



Kaarvan Crafts Foundation
Crafting Livelihoods

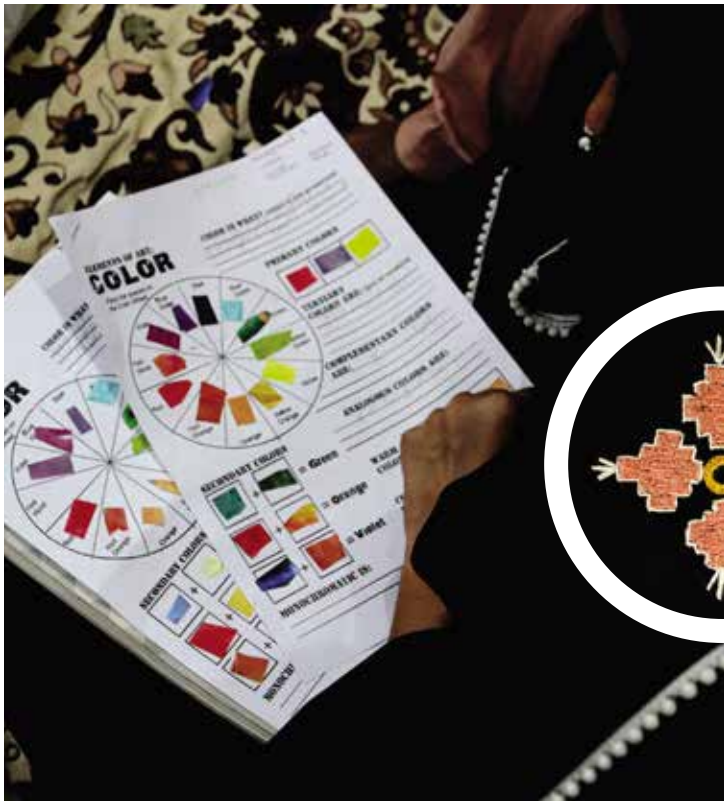
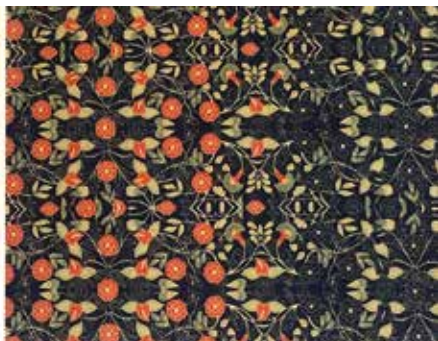
DESIGN WORKSHOP IN ACTION

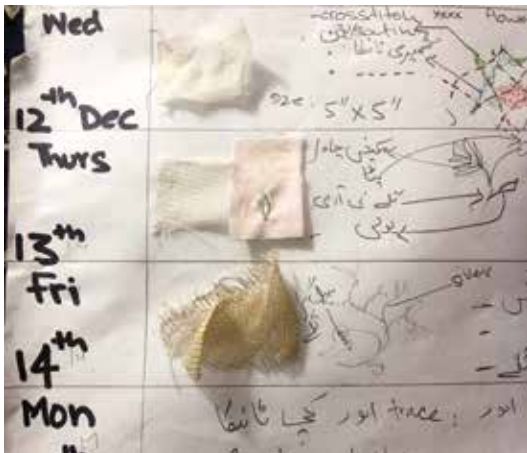


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Design aesthetics Handicraft Workshop in Action is an initiative that will enhance skills and aesthetics of women artisans in rural villages of Pakistan. The project will: upgrade skills of women in designing and color in cloth embroidery; increase their knowledge on the value chain and make market linkages; provide guidance on how women can work in groups; and develop women into effective business managers and organizational leaders. The workshop will invest in the training of the beneficiaries; identified as among most disadvantaged women in their communities, and offer technical support to link them with markets.

The workshop strategy so far has been according to the following plan; the structure and system of this workshop is designed in a way that artisans are able to enhance their product according to the market trends; able to increase monthly income and able to run their own businesses.

Improvements in quality, the creation of new designs, the development of the network of handicrafts production groups and life skills are some results of this initiative.





UNDERSTANDING COLOR





1.1



1.1

Rural Women in village of Multan are introduced to the importance of color and fashion industry trends.

1.2

Bahawalpur women listen to how color can get in the way of selling or disheartening potential clients.



1.3

Likewise, Vehari artisans pay attention to color being used for an idea to invoke a meaning and cultural relevancies.





02

COLOR AWARENESS



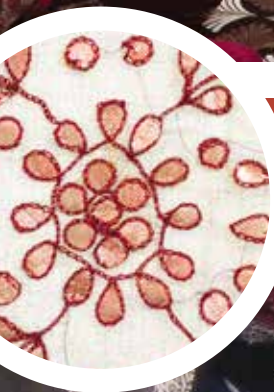
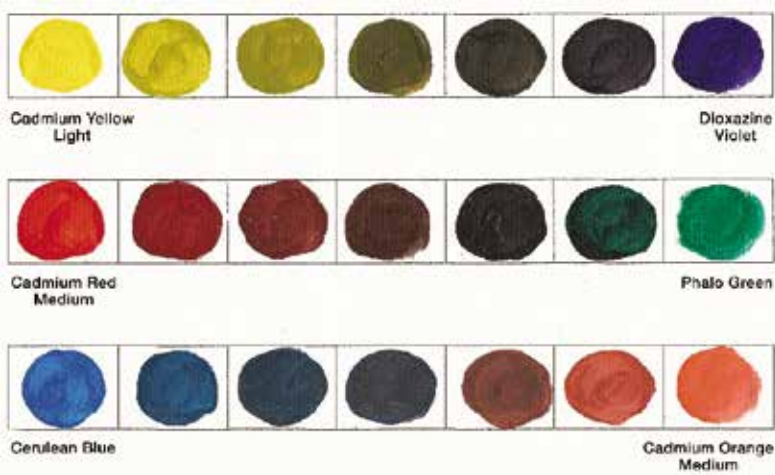
2.1

Bahawalpur women listen to how color can convey mood, describe reality or codify information. Words like happy, sad, frustrated, hope bring to mind certain colors. Artisans can use these color associated moods to evoke a connection with consumer.

2.2

The artisans in Multan are given a detailed presentation on color and how it is read.





CHOOSING A COLOR PALETTE





3.1

3.1

Multan Artisans learn the basics of color theory and the relationships of colors with one another.

3.2

Pakeeza, Fashion Educator & Kaarvan Design Lead showcases the differentiation of colors that are close in hue and value but different in intensity.

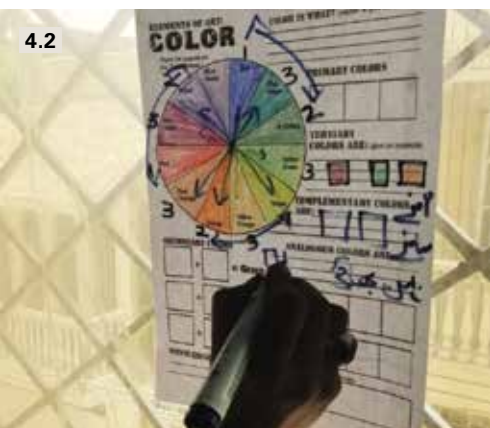
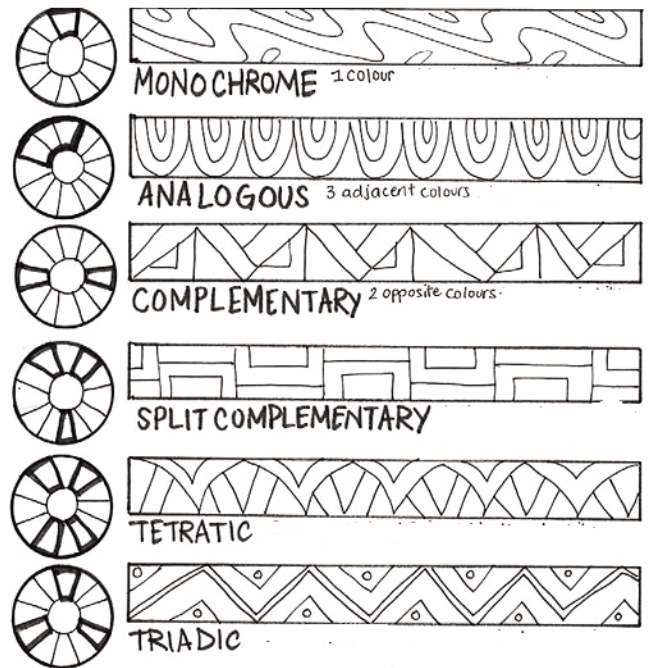
3.3

Women at Chaman Kotli Campus Muzerferabad paint color ranges of tints, tones and shades. Learning the nuances of color value from dark to light.



