Architecture as a source of creativity in the activity of designers

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Abstract.
In many studies, designers' sources of inspiration have been investigated, the fact that they created new examples under the influence of which creative source was analyzed on the basis of real examples. In the course of research, it is revealed that, especially architectural art is one of the main sources of creativity in the creation of clothing models. In a broad sense, architectural-composition structure is the correct arrangement of the ratio of its elements. Here the unity and integrity between content and form is thoroughly defined. In both architecture and clothing, the rhythmic structure of forms is expressed in proportions, proportions, the choice of color associations, and the solution of artistic design as an ornamental composition. Therefore, architectural connection is considered the main means of expression in the creation of costume art. A bright example of the possibilities of such structures were earlier architectural monuments designed in the majestic Gothic style, which could create a real breakthrough in ideas.

Keywords:
designer; architecture; clothing; composition; form; costume
The style first showed itself most brilliantly in architecture and was adopted by other art forms as well. For example, the temples of the Gothic period seem to have become the shape and size of everything in other areas of that period. The costume, hats, shoes and other handicrafts of that time bore the characteristics of the temple. For example, elongated cone-shaped headdresses were reminiscent of Gothic temples, which became thinner as they rose to the top (Image 1).

Thus, in the Middle Ages, all elements of the spatial environment were subordinated to the idea of approaching heaven and the divine principle. Architectural sources have heavily influenced the designers' methodology. As a result of the research, materials related to the preparation of clothing collections based on architectural forms were collected in the works of leading designers in the world who are quite influential and well-
known in the field of fashion. Clothing collections inspired by architecture are not only relevant in the past and the beginning of the 20th century, but also today. Among the modern collections included in this trend are collections such as "My Barcelona" by Elie Saab, "Architecture" (Paris) by Guo Pei. The collection created under the name "My Barcelona" is inspired by the architecture of Barcelona and it is no coincidence that it is named so.

The unity of architecture and costume reflected the characteristics of the monumentality of the Gothic quarters and the fantasy decoration used in the design of its buildings, the unique greenery of the city. As for color associations, chromatic shades such as blue, emerald, purple, red, cold pink are considered more relevant.

Clothing models in this style were more often observed in the 20th century costume, and this tradition was also relevant in later times. The shapes of the models resemble architectural objects. Suits belonging to such collections are characterized by unique silhouettes and asymmetrical accents. Scattering of bright crystals, intricate embroideries, lace and appliqués are widely used in the artistic designs of costumes. Model makers use their creative imagination and methods widely, imitating the important features that reflect
the architectural environment of the city, and create an accentuating decorative form of architectural objects in the models they create. In the collections, the designer skillfully embodies the elements and romance of architectural masterpieces. The designer shows the influence of the style and culture of the time in his collection with very elegant creative touches.

The ability to observe beauty and uniqueness in objects, bodies, nature and events that make up the surrounding world is the main part of the artist's and designer's talent. Any aspect of the environment can inspire a truly creative person. In particular, architecture, material culture objects, elements belonging to different historical periods and peoples, music, nature, etc. are considered typical as the source of inspiration for the design of modern clothing. Each source of inspiration that drives the development of the creative process has its own characteristics that prompt the fashion designer to create a unique and fascinating idea. The proportions and textures of form, silhouettes and elements in natural objects and architectural structures are also reflected in clothing. It seems that the secret of the infinite diversity of the form and imagery of the costume comes from the diversity of the surrounding world.

Analyzing how many fashion designers work with creative sources, it was found that architecture can be a source of
inspiration for creative ideas. Every artist draws inspiration from various objects surrounding human life in his work. Each source of inspiration has its own characteristics.

In different periods when fashion was relevant as an art, designers preferred such directions in creativity. Of course, all this is a matter related to changes in the environment, science, and social life, as well as the artist's personal imagination.

It is known that there are style and style connections between costume and architecture. This is embodied in the commonality between the features of the architectural structures and the features of the construction of the costumes, which creates a composition in the unity of silhouette similarity, internal divisions and figurative solution. At the time when each style was characteristic, they carried similar features of fashion and architecture. As an example, it can be said that the curls, which were used as a decoration element in Rococo period clothes, were also considered the main decoration element of the architectural objects of that period. Collections of clothing in this style were relevant in later periods as well (picture 4). Fashion and architecture define the spirit of the era. Each era has its own legendary buildings and costumes.
Today, the fashion collections presented by many modern designers and fashion houses are not complete without architectural motifs. In such creative works, the texture, color, decoration and other elements of facades can be a source of inspiration. Especially urban environments with a rich cultural heritage have repeatedly inspired fashion designers and led to the creation of more interesting creative works. Architectural motifs appear mostly in the form of ornaments and are the most beautiful means to complete the look, especially when creating accessories and shoes. Such clothing samples create a harmony between the clothing and the environment. Apart from architecture, there is no other form of art that is so organically connected by the proportional stylistic unity of clothing forms, silhouettes. So, the design of the building and the suit has a number of features that form a certain commonality. For example, we can mention the vertical directions of the intended forms and here the issues of human and module, proportion.
It is possible to compare the work of a designer who prepares new clothing models with the work of an architect who creates his masterpieces using different materials. The only difference will be the materials used in the unique artworks they have created. For the designer, the curvature of the lines in the architecture, the elongated rectangle, the figured fragments of the architectural structures, their varying degrees of intensity, rhythm create an analogy that can be transformed into clothing lines. For example, a dome can be modeled as a source of inspiration by comparing it to a headdress.

