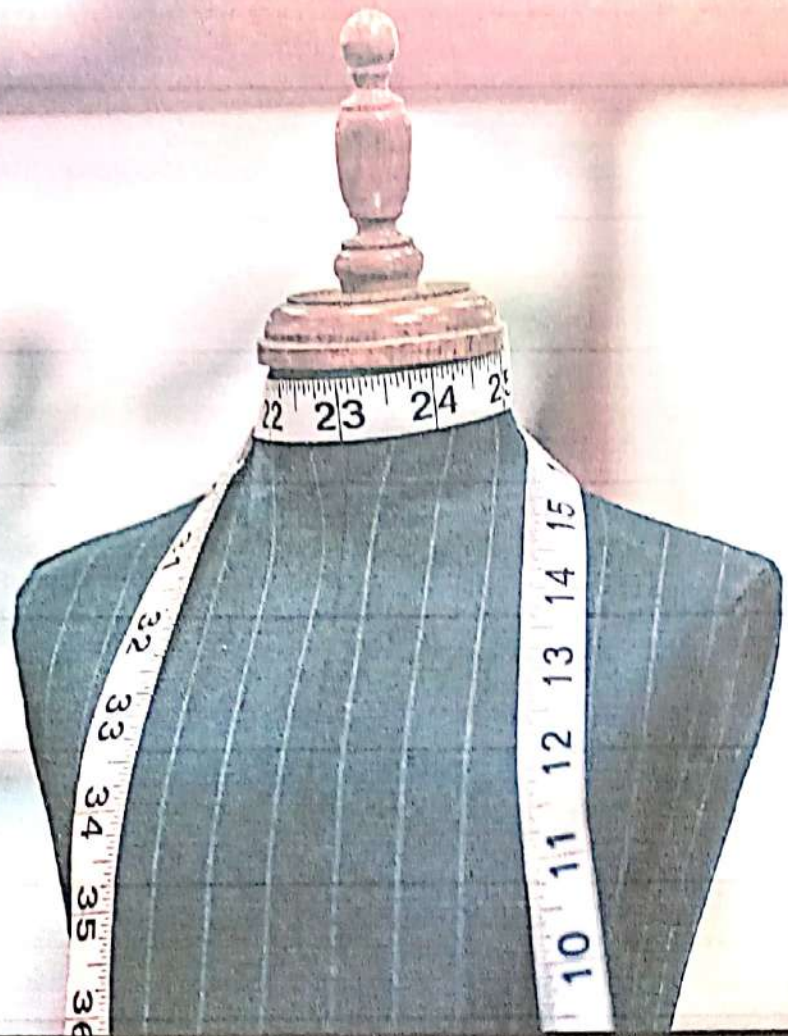


# PROCEEDINGS OF THE INTERNATIONAL CONFERENCE ON SUSTAINABILITY

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## SUSTAINABILITY ON TEXTILES USING TRADITIONAL FOLK-ART

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### Abstract

Times immemorial, humans have always looked back at their ancestors experience and learning's to provide design concepts to develop and generate ideas for the future. As Design forms an integral part of our culture and principles within, sustainable design should not only take into account of economic values, but also cultural, social, ethical and environmental values should be included in the concept of sustainable design process. Sustainability of Indian style inspire to integrate the various Art and cultural aspects which are based on historical outcome and mystical concepts that have created interest over time. Sustainability through revival of popular art form of Karnataka, popularly known as "Togalu Gombeyata" a traditional folk art with a concept of conveying epics stories of Ramayana and Mahabharata to young generation which was regular rituals in olden times in the course of religious festivals, and also it was the major mode of transferring the moral thoughts to the growing generation. The Shadow puppetry art employs shades of light very intelligently to create a theatrical effect and translucent effects. These puppets generally made of animal skin, particularly of goat or deer skin and natural and organic dyes to paint various characters of the scripts.

"Sustainability" is today's Mantra, the study basically aims at revival of traditional folk art on old Cotton sarees and silk sarees and its existence in the minds of people, which would create a demand for the contemporary folk art for the present trend. The main objectives of the study was to learn the design concepts and procedure of Togalu Gombeyata folk art, and implement the same art on old cotton and silk sarees to bring in sustainability in fashion trend in the form of ornamentation using designs of Togalu Gombeyata through screen printing. For the pilot study 4 samples were developed with selected motif from epics of Ramayana and Mahabharata from Togalu Gombeyata. The developed samples were evaluated through a questionnaire for consumer acceptance. The respondents appreciated the revival of old folk art to emphasis on sustainability of recycling old cotton and kanjeevarm silk sarees. Hence, it can be concluded that the revival of folk art was well accepted and appreciated. Thus, this revival art can bring in great