4.1

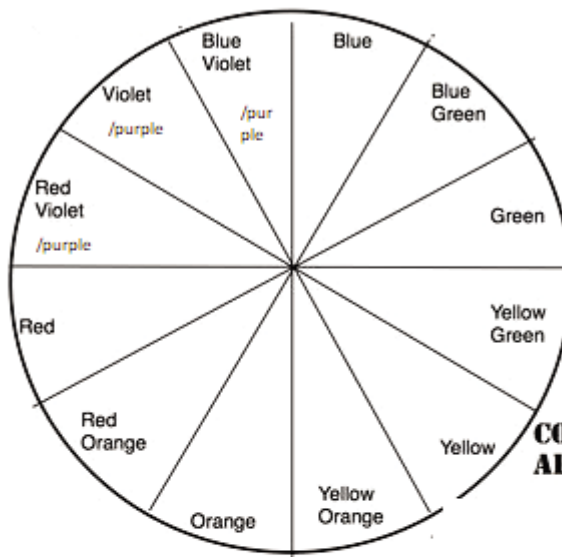
COLOR SYSTEMS



4.2



COLOR



PRIMARY COLORS

--	--	--

TERTIARY COLORS ARE:

COMPLEMENTARY COLORS ARE:

SECONDARY COLORS

	+		= Green
--	---	--	----------------

	+		= Orange
--	---	--	-----------------

	+		= Violet
--	---	--	-----------------

MONOCHROMATIC IS:

ANALOGOUS COLORS ARE:

WARM COLORS

--	--	--

COOL COLORS

--	--	--

--

4.1

Multan Artisans create their own color wheel and observing first hand relationship of colors.

4.2

From Monochromatic Colors, Primary Colors, Secondary Colors, Analogous Colors, Complementary Colors, to Tertiary Colors — Women explore and observe how colors sit next each other on spectrum or close together on color wheel.





5.4



5.2

COLOR AND CULTURE



5.3



05



5.1

5.1

Color association and how color schemes are built in context to cultural and geographical placement was explained to the artisans.

5.2

Pakeeza showcases the cloth of light pink explaining how in Pakistan it is seen as a color of youth and innocence whereas in America and Europe it is a color of young romance.

5.3

Multan Artisans look through Pakeeza's Fashion Crafts Fusion Portfolio — observing ideas of how local crafts are fused with western cuts, colors and prints.

5.4

Bahawalpur women cut and paste their own color fusions.

Let's Practice Lines!

1. Straight



2. Wavy



3. Dotted



4. Zig Zag



5. Cloud



6. Castle

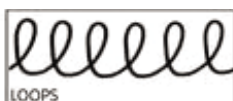


7. Curly Cues



6.2

06



LOOPS



CIRCLES



SPIRALS



CROSSED LINES



TEARDROPS



SQUIGGLES



WAVES



RIGHT ANGLES



DOTS



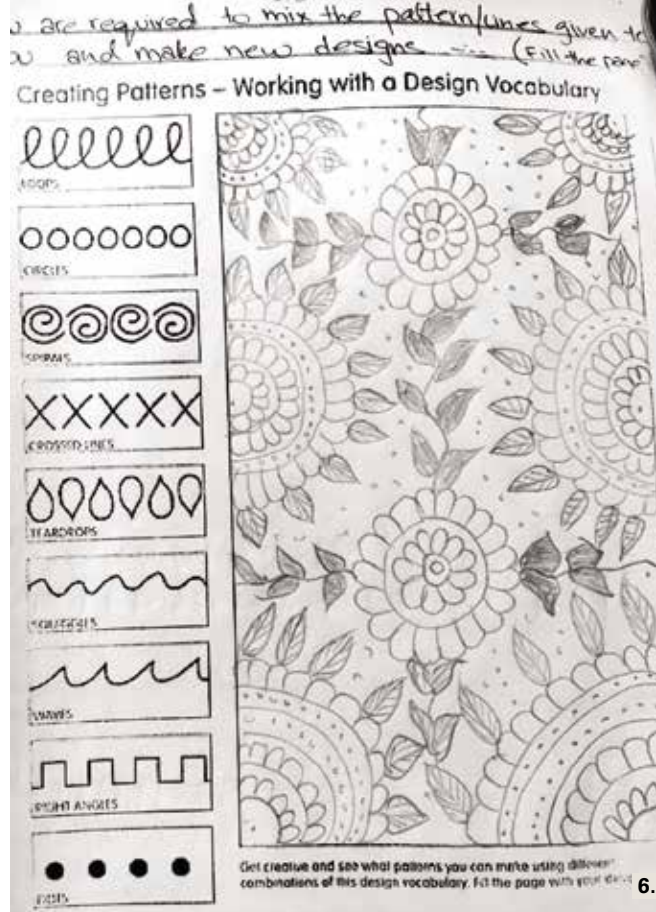
A LINE CAN BE...

6.1





6.4



6.3

6.1

The artisans were introduced to 'Line' and how the use of the line can change the design effect and purpose.

6.2

Artisans learn the characteristics of 'Line':

Width - thick, thin, tapering, uneven

Length - long, short, continuous, broken

Direction- horizontal, vertical, diagonal, curving, perpendicular, parallel, radial, zigzag

Focus- sharp, blurry, fuzzy, choppy

Feeling- sharp, jagged, graceful, smooth

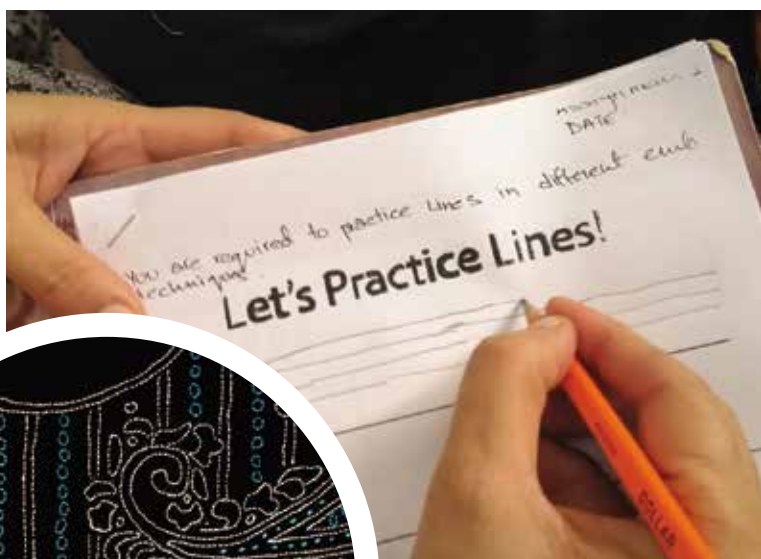
6.3

Sample line assignment sheet of Bahawalpur woman using line to create shapes and planes, and form.

6.4

Line drawing exploration by Esha Shakeel.

07





BETWEEN THE DESIGN LINES



7.1

Pakeeza illustrates how line – horizontal, vertical, curving, diagonal; each has an impact on how we perceive space.

7.2

Fahmida Falak Shair drawing from Bahawalpur showcases how she used different types of lines to make new patterns.

7.3

Sample of tracing lines for fabric.



DESIGN FOR THE SEASON





8.2

8.1

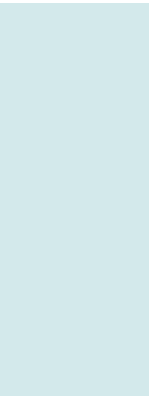
Artisans become familiarized with different color schemes of seasons — Spring, Summer, Autumn and Winter.

8.2

Artisans study leading brand names color & fashion designs and how they shift and set new trends according to the season.

8.3

Artisans apply their learning of color and design according to a season of their choice.



