

Neo-Geo and Fashion Interaction

Fatma Şener, Faculty of Art and Design, Department of Fashion Design, Gazi University, Beşevler, Ankara, 06000, Turkey.

Meltem Erdoğan*, Institute of Educational Sciences, Clothing Industry and Fashion Design Education, Gazi University, Beşevler, Ankara, 06000, Turkey.

Suggested Citation:

Şener, F. & Erdoğan, M. (2016). Neo-Geo and Fashion Interaction, *Global Journal on Humanities & Social Sciences*. [Online]. 03, pp 595-601. Available from: <http://sproc.org/ojs/index.php/pntsbs>

Received January 01, 2015; revised March 15, 2015; accepted April 23, 2015.

Selection and peer review under responsibility of Prof. Dr. Milan Matijevic.

©2016 SciencePark Research, Organization & Counseling. All rights reserved.

Abstract

Neo-geo, which appeared as an abstract and modern art movement towards the end of 20th century, has had its impact in 21st century as well. New geometry painting perception known as neo-geo is the works where materials and geometric forms are used in any environment. The effects of geometric forms are observed in fashion as in architecture and painting. Fashion designers are the people with an open perception who are able to manage to develop their artistic experience and knowledge using the current time and their abilities in a correct way. The purpose of the current study was to investigate the new geometry as an abstract and modern art movement and fashion interaction and determine its effect on fashion. In this research, the related literature was reviewed and the collections of the fashion designers who were impressed by this art movement was examined and some samples were given. Due to the fact that the art movement of neo-geo appeared towards late 1980s, clothing styles of 80s and its relation with the fashion in those days were given.

Keywords: Fashion, neo-geo (new geometry), art.

* ADDRESS FOR CORRESPONDENCE: **Meltem Erdoğan**, Institute of Educational Sciences, Clothing Industry and Fashion Design Education, Gazi University, Beşevler, Ankara, 06000, Turkey. *E-mail address:* mmeltemerdogann@gmail.com /
Tel.: +90-536-6062877.

1. Main text

World of art exists depending on the concept of innovation in current time. As Schönberg expressed “There is no need to talk about ‘New Art’, it is art in question, it is new” (Lynton, 1991). Towards the end of seventies, an intellectual young abstract artist generation appeared (Fineberg, 2014). Such artists as Peter Halley, Ashley Bickerton, Jeff Koons, Philip Taaffe, Ross Bleckner joined in these abstract artists and they became important representatives of the new geometry movement.

A geometric painting concept developing in line with the current marketing concept appeared in the mid-1980s in New York. This concept of painting has two definitions as geometry* and simulationism† (Foster, 2009). As an example, American artist Peter Halley produced abstract geometric paintings saying “A painting cannot be the subject of a theme or a daily social perspective; it should contain a question belonging to the ore”. This approach and idea of the artist led to various discussions. The artists claiming that art should lead to abstract suggested that art should exhibit the concrete problems of the real world in the products (Demirkol, 2008). In this case, new geometry movement has developed within appropriation art (Foster, 2009). On the other hand, it is likely to say that neo-geo, as a painting extension of modern art, is the picturesque continuation of minimalism. The effects of neo-geo have shown themselves in fashion in their intensive form as well as in architecture and painting.

Fashion designers pay more attention to the fact that the image the clothing prepared should be in line with the current vision of world and new art movements as well as it should create a vision of world with the fashion they created. The clothes an individual prefers and the accessory he has reflects his vision of world. In the periods when fashion did not have an impact on people at the same style, the expectation of each community from the clothes differed.

It is likely to find different meanings of fashion in different languages. The word mode comes from the word of ‘modus’ in Latin which means ‘limit’. It was used in mediaeval France as La Moda. It is ‘fashion’ in English and means style, behaviour, custom, the life of courteous class, higher class, vanity fair (Barbarasoglu, 2004).

The term fashion expresses the innovation in exhibition of clothes and creativity, creation and textile world in clothing. In this sense, fashion shows styles, forms, materials and colours, and on the other hand it exhibits the status of an individual in a community (Waquet & Laporte, 2011). Fashion designers were influenced by the art movements in 80s as well. A geometric painting concept developing in line with the current marketing concept appeared in the mid-1980s in New York. New geometry (neo-geo) is a movement using any kind of objects, environment and particularly geometric forms as a material.

