012 , Gazimağusa, North Cyprus)



Figure-9 Usage Of Lighting And Media In The Facade Which Can Also Be Used In Dresses
(Reference: <http://blog.highfashionhome.com/2009/01/top-10-green-architecture-projects-2008.html>)

Many philosophers believe that the relationship between science and technology is quite complex. Nowadays, they define the technology as an applied science which is the application of scientific principles to solve a problem (Singer, 1954). Currently, science and technology work together and update each other. Technology developers often must work in areas where scientific understanding is not sufficient (Wilson, 2002).

Technology and sciences are spreading their influence on people's everyday life; from architecture to fashion design and communication to domestic life and education (Wilson, 2002). Science and technology somehow is expanding the conscious of people around the world (Ascott & Shanken, 2007). Technology is seen as knowing (how), while science is seen as knowing (why). Nowadays, with the help of technology and science, scientists are creating

new materials for showcasing their ideas on the facades of the buildings or garments. One of the new materials which is finding its way on catwalks and field of architecture is the Media-Façade'. Media façade is created with small LED lights and can picture anything that is on the mind of the designer or user. On façade of the buildings the LED lights reflect the natural light and at night by the help of the computer program it gives the color schemes wanted by the user. In the field of fashion, Hussein Chalayan created a garment that is made of LED that is normally have been used for advertisements.

4. Material Characteristics Similarities In Fashion And Architecture

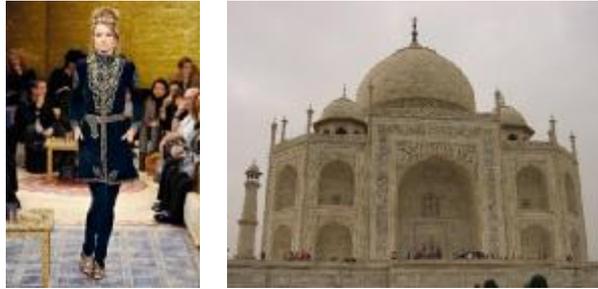


Figure-10 The Relation Through Materials Pattern

(Reference: <http://www.ambuji.com/2011/06/09/fashion-and-architecture/>)

Design is one of the other factors which both architecture and fashion have in common. Design as the key element in both fashion and architecture brings them closer and create relationships between them. It is necessary for the creator to have a well-defined, clear and refined vision. After seeing the Coliseum in Rome, the pyramids in Egypt, the Eiffel Tower in Paris or the finely chiseled Ajanta Caves in India. These structures are not only grand in form and size, but have the power to make the viewer reflect into the soul of the architect. Even after the passage of centuries, one can feel the turmoil and joy of the craftsmen. Architecture bleeds into fashion. The similarities are a vision, choice of materials, form, functionality and space.

The quality of design is not always depends on its craftsmanship, but there are more important factors that increase the value of the designed product, such as, aesthetics, functional and usable value, form, emotion, and communication.

There is a lot of common features which engage fashion with architecture such as glossiness, transparency, double skin (solid and void)

4.1. Glossiness of Materials in Fashion and Architecture

Satin is one of the glossy fabric in cloth It is smooth fabric, as of silk or rayon, woven with a glossy face and a dull back.[1] the silk satin which was used to construct the dress without adding any darts for the fit. Like image one, again this image illustrates the importance of construction within garments and how perhaps there is a marriage between fabrics and the structure desired as silk satin wouldn't hold the shape of a structured garment and vice versa[2]. the metallic thread was constructed by wrapping a metal strip around a fiber core (cotton or silk)[3].As this kind of mesh can cut by the scissors, so you can cut the mesh into every shape you want, such as you can make a dress for your lovely Barbie doll, make a beautiful ear drop for yourself. Otherwise you can use this make a curtain for your house, mall, hotel and your shop. It will be more attractive. In one words, you can do all that you can imagine with this mesh.[4]



Figure-11 the Satin And Titanium Glossiness Relation

(Reference: www.layoutsparks.com, www.flickr.com)

This glossiness in the mentioned materials before is found also in finishing materials in architecture presenting an aesthetic touch for buildings. Glossiness in titanium cladding founded in Guggenheim museum Bilbao designed by Frank O. Gehry, the most interesting and original material for the exterior was the titanium. "The choice of titanium," according to Fernando, "was because of its value of color, texture and its capability of reflecting the light.[5]

The glossiness of titanium, aluminum cladding, metal panels, even the curtain glass.....These elements mentioned before focus on the glossiness of material's relation between fashion and architecture.

