아티젠을 위한 홈 인테리어 텍스타일디자인 연구
-앙리 마티스 작품을 중심으로-

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A Study on Home Interior Textile Design for Artygen
-Focused on the Artworks by Henry Matisse-

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이 논문은 2012년 한양대학교 교내연구비 지원으로 연구되었음(HY-2012-G)

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투고일자:20120727, 심사일자:20120801, 게재확정일자:20120921

Journal of the Korean Society of Design Culture
한국디자인문화학회
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Abstract

New brand image strategy for the textile design for modern home interior is required to satisfy the customer needs in the midst of rapidly changing consumer trend environments. Especially, the distinguished emotional marketing strategy and development are necessary to provide the intangible value to satisfy the artygen who is the consumer group with consumption aspect evaluating the cultural value and artistic nature of the product.

Therefore, this study is to contribute the high value added creation and marketing strategy in Korean home interior textile industry by suggesting the home interior textile design in combination of the artistic value and modernistic design from the analysis on the characteristics of the color and formative aesthetics which were appeared on the artworks of Henry Matisse attracting the demand and attention of the modern artygen.

With regards to the study range, the color paper made artworks with high popularity and excellent geometric formative nature out of the works of Henry Matisse in the latter period were utilized restrictively.

Firstly, the theoretical background was surveyed through the biblical studies. The concept of the artygen consumption group, color and formative characteristics of Henry Matisse were analyzed and application cases for the artworks to the home interior products were surveyed. Secondly, the motive was derived by analyzing the formative characteristics in the color paper artworks of Henry Matisse. It was adopted and suggested to the home interior textile design through the modernistic re-interpretation based on the 2012SS color trend data.

The results suggested by three textile design in forms of bedding, upholstery and wallcovering utilizing the artworks of Henry Matisse are as follows.

First, abstract expression techniques were used with dissolution of things shown in the work in order to propose textile designs for bedding using ‘the Sorrows of the King’. Moreover, a natural sensation of ‘Seaside Nostalgia’ a trend color, was applied to the bedding work to express a comfortable and practical mood.

Second, to propose textile designs for furniture, ‘Polynesian Seas’ were selected and decorative motives of the work were directly adopted. A minimal Zen style of ‘Constructive Max’ a trend color was also used to design and as a result, it was an appropriate design for modern furniture.

Third, to propose textile designs for wallpaper using ‘Blue Nude’ a female body in the work with skipping techniques and pure and romantic elements of ‘Dreamy Purity’ a trend color, were used to design the wallpaper that suits a simple living room interior designs.

Finally, the convergence of the artworks for the consumer like artygen with high cultural requirement and level home interior textile design show the effect of widening the conventional design range and suggest the possibility of market expansion. It is expected that the continuous in-depth and systematic studies on this part based on the home interior textile design through utilizing the artworks for artygen suggested by this study will contribute to strengthen the competitiveness of Korean textile industry.