In the book “The history of costume”, Dereboy defined 1980s as the years of variety in fashion. Fashion industry became a player in the sector more and postmodernism having an impact on this age also influenced fashion. Even though the designs in 80s were not affected by only one art, the parts taken from various ages of the history of fashion were combined with the new style and a modern appearance was obtained. In 1989, the movement of minimalism came to the forefront with woman clothes and decoration.

In the textile designs of 80s, innovations in the fabric technology was benefitted, new types of fabrics, fabrics with metallic reflection, scotch plaid and various types of velvet, taffeta, jersey, moiré,

* Neo-Geo: It is the product of a group of American artists known with their excessive sarcastic and cold styles basically in their works by using any kind of objects, environment and particularly geometric forms as a material.

† Simulationism: It is a movement of the artists using any kind of object or an image belonging to modern culture in order to criticize the concept of originality in art. Simulation is the copy without originality.

muslin, organza, chiffon and silk were evaluated by all fashion designers and used in their clothes (Dereboy, 2004).

Replacement of accessories changed the appearance of the clothes and allowed them to be used for a longer time. Boots and buskins appeared in the world of fashion in 21st century and they influenced all kinds of clothing styles (Waquet & Laporte, 2011).

2. Method

Related literature was reviewed and the sources reached were examined. The population of the research was made up of current fashion designers affected by the new geometry movement which is one art movements. The samples of cloths reached in the collections of fashion designers were examined and given with their photos.

3. Findings

In this part, samples from the clothing designs where current fashion designers influenced by new geometry movement used geometric forms in an abstract and concrete way were given. In these samples, shape, form, colour and design concepts were examined in terms of new geometry.

3.1. Nicolas GHESQUIERE influenced by Neo-Geo movement (Balenciaga)

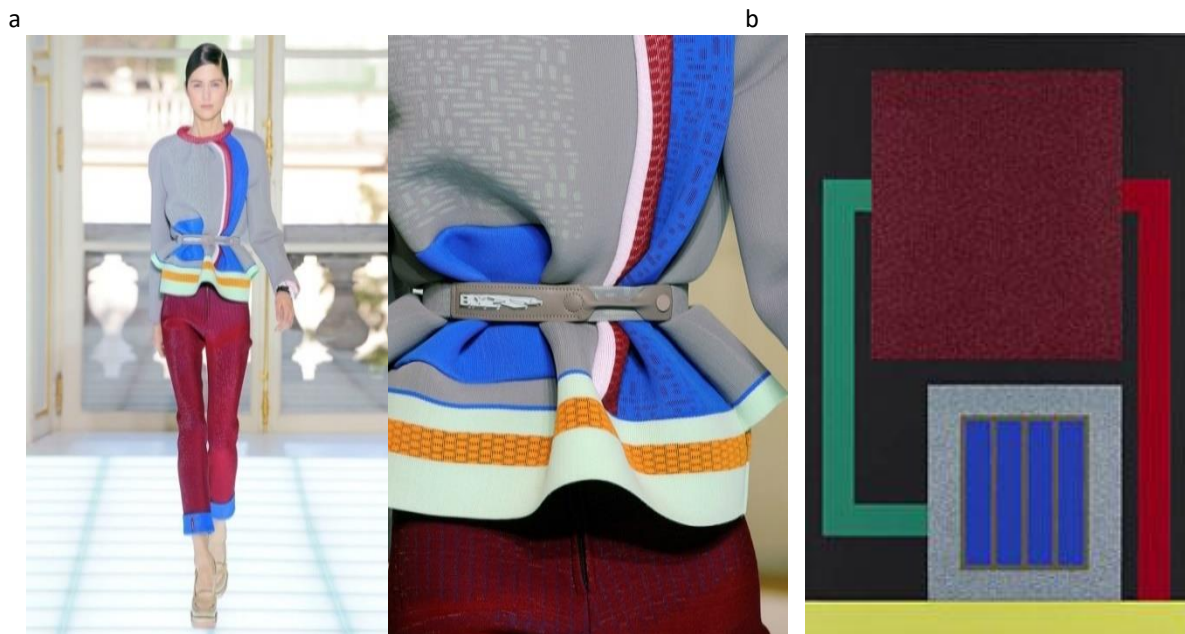


Fig. 1. (a) Balenciaga Fall 2010 'The Brilliant Neo-Geo'; (b) Peter HALLEY's painting.

After Cristobal Balenciaga, Spanish artist, passed away in 1972, Nicolas Ghesquiere took over designing the trade mark Balenciaga between the years 1997-2012 and performed the 2010 Fall/Winter fashion show with a name "The Brilliant Neo-Geo". In his interview, Nicolas Ghesquiere pointed out that he exhibited samples from the works of modern artists inspiring from the designs depending on abstract art in this fashion show (<http://fashion.telegraph.co.uk>).

