

THE POST-MODERNIST TENDENCIES IN THE DESIGNS AND PATTERNS OF CARPET

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It's necessary to mention the postmodernist period in the original designs which have remained so far since 1970. Postmodernism has paved the way for discussing some facts as well as being a movement in our era. In this rapidly attained post-modernist period, human's life and environment have remarkably changed. This new context has been influential over the all designs as the way which will be able to meet our life style and expectations. The traditional patterns have changed and the classic style have been dealt with in different dimensions. The postmodernist period has demonstrated its effects in this way.

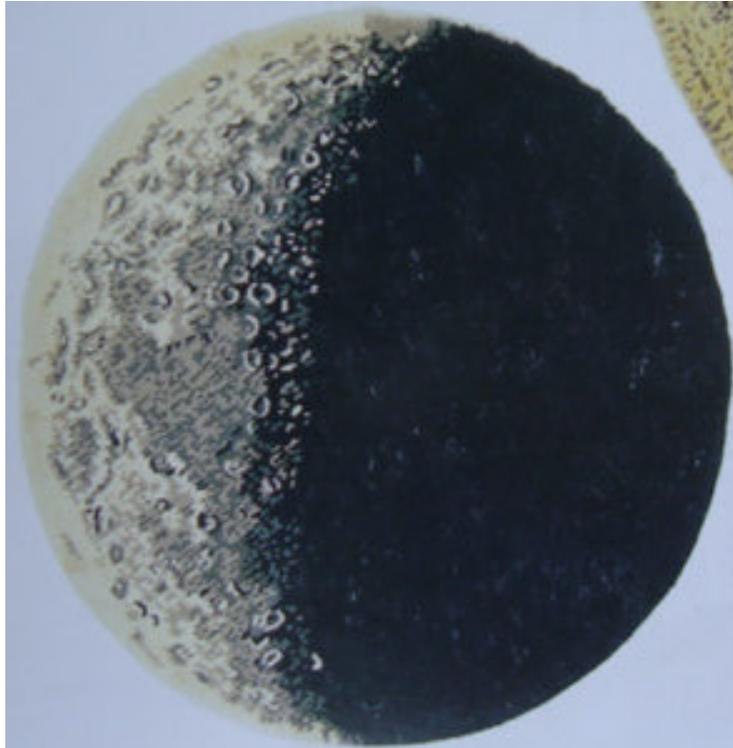
Nowadays, consumers seek for newness and freshness while buying carpets and kilims. The concept of carpet has changed through the new style options, original patterns, designs and colors. Today, carpet and kilim manufacturers have adopted lots of different viewpoints in the market.

Carpet and kilim, nowadays, is the central for internal design. By means of newly-emerged particular designs and patterns, carpets and kilims, while being considered as a secondary element before, today they have become the major elements of internal design.

There have been some alterations in the consuming habits through postmodernist period. While preferring modern and abstract designs, consumers mostly have tended to seek for traditional patterns in the carpet patterns. Oriental carpets are compatible with most houses. Nowadays, they are frequently used in Iran, Turkistan, Caucasia, India and Turkey.

Some consumers, today, prefer the carpets that have bold patterns such flower or square designs, but berber bukle carpets with neutral design are still popular. Today's trend of carpet both draw consumers attention to the carpets with neutral design and attach great importance to patterns. This modern style of design enables a variety of special effects which once belonged only to velvet or plush carpets to be applied. Human's process of transition to manufacturing has started through the industrialization of society. Postmodernist process has made it possible for some gaps that had never been experienced in this process to be filled. Postmodernism which means the following period of modernism / latter modernism is the movement of contemporary art and philosophy which is based on the discussion of dominance that modernist art and school of philosophy and the international style have established some half a century. This movement that can be defined as revolt or opposition has expressed an approach which became evident in fine arts such as architecture, art, sculpture, literature and philosophy and sociology in particular in the western world in the last quarter of the 20th century. We came across to the following elements among the fundamental and distinguishing characteristics of postmodernism that emerged first in the field of art; a common pessimism regarding the modern world, a careful attempt of behaviour which takes away from all episodes / eras/ ages apart from the present of human life.

In this rapid period of postmodernism which has been arrived, human life and surrounding has been considerably changed. This new concept has been effective on all designs in the way of responding our life style and expectations. Traditional ways have changed and classical style has been dealt with in different ways. Postmodern period has show its effects on design in this way.