[1]: <http://www.thefreedictionary.com/satin>

[2]: <http://www.ukessays.com/essays/film-studies/marriage-of-fabrics-and-structure-fashion-essay.php#ixzz2nM2XzGCS>

[3]: http://en.wikipedia.org/wiki/Metallic_fiber

[4]: http://ytwiremesh.en.alibaba.com/product/754699575-209372876/Metal_Sequin_Cloth_Architecture_Design_Metal_Sequin_Drapery_In_Building_Facades.html

[5]:" Guggenheim Museum Bilbao An Evaluation Of The Cladding Materials ,By Katie Cacace, Marita Nikaki and Anna Stefanidou," <http://sites.harvard.edu/fs/docs/icb.topic502069.files> accessed in 10/12/2013)

To be able to conceptualize architecture's presence in fashion and fashion's presence in architecture, imagine a building (like Frank Gehry's Walt Disney Concert Hall) as pleats of a dress, and an "architectural" dress as being a huge space filled with rooms and people. Playing with this imagery works more and more in today's world where fashion and architecture.



Figure-12 the Glossiness Of Metal Plate Dress And Han River Restoration (Metal Zinc Cladding)
(Reference: <http://www.metalsight.com/projects/han-river-restoration/>)



Figure-13 Balenciaga Spring 2008 & The Guggenheim Museum Bilbao
(Reference: <http://monstersz.blogspot.com/2011/07/conceptual-vision.html>)

4.2. Transparency in Fashion and Architecture

Chiffon fabric lighter weight fabrics such as silk and chiffon are more flexible, fluid and create more of a less structure or you may say draped garment.[1] this transparency in chiffon fabric seems to be similar to that is found in the glass with its several levels of limpidity. Transparency in architecture mostly found the building skin and give vision the ability to enter inside the building which is mostly found in the public buildings. Ludwig Mies van der Rohe's revolution (The glass house) about the principles of Modern architecture, i.e. Functionalism, concreteness, transparency, cleanness and lightness all came to life. Although the principles of modern architecture remained, Le Corbusier's "White World" was to be exchanged to the "Crystal Line" of Mies, however, the main idea remained the same Purism at its heart. Mies proposed his supreme material, as sheet glass which meant lightness and transparency.[2]

[1] <http://www.ukessays.com/essays/film-studies/marriage-of-fabrics-and-structure-fashion-essay.php#ixzz2nM5BAbi8>

[2] <http://www.ukessays.co.uk/essays/architecture/fashion-and-architecture.php#ixzz2nluNeuon>



Figure-14 the Relation between Fashion & Architecture throughout Transparency of Materials & Fluidity of Form

(Reference: www.pretaportobello.com , <http://www.strelka.com/junya-ishigami-on-his-works-and-new-architecture/?lang=en>)

4.3. The Double Skin (Solid and Voids) Relation in Architecture and Fashion



Figur-15 Double Skin In Fashion Architecture And Interior

(Reference: <http://www.ambuji.com/2011/06/09/fashion-and-architecture/>, <http://artisticcollision.blogspot.com/>)

Contemporary architecture some textile art has explored how interior spatial design can draw interest and subtle texture into building's shadow lands. The eye's dominance over the other senses has created a culture dominated by the visual; with architecture feeding this appetite for the eye and the optical rather than a balanced combination of the senses. In textiles, lace is characterized by its open holes between the lacework, and while buildings do of course explore open spaces.