PLACEMENT MATTERS



9.1





9.1

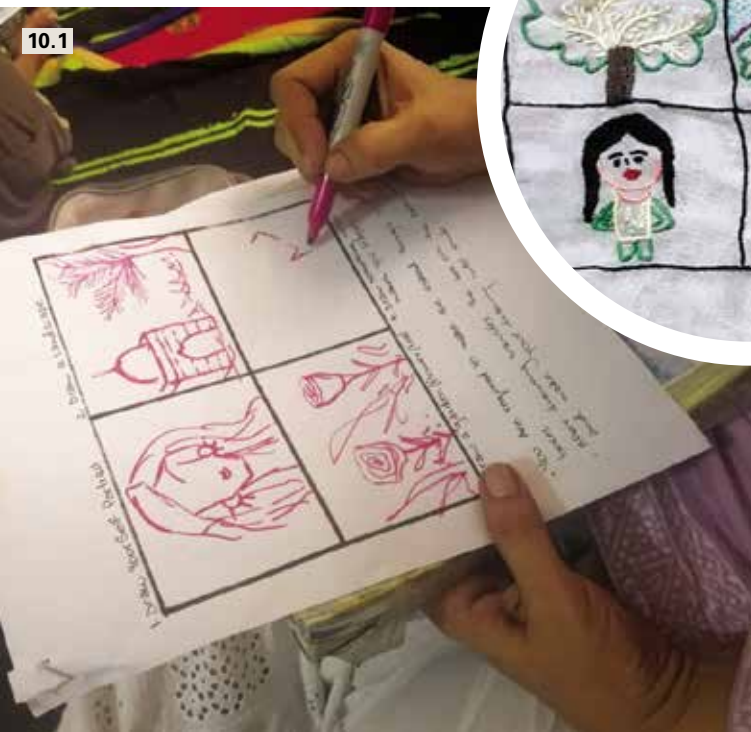
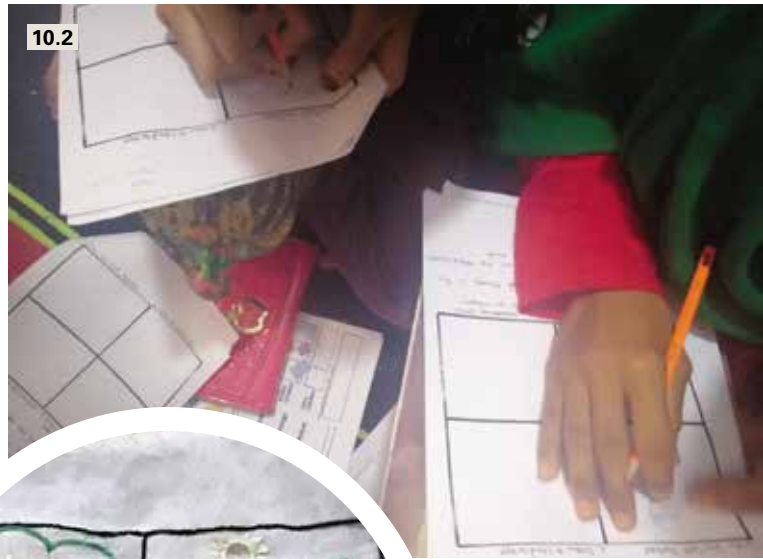
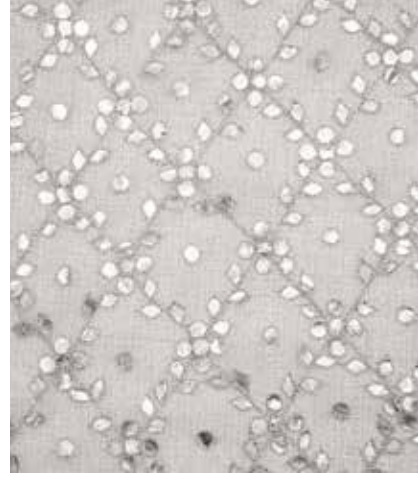
Discussion on how to differentiate yourself in the Industry.

9.2

Showcased samples of how Rilli work was fused with Kacha Tanka and lace — appeals to the Urban Market. Simple or solid work of only one handcraft without crisscrossing different embroideries limits the clientele and market range.

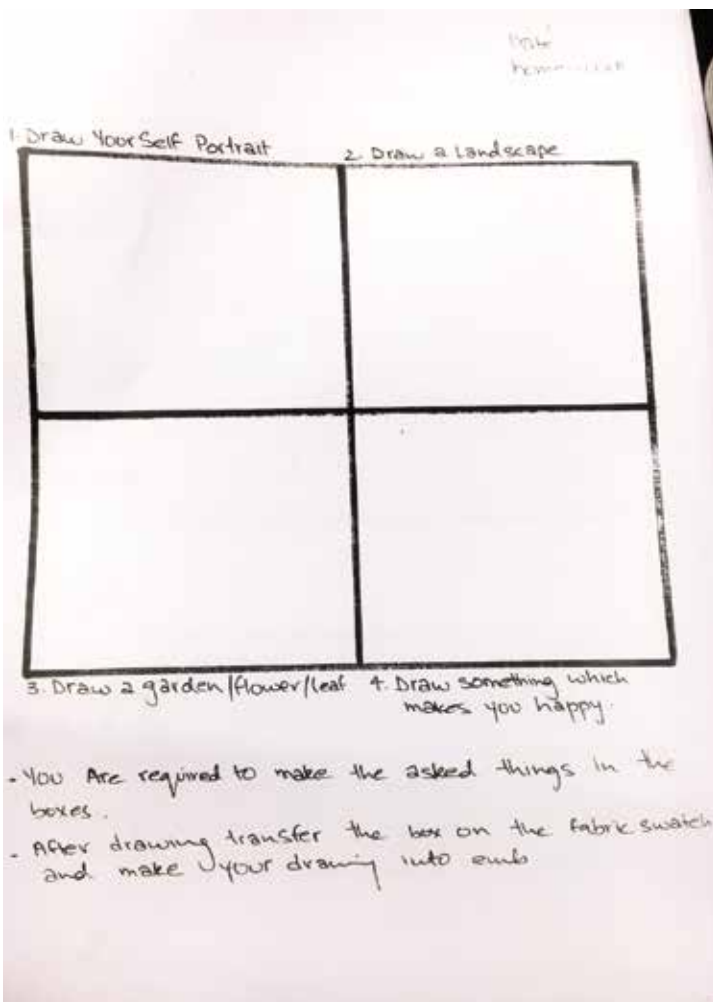


10





SELF-IMAGE AND DESIGN



10.1

Explanation of how each of us has unique experiences that we can translate into one of kind clothing line.

10.2

Artisans tap into their inner selves — sketching aspects of their reality for inspiration for fashion design.



DESIGN PLANNING FOR THE MARKET





11.2

11.1

Discussion of the market trends and products where there specialized craft skills can be used.

11.2

Women gain exposure of market network — where to buy the best raw materials to where are the exhibitions, expos, career fairs or job advertisements happening.





12.1



12.2



12.3



12.4



ON MARKET STANDARDS

12.1

Women from Bahawalpur, Multan and Vehari displaying their embroidered skills to Kaarvan Programs Team and receiving firsthand feed on color, quality and design.

12.2

Multan Micro-Entrepreneurs at Expo, Lahore.

12.3

Vehari Women receive trainings on entrepreneurship and small business management.

12.4

Market linkages feedback sessions with women from Bahawalpur, Multan and Vehari.





GETTING READY FOR HIGH-END



13.2





13.3

EXHIBITIONS

13.1

Women Artisans note down on how they are suppose to narrow down and select their best items for display at High-End Mall Exhibitions.

13.2

On display, presentation and set up of handmade crafts. Women learn about landscaping: the ups and downs — the elevation of products is referred to as landscaping.

13.3

Women Artisans practice their communication skills of telling the story of the craft and their history to diversify themselves from brands and demonstrate their uniqueness.