In the painting of painter Peter Halley (Fig. 1. b), one of the pioneers of the neo-geo art movement of fashion designer Nicolas, and in his other abstract works, he might be said to be influenced by Dan Walsh (Fig. 2. b), American minimalist artist and painter forming geometric compositions on grid surfaces.

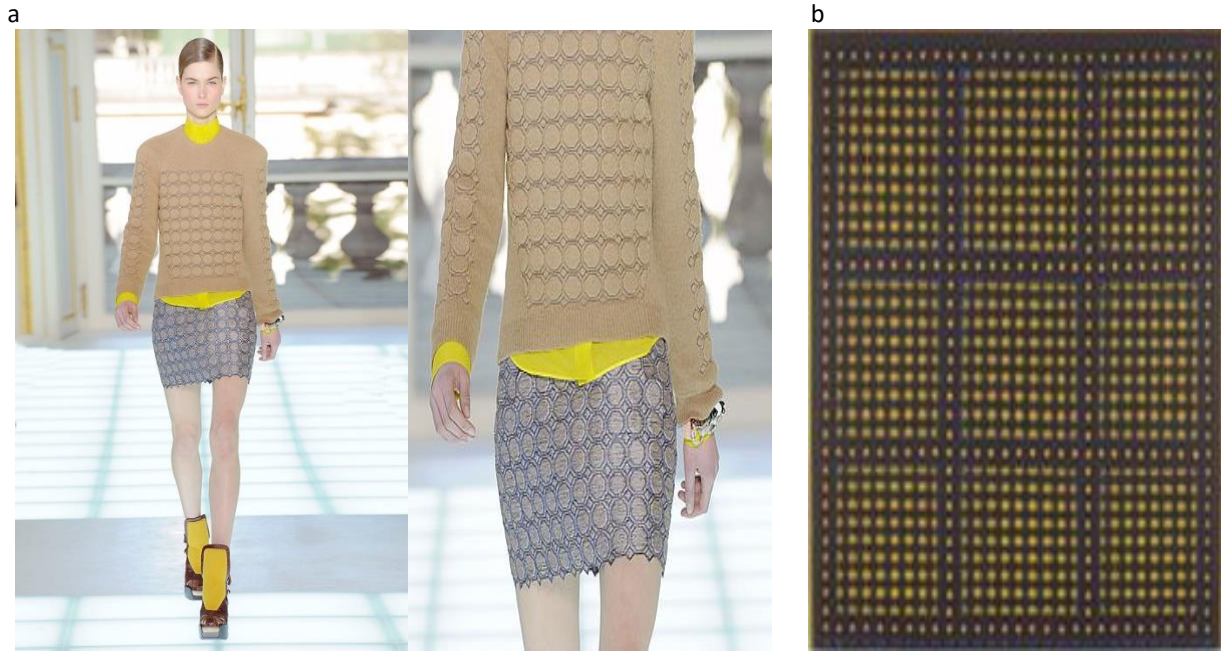


Fig. 2. (a) Balenciaga Fall 2010 'The Brilliant Neo-Geo' ; (b) Dan WALSH's painting.

In the fashion show of The Brilliant Neo-Geo, casual clothes were blended with classical style; as an example, opaque and lively colours are dominant as geometric rounded forms. The clothes used in the show are polyamide, neoprene, nylon, cashmere and silk.

In addition, it is likely to see the effects of neo-geo art movement in the handmade shoes with plywood and plastic parts recalling a futuristic sculpture with other ones covered with alligator skin, block heeled loafers and brogues because of the block designs in the geometrically collage fashion show.



Fig. 3. Balenciaga Fall 2010 'The Brilliant Neo-Geo' fashion show shoes.

3.2. Angela MISSONI influenced by Neo-Geo movement



Fig. 4. Missoni 2011 Spring/ Summer fashion show.

The combinations formed by combining the thick and bright fabrics with neon colours, geometric shapes and designs and by colour-blocking could be considered under the heading of neo-geo clothes.

Spring/Summer collection designed by Angela Missoni in 2011 was prepared with a dominancy of colour blocking and Aztec designs with two-dimension geometric surface designs using bright colours and designs in fabrics. The ever-changing lines and ribbons, zigzagging diamond designs (the design made up of parallel and traverse lines), triangle and circular forms give the collection a geometric appearance. Long skirts, plied clothes and tunics as well as geometric accessories used in the collections, sandals, squared sunglasses and hats formed the unity in the fashion show.

