

ABSTRACT

VISUAL DEVELOPMENT OF RAFFLESIA ARNOLDI FLOWER USING BIOMIMICRY METHOD APPLIED TO FASHION PRODUCTS

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ABSTRACT

Innovation in the fashion industry continues to be needed in order to keep growing. Innovation in fashion involves making, changing, and development of the product design process. One of the abundant sources of inspiration one of them is nature. Taking inspiration through nature is also called Biomimicry. There are Biomimicry factors in fashion product design, namely imitation of the shape, texture and color of biological nature. Flowers are one of part of nature that has always been used visually as inspiration from time to time. every era. Indonesia has a national flower, Rafflesia Arnoldi, which is unique and has different characteristics. has unique and different characteristics from other flowers in general. At this research, will focus on the visual development of Rafflesia Arnoldi using the Biomimicry method using the Biomimicry method including imitation of shape, texture and color. As for processing using a combination of techniques, namely Wet Felting, Needle Felting and Beading. In addition, this research uses qualitative methods including observation, literature study and exploration. The result of this research is visual application of Rafflesia Arnoldi as inspiration that has been developed on fashion products Wearable Art in the form of bags.

Keywords: Biomimicry, Beading, Fashion Products, Needle Felting, Rafflesia Arnoldi, Wearable Art and Wet Felting.