CRAFT DIRECTORY







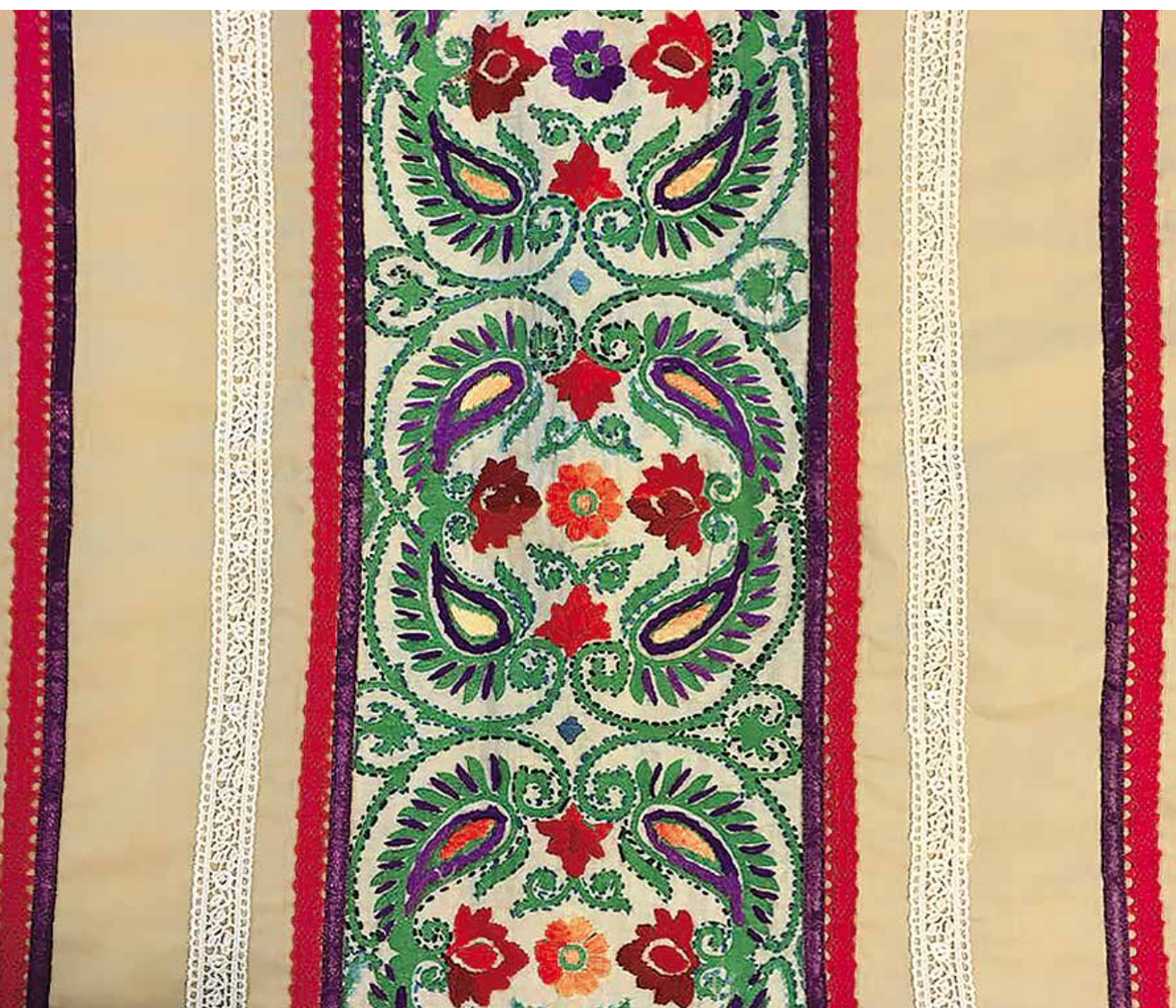
HOME







Rilli with Chikankari





Polly Tanka and Lace





Polly Tanka Fused with Dandy Tanka





Kacha Tanka and Polly Tanka





Cross Stitch with Tarkashi



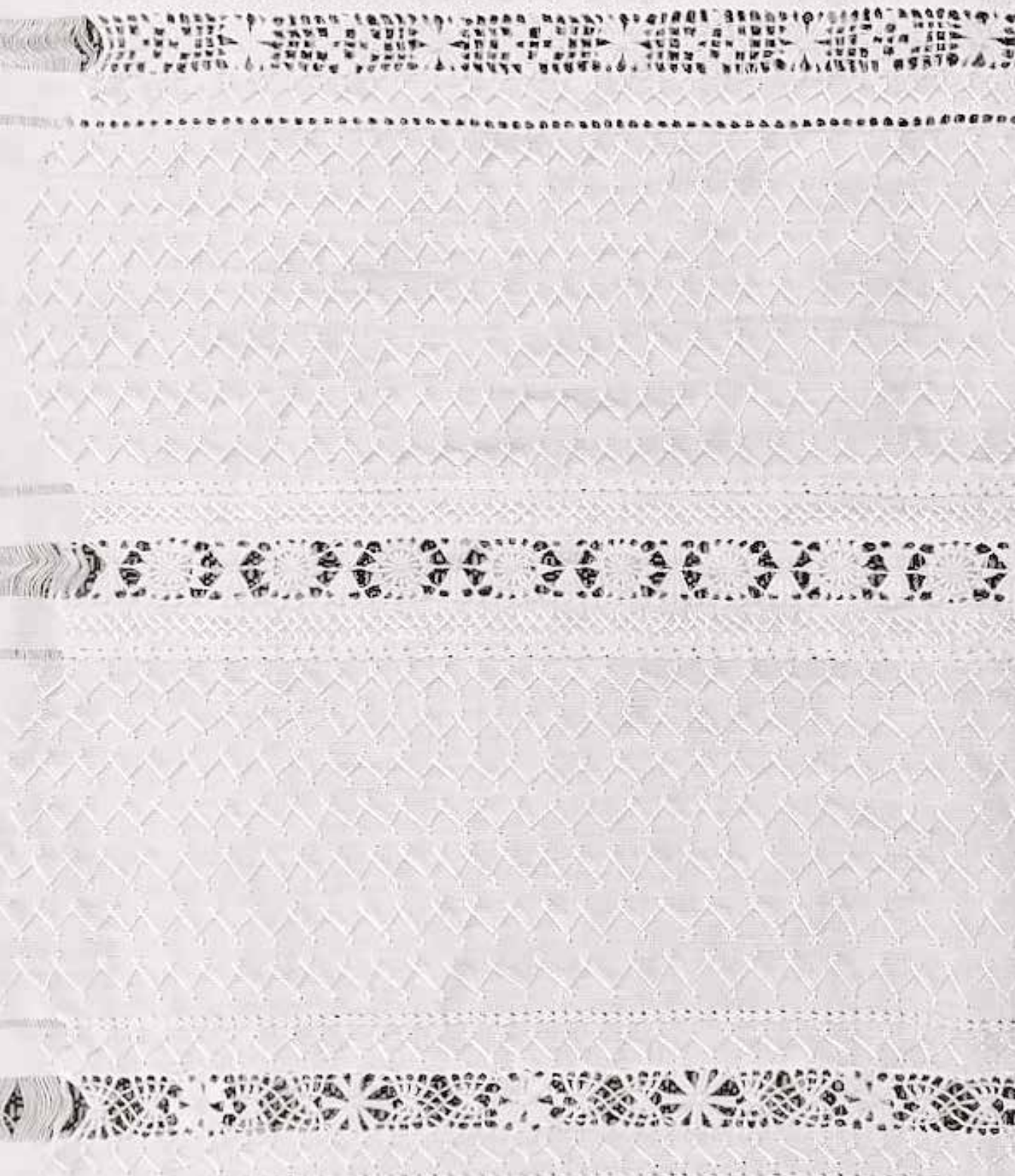
Shadow Work with Polly Tanka

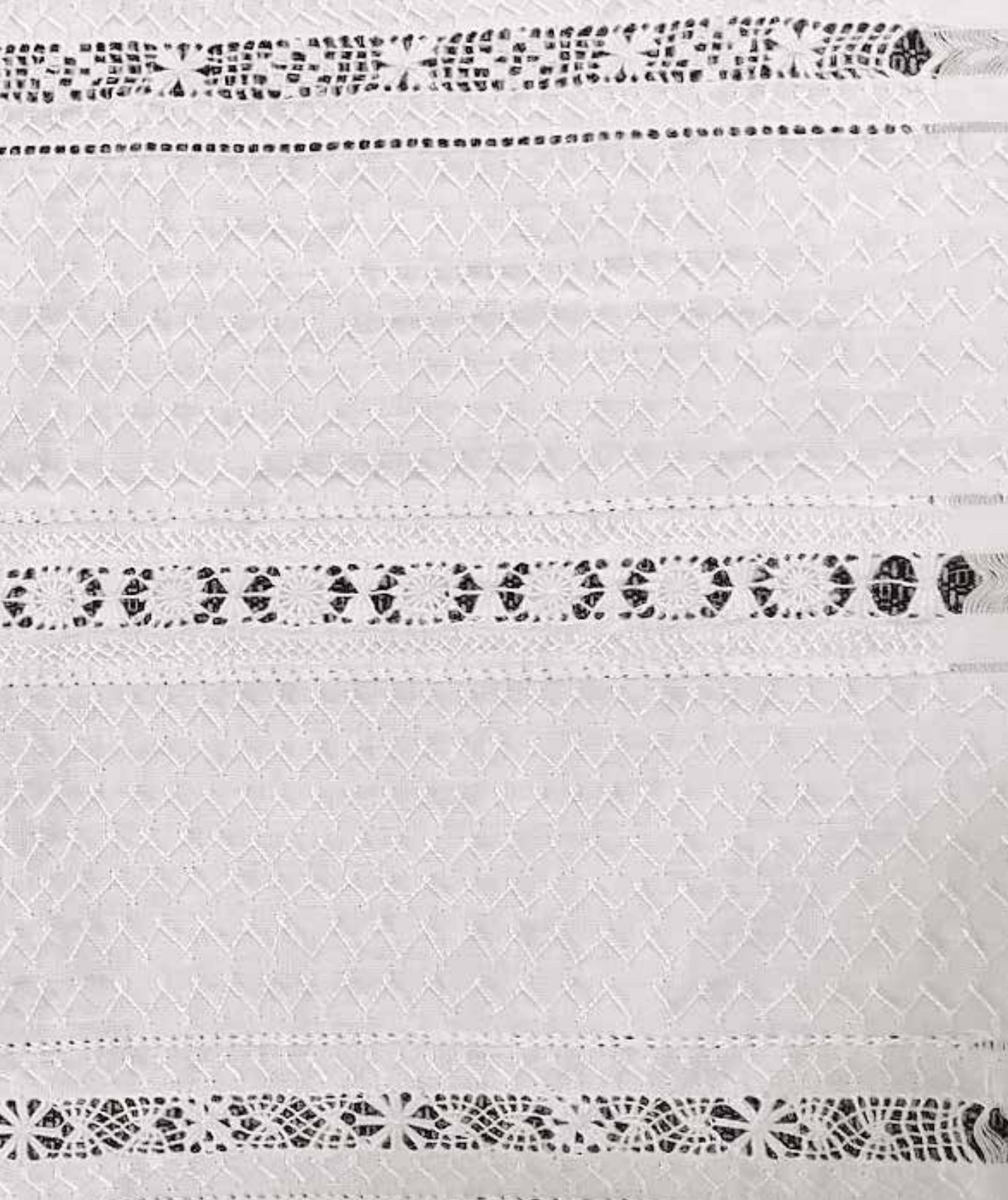


Kacha Tanka



Applique Work





Tarkashi





APPAREL







Rilli Coat, Vegetable Dyes Print Bodice, Machine Work, Pearl Heming





White Khaddar Cotton Kurta with Bodice of Chikankari Lined with Bold Applique Net Hand Embroidery





Light Blue Cotton Trousers with Zig Zag Silver Thread Lines





Offwhite Chiffon with Delicate Hand Embroidery and Pearl Linings





All Rilli Embroidery





Blue Asymmetrical Cotton Dress Shirt with Ethnic Fabric Printed Floral Motifs





Rilli Work, Kacha Tanka, Running Stitch





Khadi Kurta with Pulkari Work







Rilli Work with Block Print







Open Cotton Gutta Cloak







All Rilli Embroidery with Netted Neckline with Pearls





Lawn Kurta with Tarkashi, Kacha Tanka, dipped in Vegetable Dyes of Ethnic Print





Turquoise Flora Block Printed Lawn Kurta Accented with Tarkashi And Lace Linings







White Cotton Kurta with Cut Fabric Sleeves and Hem Frame the Hand-Embroidered Motif of Ethnic Flora. Back: Vegetable Dye Wilderness of Energy