Different architects have explicitly sought to develop façade skins and surfaces to buildings which owe much to lace design and patterning. Lace motifs as a design source are generally

situated within the wider frame of textiles, fabrication and the woven. The motif for the outer façade is of a circular filigree composed of overlapping aluminum rings which will rise from ground to the eighth floor, which although not formally inspired by textiles or lace, provides a vivid related example of contemporary façades to Foreign Offices textile motif's in near-by Leicester



Figure-16 Fashion Inspired From Double Skin Building (Modulated Facade)
 (reference: <http://inhabitat.com/icelands-luminous-new-harpa-concert-hall-nears-completion/>,
<http://artisticcollision.blogspot.com/>)

New digital technologies allow for the parallels between architecture and design. For her pieces, Manfredini used a flat surface (stretch fabric for the garment and powder-coated steel for the stool) and laser-cut them digitally to create similar design patterns.

4.4. The Color Relation in Architecture and Fashion

Early architectural works of the De Stijl group included van't Hoff s Huis ter Heide, Utrecht (1916 clearly influenced by Frank Lloyd Wright's work. However, the paradigm of De Stijl architecture was the celebrated Schroder House. this school of architecture is looking towards total geometric abstraction; influenced by theosophism and the idea of the mathematical order of the universe, back to basics: line, plane, color; horizontal and vertical lines; colors and non-color. they show their style in several terms architecture , interior , fashion , graphics On the other hand fashion and architecture were inspired by each other's through the influence of art not only in the primary colors by also in all kinds and degradation of colors with different styles.



Figure-17 The Use Of Primary Colors In Fashion And Architecture Schroder House.
 (Reference: architecture.about.com , verwatena.blogspot.com)



Figure-18 Color Use in Spaces Was Inspired by Jil Sanders from Wright's Architecture
 (Reference: <http://www.ambuji.com/2011/06/09/fashion-and-architecture/>)

Wright is yet another phenomenal American architect. His style was organic architecture. His color use in spaces was inspired by Jil Sanders beautiful clothes are parallel to Wright's architecture. There was volume in his architecture.



Figure-19 Alexander McQueen's Gown On Lady Gaga Evokes Similar Phantasmagoric Feelings Of Surrealism. Frank Gehry and Deconstructive Fashion (Reference: <http://www.ambuji.com/2011/06/09/fashion-and-architecture/>)

4.5. The Use of Massive and Rigid Materials in Architecture and Fashion



Figure-20 the Material Of The Year 2009 Goes To UK Company Concrete Canvas And Their Invention Of Concrete Cloth (Reference: <http://artisticcollision.blogspot.com/>)

Architects and fashion designers borrow from each others' fields. New technology lets these creative artists use materials and space in any way they want: designers are no longer confined to the limited space directly surrounding a person's body, and architects can create structures that aren't monumental. Technological innovations let architects work on smaller scales using fabric-like material. On the other hand, designers can create garments of more massive proportions with harder and more rigid materials.

The material of the year 2009 goes to uk company concrete canvas and their invention of concrete cloth., a materials consultancy, has recognized concrete canvas and their creation of a cement-like material that actually looks like fabric. It can be shaped and formed in any way. Concrete cloth is both fireproof and waterproof, and it is expected to be used in the military and with disaster-relief situations. Concrete cloth demonstrates the advancements in fabric technology. It also shows "potential to make a significant contribution to the advancement of design, industry, society and economy." (<http://artisticcollision.blogspot.com/> accessed in 23/11/2013 posted by JKan).



Figure-21 Hussein Chalayan'S Afterward Collection, Autumn/Winter 2000 (Hemingway, 2006)
 (Skin And Bones Exhibition) The Use Of Decorative Materials As Dresses
 (Reference: <http://www.huffingtonpost.com>)

5. CONCLUSION

5.1. The Interrelationship between Fashion and Architecture

| | Fashion | Architecture | Interrelationship |
|-------------------------------------|---|--|--|
| Influence of Art |  |  | The concept of color usage, modulation |
| Influence of Technology |  |  | The concept of form inspiration, solid and void, double skin, transparency |
| Influence of Technology and Science |  |  | Excessive usage of lighting caused for introduction of using lighting in both fashion design and architecture. |

