

A Study on Cultural Products Pattern Design Application on Naju-Region Cultural Assets

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I. Introduction

The first record of necktie was the focal, which is inscribed on the Trajan's column in Rome at B.C. 3. A focal is a small scarf, which is tied once in front of a neck. We also can find scarf on the neck of every *Toyong* (a soldier statue made from soil), which was buried in the tomb of Ying Zheng, the King of Qin, in China. Necktie is translated into 'Cravate' in French. It is known that the word came from the 'Croate (Croatian cavalry)'.

In Korea, a print style necktie appeared in 1940s, while patterns with little color and a woven necktie came out in 1950s and 1960s, respectively. In 1970s, a paisley and stripe pattern tie became popular with various colors. Showy patterns (e.g., floral and paisley) were in fashion in 1980s, and showy patterns with simple texture (e.g., floral and ethnic) were trendy during 1990s. A necktie with stripe, which was simple and high color contrast, was popular in 2000s.

Popular patterns in necktie include paisley, stripe, animal, art, check, dot, floral, geometric, abstract, and patchwork patterns. Stripe, multi-colored multi-stripe, and wave style from wave patterns were in fashion. Multi-colored layer, dot, and single colored pattern recently emerged. Silver, ivory, white, and black are popular background colors and green, pink, blue, and red are used to give an accent. These fashion designs can be applied to various materials (e.g., wall paper, carpet, floor, wrapping paper, fabric, hat, men's apparel, and web design) as well as necktie.

Many local autonomous entities are using their emblems to a necktie design, because necktie represent man's fashion and it is easy to deliver idea to the consumers. We wanted to show a possibility of using the cultural assets in *Naju* area as a pattern in the cultural products.

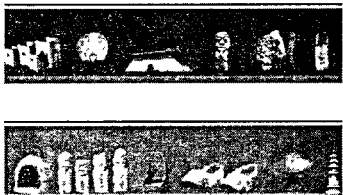
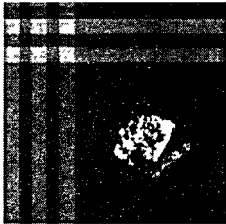

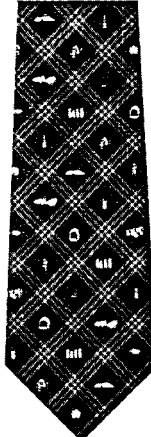
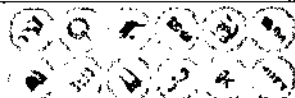

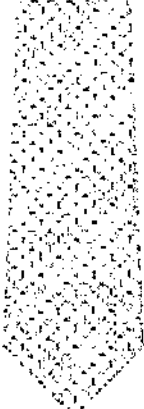

II. Methods

Naju is an ancient historical and cultural city, and it has many subjects for traditional and cultural products including ancient relics. Some good examples are *Kumdongkwan*, *Sukdangkan*,

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Samchungbuk, Somunsuk, Chilbulsuksang, Sukbulipsang, Ipranchupbosumok, Yumjaesinsang, Jukrimsa Sejon Quabultangwha, Bulhwesa Daewungjun, and Dabosa Quabultangwha. We will develop new stripe, check, dot and paisley patterns using these cultural assets and traditional design patterns.

	Stripe	Check
Pattern		
Tie		
	Dot	Paisley
Pattern		
Tie		

III. Results and Conclusions

Paisley, stripe, animal, art, check, dot, floral, geometric, abstract, and patchwork patterns were the major patterns used in the necktie. We developed new necktie patterns (i.e., stripe, check, and dot patterns) using the figures of cultural assets in *Naju* area. We showed a possibility of using the cultural assets as a subject of design to advertise *Naju* city.

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