Light Mauve Cotton Kurta with Hand-Embroidered Floral Motif Lined with Pearl Dots





Naturally Dyed Indigo Lawn Suit with Ethnic Motifs Highlighted with Hand-Embroidered Work and Embedded Mirrors



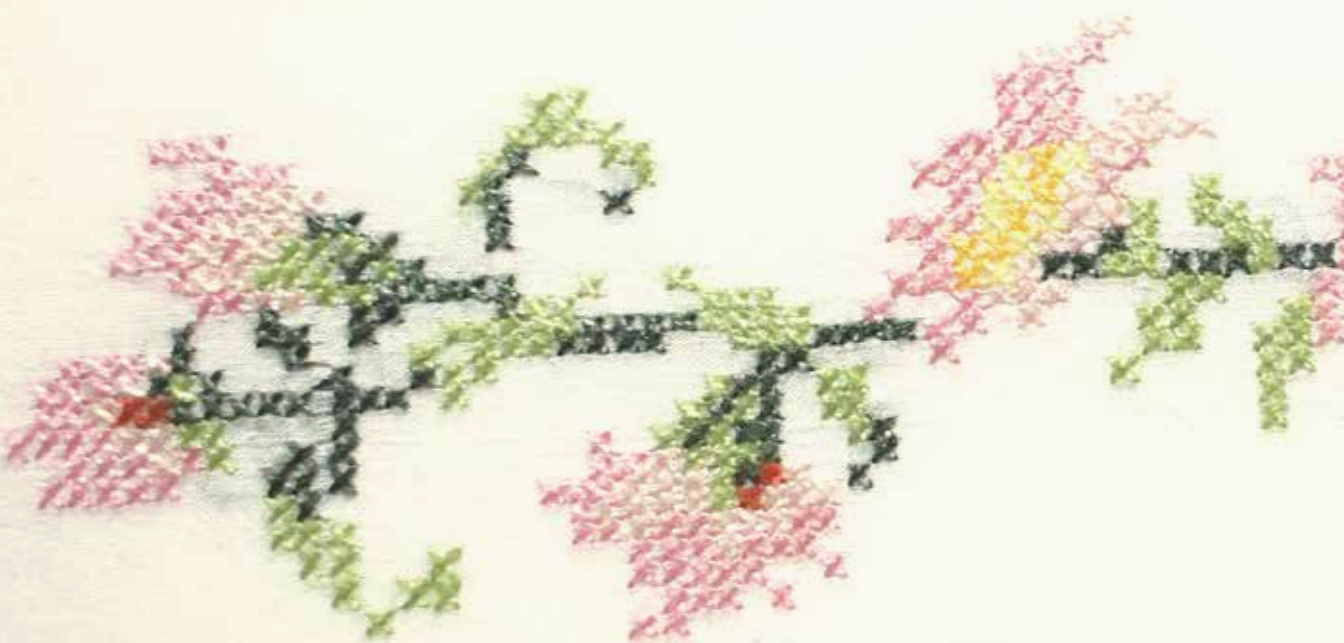


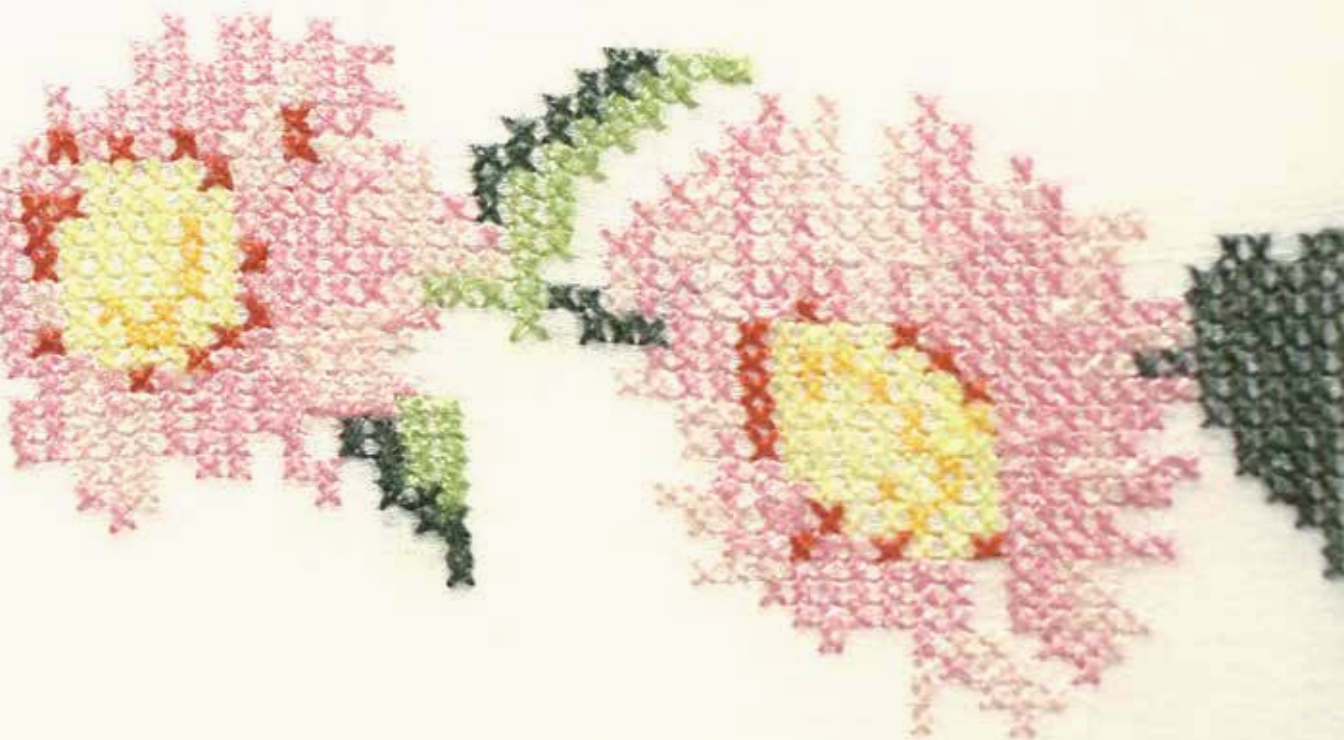
Rilli with Natural Dyed Block Printed Muslin