5.2. Materials Characteristics Similarities

| | Fashion | Architecture | Interrelationship |
|---------------------|---|--|---|
| Glossiness |  |  | The growth of technology in architecture affect fashion and introduce new material to the fashion world |
| Transparency |  |  | Fluidity of the facade in intelligent buildings and the transparency levels |
| Skin |  |  | Modulation in the facade and garment , double skin, solid and voids |
| Pattern and texture |  |  | The pattern in fashion and architecture added the sense of innovation and beauty to the texture of the building |
| Rigid materials |  |  | The use of cement and rigid materials in fashion |
| Colors |  |  | Color inspiration in fashion and interior design |

| | | | |
|-----------|---|--|---|
| Structure |  |  | Structural system can be used as the main idea of the design and work as the aesthetics |
|-----------|---|--|---|

As a conclusion there is a marriage between fabric and structure and how much this can influence the many elements of construction, deconstruction and reconstruction within fashion. Without the method of construction, designers wouldn't be able to deconstruct or reconstruct garments and even though there are such a wide variety of fabrics available nowadays many fabrics are different weights along with some being mixed fibres plus they all are suitable for different structure purposes. "Fashion is Architecture; it is a matter of proportions." (Chanel, C)

Chanel was another designer when believed like many others that there is a very strong connection between Fashion and Architecture.

Fashion and architecture are in common through many factors, a strong relationship between two fields has been observed. In the past century, the bond between these two industries has gotten stronger by realization of the fact that both are sharing same concepts and theories (Destijl theory as an example were the architect Mies Van Der Rouhe , a member of Bauhaus school of architecture, his designs follow this theory). Both Fields share concept of design as art , technology and science in an aesthetic, form, materials, and structure. the concept have been presented in examples for both fashion and architecture The parallel relationship and in the interrelationship between architecture and fashion is ready to constant changes in taste and styles. Both professions are affected by time, culture and society and they cause the interrelationship between fashion and architecture. Most of the time they have a direct effect on each others.

After analyzing many cases in both fashion and architecture, the several important similarity between these two profession are accepted one of the similarities that is worth to mention is that they both are benefiting of the existence of relationship between art, science and technology; these three are effecting architecture and fashion in a way that somehow a bridge between them to benefit from each other techniques, materials and concepts.

Architectures and Fashion provide shelter to human in different scales (architecture in a scale larger than fashion). Architecture protects them from natural phenomena and creates a safe and private environment for them. While fashion on the other hand provides a shelter as a second skin (a shelter for human body). Architecture as a "third skin" is surrounding human body with the space around it, and people move around and spend time there.

the study also reveal several differences in proportion, scale, materials and forms. the major difference between fashion and architecture is that the first one get change in each reason but architecture has more permanent existence (its duration is more longer). But both of them are affected by time and every day we have something new more simpler and more easier to be used. People face many invention and innovation designs which help human borings in much way of inspiration, imagination and creativity.

In fashion design and architecture, the basic components of design objects' are the same and represents the same function, but what makes them so unique and personal is by the aesthetic, functional and communicative criteria. For example, a dress or a building are basically designed to shelter human beings and protect their bodies against the natural or unnatural disasters in different scales but what makes them so personal and unique with identity are the aesthetic, functional and communicative criteria. The process of design in both fashion and

architecture is the same and in many levels it caused them to be closer and overlap in some parts. this which will help me to be inspired from fashion to design the outfit of the fashion center (my graduation project).

After the researches that have been done, it is clear that the designers in both fields are working in a way to be more inventive and innovative. the similarities and differences in fashion and architecture are much more visible in the end product and object and these similarities and interrelationships can be clearly seen in the given examples

[1]: <http://www.ukessays.com/essays/film-studies/marriage-of-fabrics-and-structure-fashion-essay.php#ixzz2nLynF8c9>

[2]: <http://www.ukessays.com/essays/film-studies/marriage-of-fabrics-and-structure-fashion-essay.php#ixzz2nM1qaI7i>

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