3.3. Lisa SHAHNO influenced by Neo-Geo movement



Fig. 5. Lisa SHAHNO The Iteration collection 2012.

It is likely to see the impacts of geometric abstractionism and the movements of early modernism in the designs of Lisa Shahnno, Russian fashion designer. In this context, it is true to say that her designs are gathered under heading of neo-futurism. The name of the collection prepared by forming advanced technological materials and geometrical abstract forms, using the language of at least two dimensional graphic surfaces is “The Iteration”. In this collection, fractal geometry, which is the common name of complex geometric shapes exhibiting a feature of resembling each other, is used. The collection which was formed combining repetitive geometric forms is made up of such simple forms as squares, rectangles and triangles. The parts which were systematically and mathematically brought together made up the whole and each model had a different scale and patterns..

The effects of modern neo-geo art movement could be seen on the collections designed by fashion designers and on a great many accessories. The examples of handbag (Bottega Veneta 2010), clock (dumb), shoes (toms) are given in Figure 6.

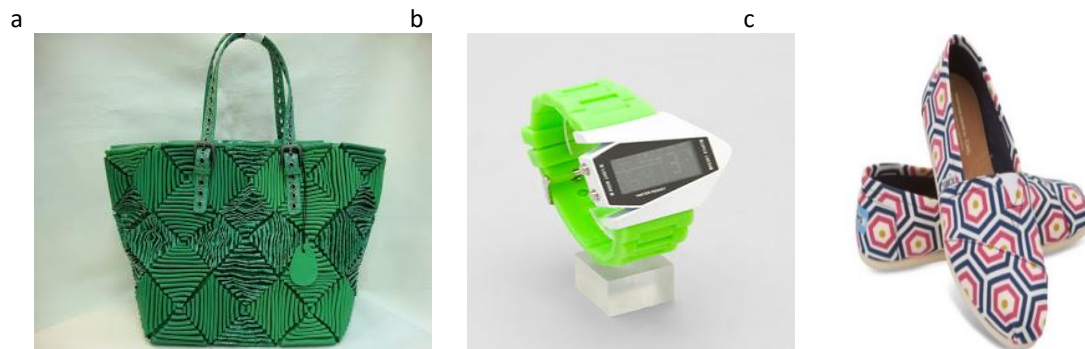


Fig. 6. (a) Bottega Veneta 2010 bag; (b) Dumb watch; (c) Toms shoes.

4. Conclusion

Even though current 21st century neo-geo art movement has changed in time, it is still possible to see its effects. A great many trade mark and industrial manufacturers have not classified this art movement only in architecture, they have also put this movement of art in the forefront in clothing. In particular, the fashion interaction realized in terms of design and form makes the material used with the neo-geo movement of art attain a dimension in geometrical content. Such elements as imagination, creativity, ability and intelligence come together and make up the samples of art and fashion interaction. The most significant characteristic of this art movement is that it has broken the monotony and has an aesthetic appearance. The attention to be drawn in the current study was to highlight a movement of art which was ignored. It is likely to say that it is necessary to benefit from new geometry art movement for an aesthetic and modern appearance and that this movement of art must carry on its effects in our lives as a futuristic and minimalist act.

References

- Waquet, D., & Laporte, M. (2011). *Moda* (1st ed.). Ankara: Dost Kitabevi.
- Lynton, N. (1991). *Modern sanatın öyküsü* (2nd ed.). İstanbul: Remzi Kitabevi.
- Foster, H. (2009). *Gerçeğin geri dönüşü* (1st ed.). İstanbul: Ayrıntı Yayınları.
- Fineberg, J. (2014). *1940'tan Günümüze sanat* (3rd ed.). İzmir: Karakalem.
- Dereboy, E. J. (2004). *Kostüm ve moda tarihi* (1st ed.). İstanbul: Özel Güzel Sanatlar Stilizlik Ltd. Şti.
- Demirkol, C. V. (2008). *Batı sanatında modernizm ve postmodernizm* (1st ed.). İstanbul: Evrensel Basım Yayın.
- Barbarosoğlu, F. (2004). *Moda ve zihniyet* (3rd ed.). İstanbul: İz Yayıncılık.
- <http://fashion.telegraph.co.uk/article/TMG7367665/Paris-Fashion-Week-Balenciaga-autumnwinter-201011-collection.html>