

A Study on the Development of Cultural Contents(Costume Design) Using the Digital Technology

-With the Design of Textile Pattern Using the Modern Buddhism Painting-

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As the age of culture and information, the 21st century is interested in the culture and the art. The value of material civilization which has an influence on human beings of the past centuries is changed into the knowledge, the information and the intangible value such as culture. The knowledge and the initiativeness which human beings have and the culture/cultural contents which the variety makes are the competitive power of country and determine the value of life in individuals and the life of local society.

In this, the cultural contents are defined as 'goods made by using the creativity, the sensibility and the knowledge'. In a word, it refers to the manufacturing and commercializing of the original works which come from the area of culture and art and the fashion design, the important part in the art and culture can not be the exception. The Digitalization of the traditional content industry such as publication and film industry is made rapidly, so the most contents are expected to be digitalized soon.

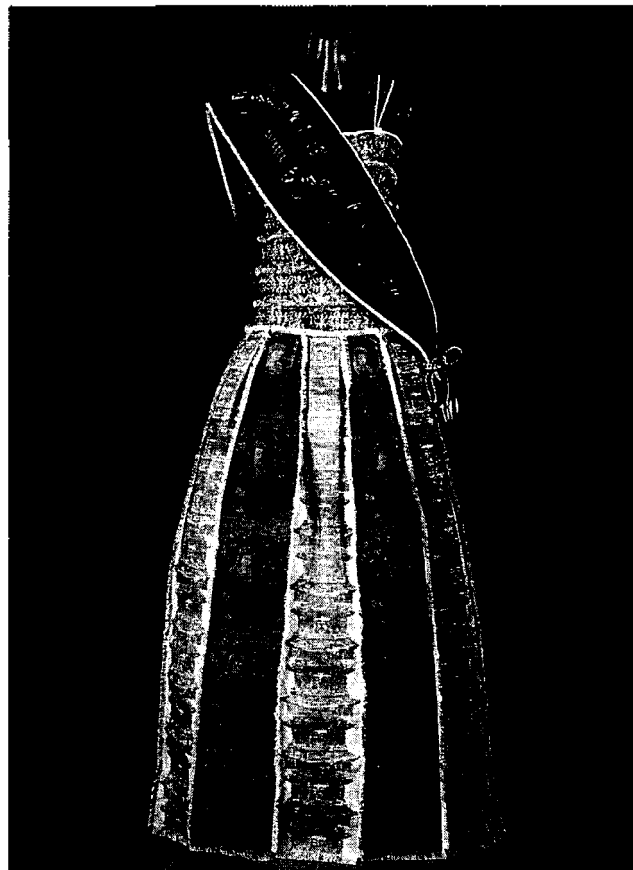
In such a circumstance, this study tries to develop the Buddhist painting, one of the original forms in the Korean traditional culture into the fabric pattern by using the digital technology, to create it as the modern art costume and to show the example of the development of cultural contents in costume design area.

The Buddhist painting is the picture expressing the religion of Buddhism and is the object of Buddhism with a pagoda, a Buddhist image and Buddhist scriptures. According to the type of making, the Buddhist painting is divided into Byeokwaha, Tangwaha and Gyeongwaha. Among them, Tangwaha that the Sutras are drawn on paper, silk or woven stuff is the main stream in Korean Buddhism. The Buddhism is basically based on the Sutras, but the religious experience more than understanding the Sutras is regarded as the important thing. So showing the religious behaviour is to achieve the purpose of religion. Tangwaha is the picture systematically presenting the ritual required in achieving the purpose such a religious experience. The study re-analyzes Tangwaha in modern style and tries to design the textile pattern using the works of 'Go Young Eul', who is the typical painter developing the new area of paintings.

As the step for the production of a work, general design process is applied, the design concept is based on the results shown in the survey and the entire style is made through the color and the subject matter. The color and the pattern applying the Buddhist painting and the process of design decision are done by the digital technology and the process in deciding the entire design concept is partly done by the digital technology. The strong complementary colors of traditional Buddhist painting is digitally printed on silk and the pastel tone colors of modern Buddhist painting is digitally printed on oxford fabrics. The pattern for the production

of a work makes the three-dimensional type by adding the long rectangular tie according to the pattern developed in this study by using the producing techniques of the traditional 'Hanbok'. A seam is treated outside by unweaving a thread in considering the entire atmosphere, the quality of the subject matter and the fashion tendency. The traditional color, the subject matter and the producing techniques are re-made by the digital technology from a plain to a three-dimension, from tradition to modern times.

The results are as followings: First, to achieve the purpose of the religious experience the complex formation of the produced Buddhist painting is entirely or partly applied into the design process by the digital technology. It means that the digital technology can easily access by the concrete realization to the design process that adjusts the creative idea. Second, according to the pattern and the color developed by the digital technology, the combination of each different subject matters and the use of various techniques can make the linear pattern into the three-dimension and try to apply the modern style of seams and closing. Third, the study is to show the Tangwaha motive of fashion design using the digital technology. The development of cultural contents using the traditional cultural forms including Tangwaha can only be applied in the modern fashion design but also present limitless possibilities to various fashion industries including the development of cultural goods.



<Figure> "Reading of Buddhism Painting".