Inspired by the flowing lines of the balconies of Casa Battlo in modern style (1905-1907) by architect Antoni Gaudi, clothes from the collection of G. Ferre are reminiscent of the gentle forms of nature with their cut
proportional divisions of the form, the rhythmic arrangement of the form, the building decoration, the texture of the building and the used color scheme are important. The way of transforming a creative source into a new form of clothing consists of successive stages that guide the designer to realize his idea.

![Scheme 1: Stages of sketching using sources](image)

According to the source of creativity, fashion designers use both traditional design methods and heuristic methods that provide original, new solutions when designing a suit.

Traditional clothing design methods
- Direct transmission of the main visual characteristics of the source object
- Creative processing method. Creating an accent form of a design object by imitating the main features of the structure of architectural objects.

A heuristic method for costume design
- The method of analogy - a method of solving the task not from the visual signs of creative sources, but from one of the ways of their creation
- Neology method - method of searching for form for
spatial reconstruction of an existing prototype, using advanced design ideas

- Inversion method - repositioning is a method that goes against the usual methods of clothing modeling (external seams, unconventional particle placements, collars on the back of the garment, etc.).

- Deconstruction method - changing the structure, free manipulation of the adaptation of the product form. Asymmetric cut, uneven cuts of skirts, incomplete elements belong to this method.

![Image 7](image7.png)

*The strict geometric shapes in Andre Courreges' clothing are similar to the Villa Savoye building in Paris designed by Le Corbusier*

Architectural monuments always attract the attention of fashion designers, and in their creations they are inspired by architectural ideas from the material and cultural heritage of the culture of different peoples of the world. Original analogies, figurative associations that arise in the creative process are the basis for the creation of new clothing models and at the same time new traditions.

The tectonics and structure of clothing becomes more
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complex as it serves more functions than architectural forms. Of course, human movement is one of the main factors taken into account here, it performs many functions. But, despite this, there are other features of costume and object-spatial environment that are based on the same principles of formation. The suit is three-dimensional and provides the comfort of human life. The similarity of the general principles of costume formation with certain features of architectural objects is manifested in the figurative-associative manifestation of its external form. This is why the word "monumental" used in architecture is also used to describe a costume of exaggerated form, clear construction and heavy fabrics. Thus, we can say that the nature of the costume is closely related to the solution of the architectural environment.

Unlike other simple constructions, synthesis with architectural art has a special artistic and figurative solution. Because many world-famous architectural structures and ensembles are characterized as symbols of the countries and cities they belong to, certain historical stages and events. Such architectural monuments differ from others by their specific elements, structures and images. Examples of these are the pyramids in Egypt, the Colosseum in Rome, the Kremlin in Moscow, the Eiffel Tower in Paris, etc. As we
recognize these monuments by their characteristic features, we also clearly observe these features in the costume models inspired by such architectural objects.

Fashion and architectural art are not only nourished by the same style and ideas, but the professional terms used for both arts are identical in meaning and purpose: texture, sketch, ornament, measurement, description, etc. The unity of creative approaches of architects and fashion designers has always attracted the interest of art critics, historians of architecture and fashion, as well as researchers. Researchers studying this field noted that both clothing and buildings are a covering that surrounds a person.

Thus, it is clear from the research that the costume silhouettes and forms of a certain historical period were always stylistically subordinated to the architecture of that period and had a symbolic meaning. In the mid-nineteenth century, black hats were so popular at the start of the industrial revolution that they even became a symbol of industrialization. Due to their resemblance to tall industrial chimneys, these hats were symbolized by industrialists. The structure of men's clothing contained their professional affiliation and echoed the architectural features of the institutions they served.

Costume is the closest to man from all art forms, it satisfies his aesthetic and daily needs. This art form is highly influenced by social and political factors. Thus, research also shows that architecture forms an environment for a person by being created according to its purpose, technical capabilities and ideas about beauty in a certain historical period. At the same time, as a part of the material and cultural heritage of art and culture, architecture has always created an aesthetic environment for people, expressed in artistic images, which can be used as an example of ideas about victory, grandeur, loneliness, joy and other feelings. For example, naming the arches used in architectural monuments as the triumphal arch can be mentioned as a means of expression. That's why architecture is even called frozen music or poetry on stone. It is also possible to identify such architectural principles belonging to certain periods in historical clothing. Architectural ideas have often been the
source of inspiration for beautiful designs that will dominate fashion.

References: