Memphis Movement

Keama Garrett- The Fashion School Kent State University
Margarita Benitez- Faculty Advisor, The Fashion School

My research is focused on digital printing and how we can relate this to body movements and emphasizing depths. Fashion is an art form that has come to life and functions with us daily. I wanted to expand on the idea of movement in my prints to enhance regular body movement.

My prints are inspired by the Memphis Design, was a group of young furniture and product designers that led-Milano postmodern style movement in the 1980s. There prints were bright and vibrant while creating structural pieces of furniture. The Group would highlight angular furniture pieces by adding a movement print that enhanced the design. I focused on this idea for the body.

First in my process of creating my print designs, I paint my inspiration to get more of a flow and then upload them to illustrator to make them digital. I have formulated abstract prints that focus on angular movements using Adobe Photoshop and Illustrator techniques. My print designs all play with the idea of optical illusion especially where it is placed on the body. The print designs help the viewer focus more on that area or mute them out. I wanted to showcase that where I placed the print plus the fabric choice enhances the movement of the body simulating movement.

I believe that digital printing can be used to enhance parts of the body we would love to showcase but can also mute the problem areas. My prints center on body movement and they magnify body movement when worn.
Inspiration: This picture effectively conveys my research.

Mood:

Prints: