



## TAKING ADVANTAGE OF THE DESIGN POTENTIAL OF DIGITAL PRINTING TECHNOLOGY FOR APPAREL

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### ABSTRACT

*The integration of digital technologies into apparel forms allows designers to explore and visualize new creative possibilities. How the technology is used and how design concepts are perceived in the industry are areas of crucial importance to the technology's longevity. Our goal, as collaborative artists, focuses on integrating technology into the creative process to create both art and industry-oriented apparel. The applications of digital textile and apparel design have implications for many areas of the industry, but we have focused on three: art-to-wear, custom design, and mass customizable products. The body of research and artwork that we have developed suggests that a systematic approach to integrating new technologies into the textile and apparel design process can be developed, recorded and employed in future design explorations to inspire the most rapid technology integration with the greatest potential for new product conceptualization.*

*Keywords: Digital textile printing, apparel design, design process, art-to-wear*

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The integration of digital technologies into apparel forms allows designers to explore and visualize new creative possibilities. How the technology is used and how design concepts are perceived in the industry are areas of crucial importance to the technology's longevity. In a rapidly changing technological environment, the possibilities for new approaches to the design process, changes in production methods and changes in product types need to be addressed by both design researchers and practicing designers. Our goal, as collaborative artists, focuses on integrating technology into the

creative process to create both art and industry-oriented apparel.

When we began our collaborative process, the use of digital printing for apparel was at a rudimentary stage. Most designers and industry professionals either printed flat textiles intended to be cut and sewn into garments through traditional methods, or placed the images in a two-dimensional way on the front or back of the garment. Some attempts were made to have images match across garment seams, but apparel shapes tended to the simplest forms. We aspire