

CREATION OF DESIGNS BY ADAPTATION OF MADHUBANI PAINTING MOTIFS

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ABSTRACT

India had always been known as the land that portrayed cultural and traditional vibrancy through its conventional arts and crafts. Every region in India has its own style and pattern of art, which is generally known as folk art. Perhaps the best known genre of Indian folk painting is the Madhubani painting from Bihar state. The present study on “Creation of designs by adaptation of Madhubani painting motifs” was conducted to strengthen creativity by exploring the possibility of fusion of traditional motifs of Madhubani painting for Aari work. The concept behind the theme was to create new range of textile designs by maintaining the beauty and originality of traditional painting as well as Aari work. In this study motifs were collected through secondary sources and fifteen motifs were selected by expert’s preferences for development of designs. Two designs for each selected motifs of the painting were developed using CAD. Thirty designs were developed from fifteen selected motifs using CAD. Three developed designs were selected on the basis of expert’s preferences for adaptation to Aari work. Samples of selected Madhubani painting designs were prepared with Aari work. The prepared samples were got assessed by the experts and consumers in terms overall appeal, cost acceptability and suitability of designs to Aari work. It was found that the respondents had very high opinion about the developed designs. The cost of prepared samples of Madhubani painting was highly acceptable by the majority of the respondents. The work done in the form of prepared samples was appreciated and preferred for application on wide range of articles. Thus, the motifs explored from Madhubani painting were highly acceptable for product development as variety of designs can be created through the use of CAD technology.

KEYWORDS: Madhubani, Aari work, Painting, Art