Polle Stitch and Dandi Tanka: Satin Stitch & Stem Stitch





Crosstitch







Ari Tanka





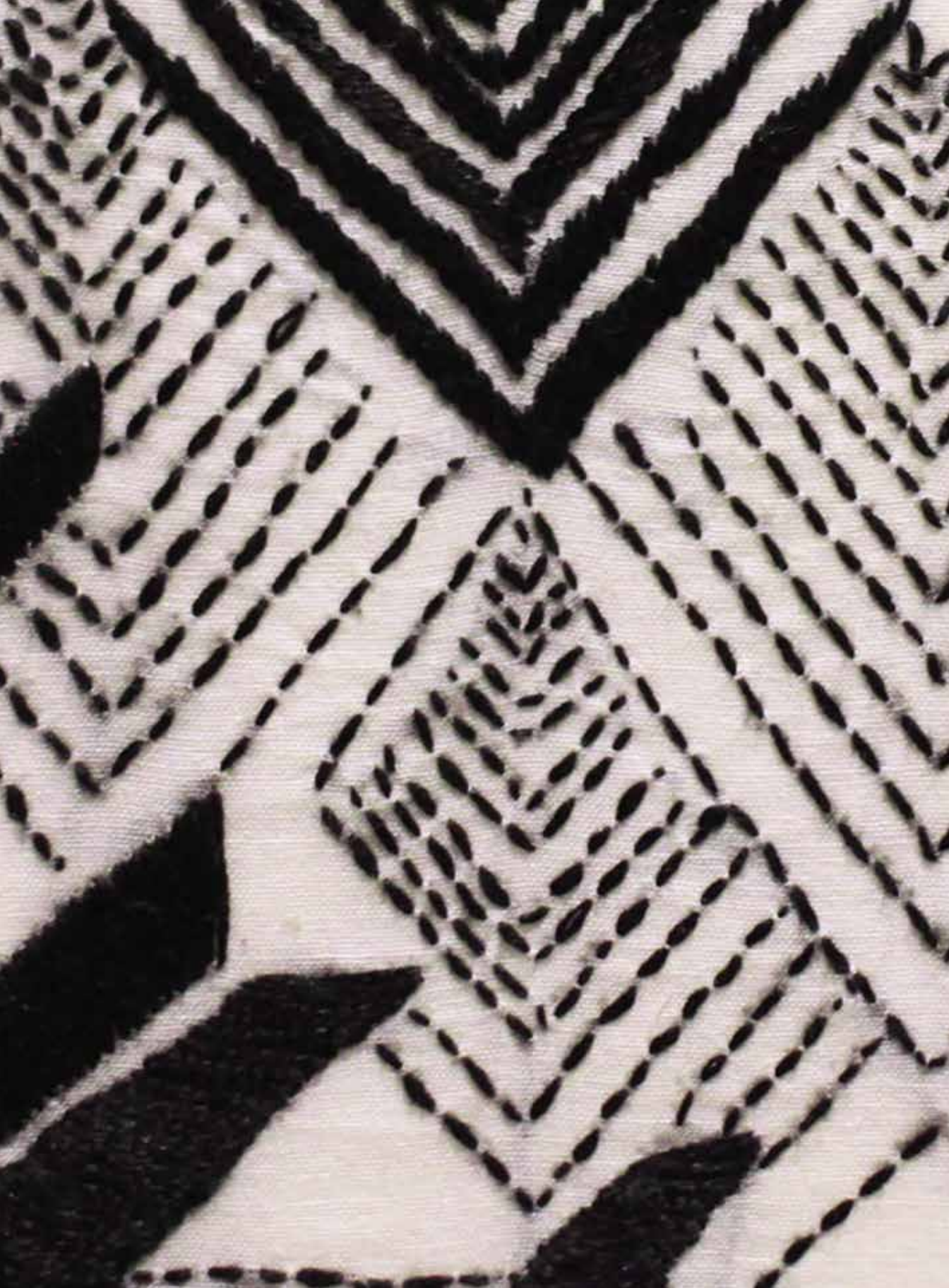
Kashmiri Tanka

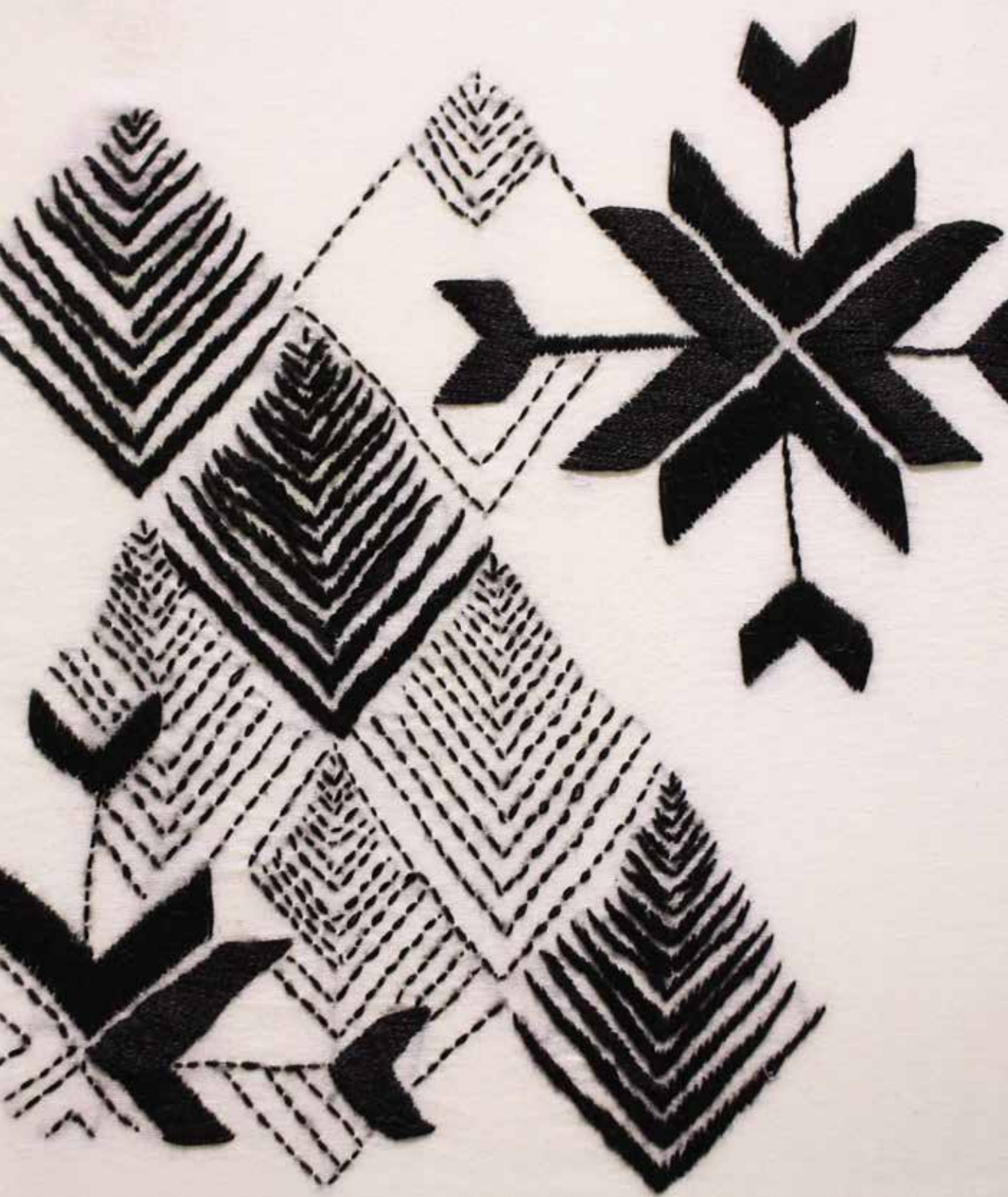






Taar Kashi with Tilla on Velvet





Kacha Tanka & Polle Tanka







Mirror Work on Schiffli Fabric







Kacha Tanka on Schiffli Fabric







Rilli Cut Work with Zari Taar and Schiffli Fabric





Croche Flower in Silk Thread with Dandi Tanka





Lazy Daisy, Dandi and Sondi Tanka with Beads





Woolen Pompom with Dandi Tanka







Kacha Tanka with Zanjeer Tanka Outline





Rilli Technique (Lawn on Lawn)







