

## Fashion and art bring Phu My Hung urban area on the creative map

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(Construction) - “Weaving Experience Into Memory” exhibition showcases a collaborative project between an artist and a fashion designer from RMIT's Faculty of Communication and Design, using fashion to convey artistic ideas about the architectural stratigraphy map of Phu My Hung urban area, District 7, Ho Chi Minh City.



Flat sole shoes, scarf with digital print design and a notebook recording 34 intersections in Phu My Hung, Ho Chi Minh City.

RMIT Design Lecturer, artist Patrick Ford created a digital print using colorful checkered design elements to represent geological and elevation layers in the Phu metropolitan area. My Hung. It was the result of him actually walking up and down the streets in the area mimicking the action of a shuttle in a loom.

"The application of design combined creative elements has become a familiar aspect of contemporary art and provides a good basis for decision-making in the next phase of the

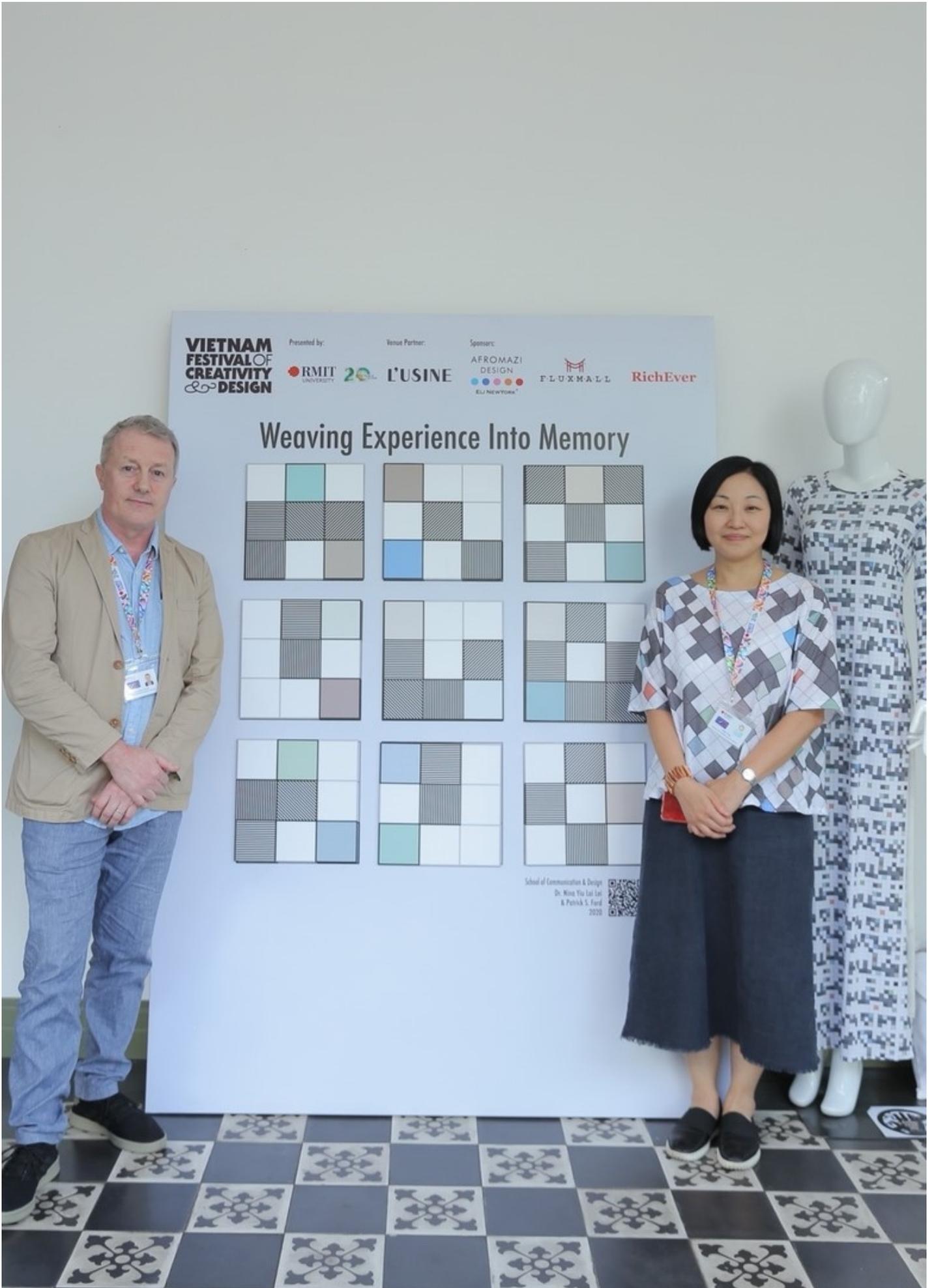
project", Mr. Ford said. shall.

Visitors to the exhibition can observe digital prints in a variety of forms, from first sketches in handbooks to test prints on a wide range of fabric materials such as man-made fabrics, cotton jersey, 100% cotton, silk chiffon, Hapotai silk using various techniques such as digital printing and hand embroidery.

Fashion Designer and Head of Fashion Business Administration, RMIT University TS. Nina Yiu explains how digital printing is used on products to maximize strengths when combined.

“Clothing design focuses on simple styling, collar cut, hand movement, cutting and sewing, no wasteful approach to fashion details such as pleated, sporty back cut, Hidden bags, diagonal covers and folds are all aimed at highlighting the digital print design ”, TS. Yiu shared.

“Each design scale plays a metaphorical role in interpreting the moving map with a more detailed or panoramic view of the area being observed. When the digital print was expanded and printed on fabric, we decided Ao Dai was the most suitable outfit to test first because Ao Dai is a feature of Vietnamese culture ”.



Two lecturers from RMIT University: Mr. Patrick Ford and Dr. Nina Yiu at the Exhibition Opening Ceremony.

Combining domestic and foreign manufacturing enterprises, digital printing software companies and human resources in each stage has contributed to an attractive and unique collection, at the same time increasing pride for everyone.

“The exhibition displays meaningful creative works created from a combination of academics, artists, digital printing businesses and domestic enterprises such as local craft industry. from the community. As the domestic creative sector develops, it will boost demand for products with beautiful designs and quality while boosting the growth of the whole industry ”, Dr. Yiu said.

The exhibition "Weaving experiences into memories" is open freely from November 16-22 at L'Usine store in Crescent Trade Center, Phu My Hung, District 7. This is an activity under Lien framework. Vietnam Design & Creation Festival 2020.

**Thanh Thuy**

*Post link: <https://baoxaydung.com.vn/thoi-trang-va-nghe-thuat-dua-khu-do-thi-phu-my-hung-len-ban-do-sang-tao-293193.html>*