



Free the Mind

Donny Guerra, Texas Tech University, USA

Keywords: Couture Techniques, Sustainability, Textile Innovation

UGS- Undergraduate Student

LP- Limited Production

Measurements: Bust 35", Waist 26", Hip 37"

Design Mentor Statement:

The purpose of the mentorship relationship was to strengthen the student's construction skills as well as funnel his creativity into a cohesive high fashion piece. The student is very creative and the idea of focusing the inspiration on his creative process was very conducive to analyzing how the creative process works for a designer. I am excited about the increase in construction skills, taste level, and design progression this student has made during this mentorship process. The student was chosen because of the high level of creativity and dedication to always pushing boundaries and limitations.

Design Statement:

The conceptual inspiration for this project was to capture the essence of the creative process and show the cognitive mental action taken by designers. Conveying this purpose through the manipulation of sustainable design materials and demonstrating an innovative way of creating a surface design technique.

Using flat pattern and draping techniques to execute the design, the goal was to show structure yet movement. Capturing the flowing of ideas generated, however holding accountable the foundation of the concrete plan to put into action. The silhouette of the coat came from a de-constructed inverted triangle. Representing a tornado of disaster like the mind whirl-winding with ideas and eventually spitting out information. The Collar shows the cluster of ideas generating in designers heads and then being pulled and shaped into place. This was achieved by gathering upcycled sweaters and cutting into irregular triangle shapes to enhance the pushing and pulling force of the mind. Carefully placing contrasting colors and textures together the fabric was then created. The idea being to abstractly show the powerful force of the tornado and mind, the collar was placed asymmetrically. The design for the skirt was attributed to the "eye of the storm," the eyelet waist band used from an old curtain shows the circular overshoot top of the eye, like a designer when the "light bulb" turns on. The black pencil skirt is pieced together with yet more irregular triangle shapes contouring the body to enhance the mesocyclone, showing the rise and rotation around a vertical axis (J. Hallen, Analyst.) As Designers we are funneled with ideas that flood our mind that we have to extrude and as such, I wanted to show this through binary lines running vertically on the

coat. During the design development phase, I wanted to not only clearly show my message, but adapt a new form of cording and hand embroidery technique to make it very unique and special. I did this by utilizing old electronic wires to show a direct connection to the designers mind and all the energy being transmitted and running through their every thought. The different weighting of the cords shows a correlation of light and heavy weight thoughts being processed. The varied lengths show short term and long term goals and plans. The contrasting monochromatic colors allude all what is a blur in the mind. Yet, the sparks of interest and discovery are shown with hints of neon pink. As the creative process develops, results are emphasized with signs of a functional piece to a cord. The stitches are done organically with no specific rhythm or pattern to explore the glitches of the process and show the “bumps in the road” (D.Ballard, 40).

The coat shell is made of 50% Viscose 50% Light Grey Boiled Wool. Sleeve caps/ facings made from 100% Virgin Wool with Black Lure. Collar/ Skirt made from upcycled knit sweaters and blouses. Lined with 100% polyester.

Hallen, J. (n.d.). How a mesocyclone works. Retrieved May 20, 2016, from http://severewarningsystems.com/about_meso.html

Ballard, D. (2009, September 28). Productive Flourishing: 4 Steps to Creative Process. Retrieved May 20, 2016, from <http://www.productiveflourishing.com/demystifying-the-creative-process/>