Pati Rilli with Ari Chain Tanka

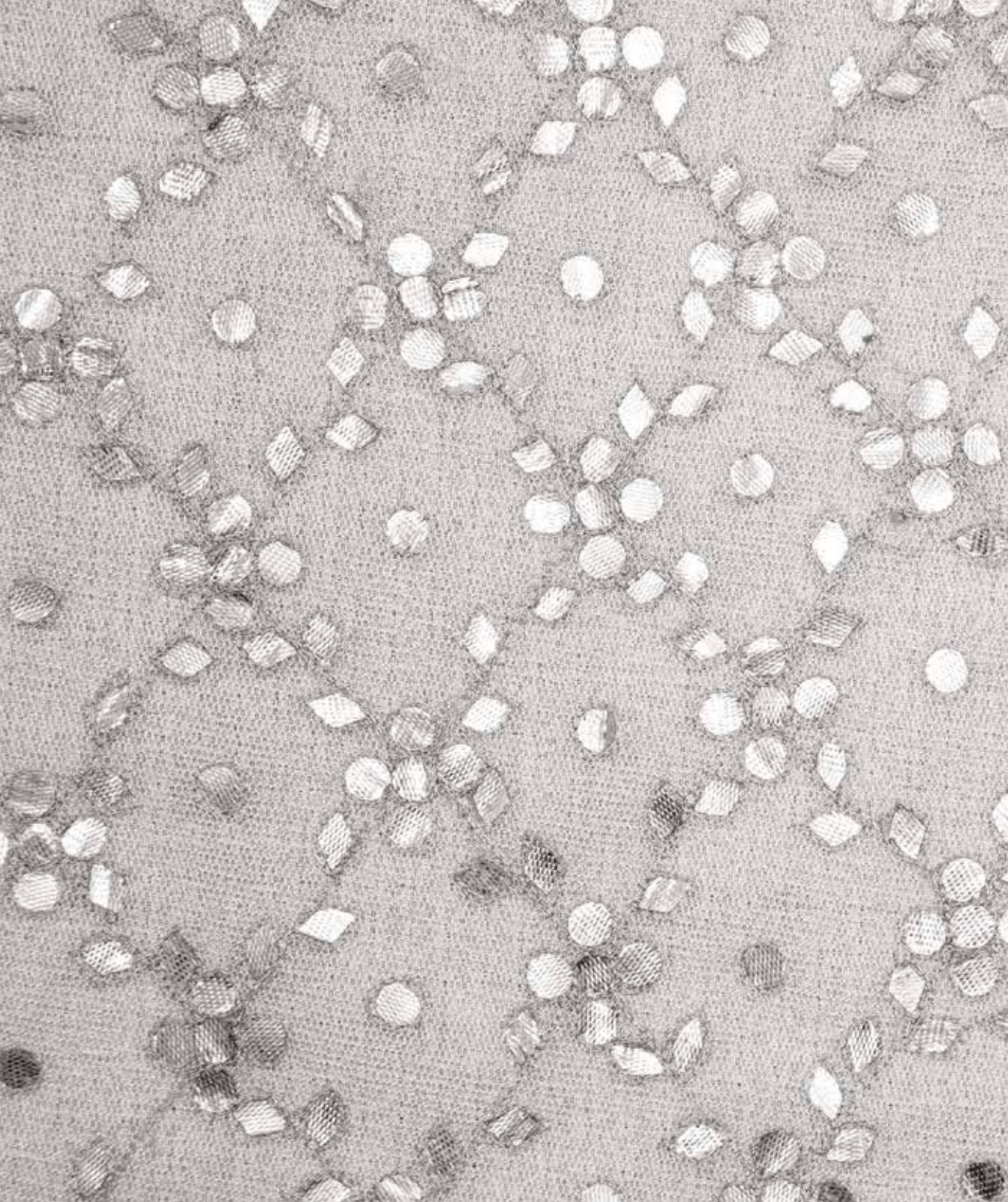






Rilli with Traditional Pattern







Gutta Pati with Ari Work

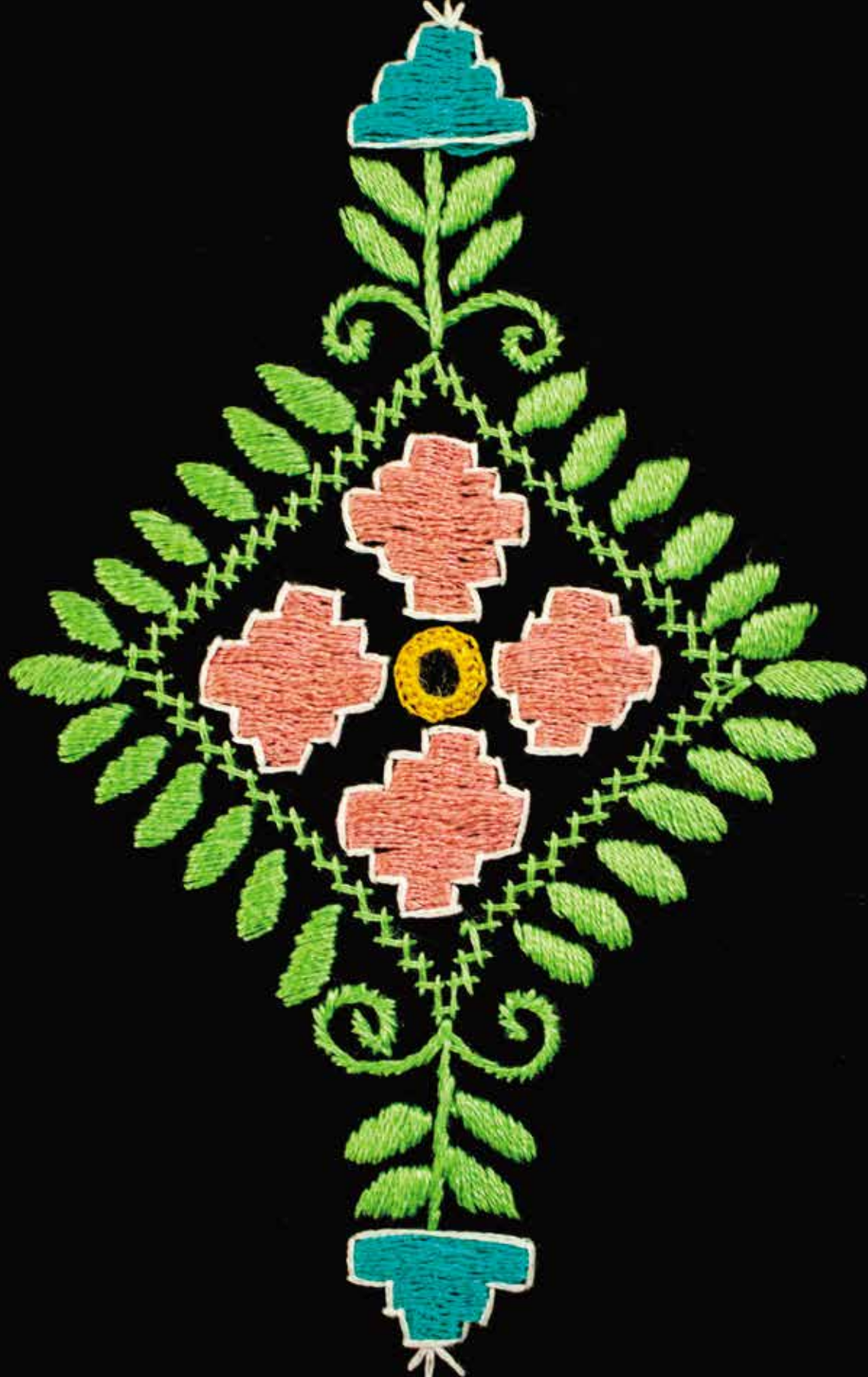


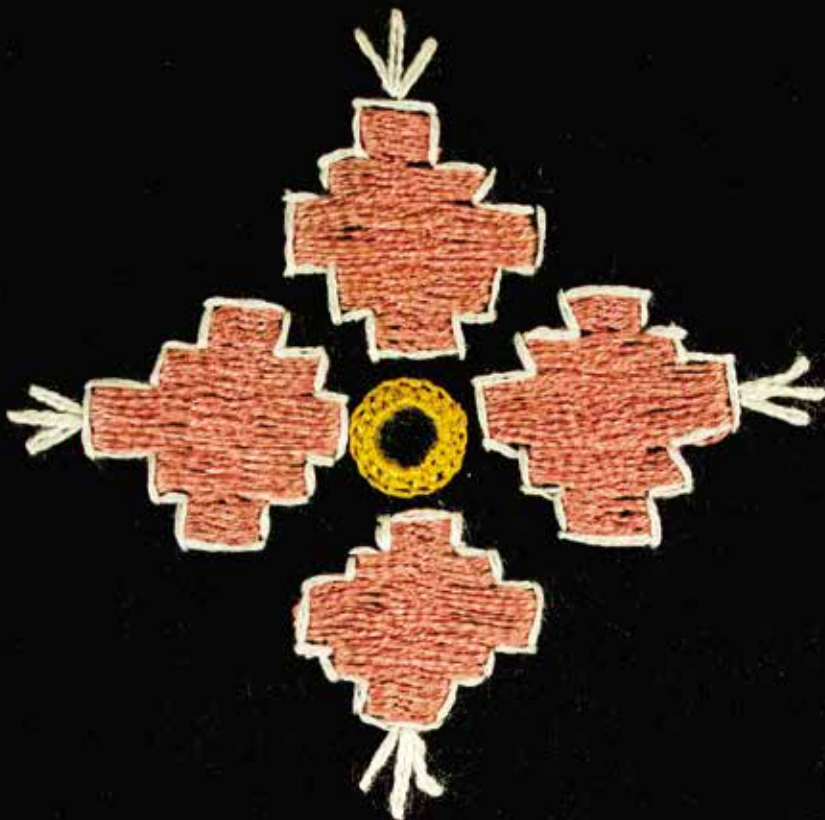




Polle Tanks, Peeple Ghara and Firki Tanka







Right: Bolochi Tanka | Left: Bolochi Tanka and Komal Tanka







Kacha Tanka







Shadow Stitch and Barwa Tanka

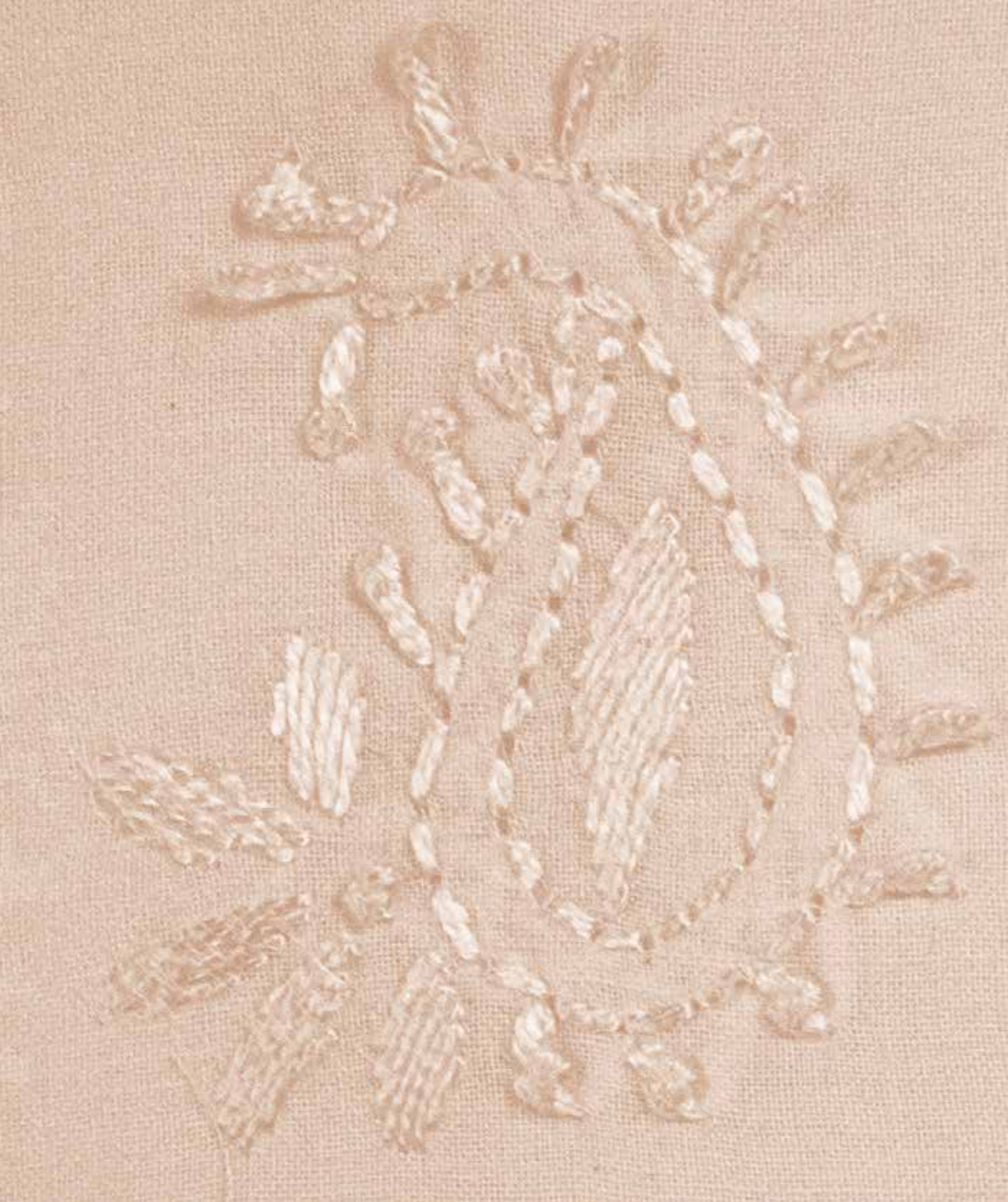






Pressed Gota Pati Work with Ari Work







Tarkashi with Silk Thread and Polle Tanka



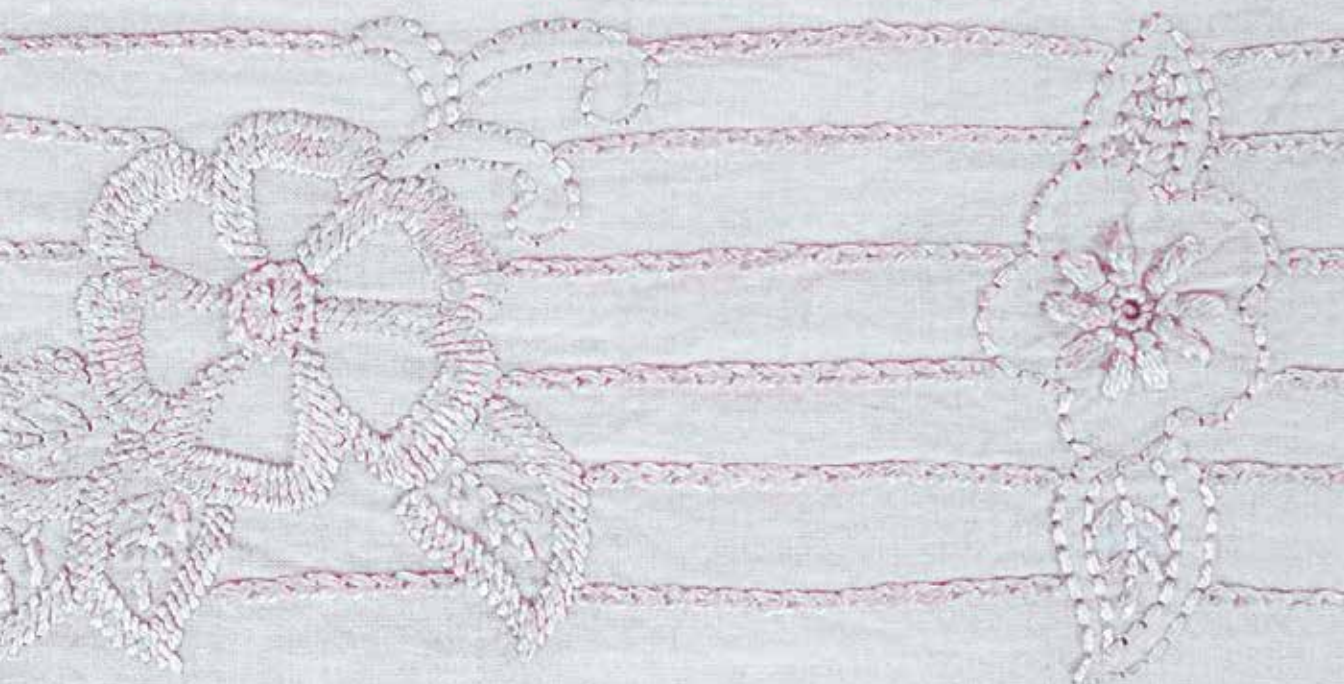




Banarsi Tanka







Lazy Daisy and Chain Tanka







Shadow Work and Polle Tanka



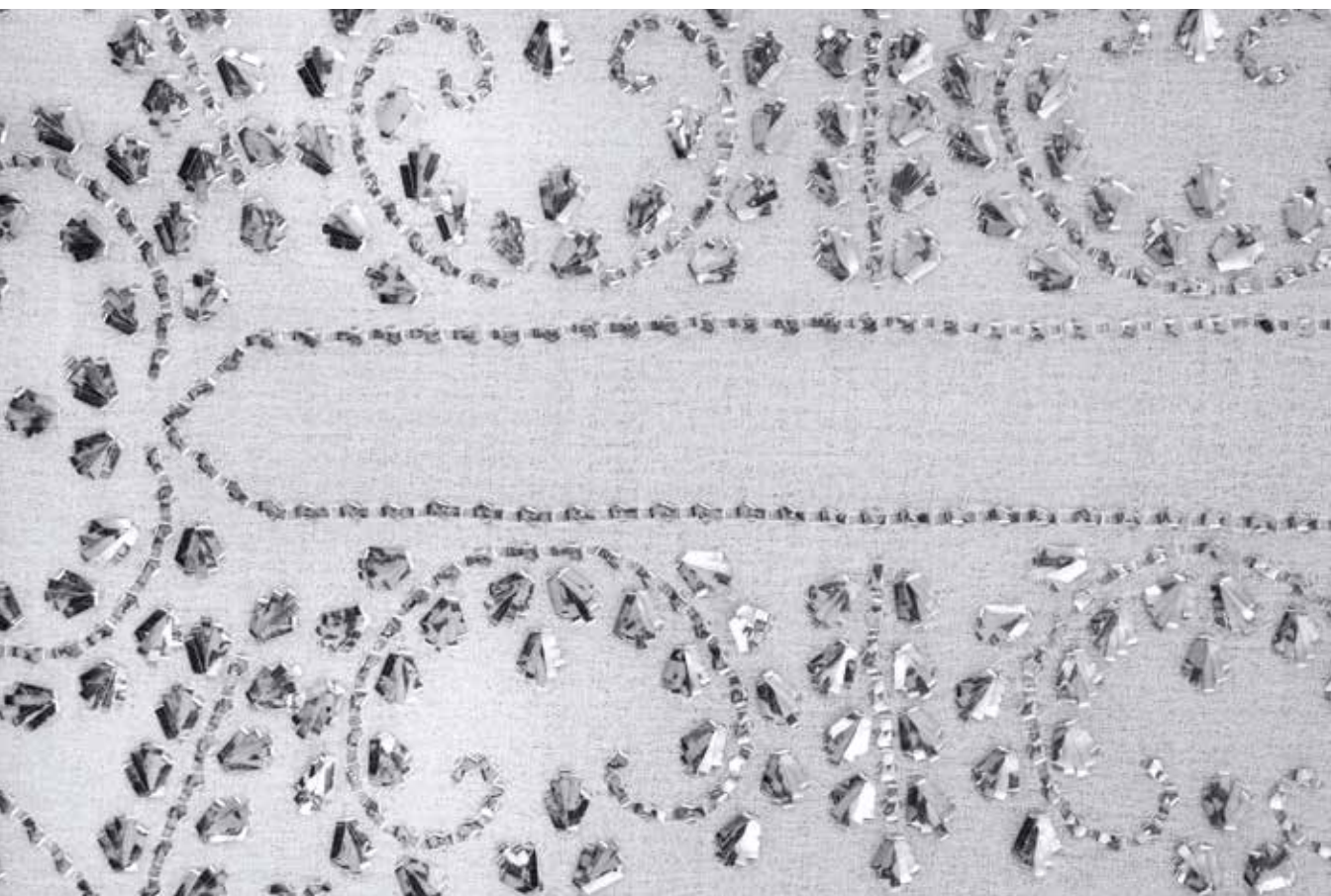




Chain Stitch







Mukesh (Silver/ Metal Thread)





Tarkashi







Mukesh (Silver/ Metal Thread)





Benazir Tanka and Tarkashi







Shadow Work and Polle







Pati Rilli with Ari Work







Kacha Tanka and ChiTankari







Bolochi Tanka







Bolochi Tanka







Delicate Rilli of Natural Dyed Fabric on Chiffon







ChiTankari, Shadow Work and Polle Tanka







Chunri







Banarsi Tanka







Shadow Work







Tarkashi with Silk Thread





Kaarvan Crafts Foundation

Crafting Livelihoods



SAMSUNG

+92 423 585 7485

info@kaarvan.com

www.kaarvan.com

137-C-1 Model Town Lahore

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