Postmodernist carpet design
(Colchester, 1996; 45)

Postmodernism is involved neither in being historical nor in future. The collapse of political balances in the world and emerging of minorities have caused cultural and economic divisions, which has caused irrationalism and irony in postmodernism.

The cultural and economic division of industrializing community in the basis of individual. In postmodernist period because it was necessary to stowdown these repressives in daily life, carpet designs and used materials have changed according to this; functional and aesthetic tendencies have emerged. The manufacturing companies responding this necessity have started the period of rapid renovation in material, Color, figure and texture and of breaking down the traditional structure.

The usage of different materials together, different pile heights, colors, creation of different combinations in figures, and wish for returning to nature have all resulted from the will of people to fill the blanks between in this postmodernist period.



Xian, Carpetiem
(Art decor, February 1997; 102)

Today, classical figures and mixed colors are not encountered either in imported collections or in domestic woven carpets. Today's tendency in designs are led by the tastes of young generation gaining an importance in his consumption habits and population structure and reflecting his personality to the places where he lives. This has caused the recent collections of producing and importing firms to be composed of products considered as Works of art. Particularly, floral designs of 1960s and 1970s, pop-art patterns, the effects of hippy movement and lively retro colors has played very important in the recent designs of carpet. The modern carpets that may almost replace the paintings of Picasso and Kandinsky have been introduced for those who have been looking for differentiations in decoration. The objectives of postmodernism within human and life have been carried out.

The conditions of life and technology developing in both house life and working conditions has caused carpet to be preferred by vast masses. Nowadays, carpet has played the role of a contemporary, aesthetic and functional material of internal decoration affecting the characteristic of a place as well as the image of a functional covering material.

Today's modern carpets are virtually competing with the paintings that have come into existence from canvas of skilled artists. New carpets designers juxtaposing oval lines with cosy and lively colors and geometric motifs with pastel tones decorate houses with the originality of wool, cotton and silk.

In this new generation of carpets, lots of options have been introduced in order to decorate houses, and the recent collections of the manufacturers and importer firms in the market are formed of the products that have been composed like a work of art. Step is the leading firm that enriches its collections with the new products

Every year. Step both manufactures in Turkey and imports carpets from the major carpet manufacturers of Europe.

Step, making export to Europe under the name of "touch me" aimed at triggering the different emotions by utilizing a seven Color group in its productions that they designed by employing the theme of "color the rapy" in 2004. Step, adding the floral forms of 1960s and 1970s to this collection, combined the joyful themes of Pop art patterns and Hippy times with the retro colors. Step also introduces lots of products; from the carpets that can be in child rooms which are hypo-allergic to the ones that can be washed in the washing machine which are 100 % cotton, and to the carpets compatible with the specific purposes such as hotel, house or yacht.



Olimpus patterns carpet
(Art dekor, February 2004; 105)

Nowadays, we can notice that home textile sector is in the same line with fashion. Different combinations are created through the use of utilizing different materials, pile heights, colors and patterns. The will of returning to nature lead people to the natural materials like wool. The use of organic substance and functional and simple designs have come on the scene, which demonstrates the power of this propensity. It can be noticed that there are lots of firms manufacturing both the imitations of antique designs and renewed Eastern type carpets through the process of weaving and tafting.

Industrial researches have indicated that the most important factor while buying a carpet is Color and price. Color and price, though very important, mustn't be as significant as the fundamental criteria such as product quality and the performance of carpet when it is spread on the floor.

Following house and car, carpet is the third important purchase that we carry out within the consumer purchase circle.

Types of carpets according to weaving styles

Carpets are divided into 6 big groups :

Nomad type carpets : nomad type carpets are stil important in the production of carpet-manufacturing countries . Nomads like shepherds and animal raisers travel from one area to another in Turkey, Iran, Turkistan, Afghanistan, Pakistan. Women weave carpet while men are involved in animal raising. Looms need to be set up and dismantled frequently due to the changings in the place of meadows. This situation gives rise to unusual, sometimes disordes, patterns in the carpets, which increase the carpets, which increase the attraction of those designs. These carpets are distinctive composition each of which is weaved without a

model . The Colors and designs of carpets have remained from former times to the present day those colors and patterns are identical with the original ones where they firstly weaved.

Village type carpets : farmer or village carpets are weaved in houses, some of which are weaved for personal use and some for outside as order. The structures of these carpets remind the carpets of nomadic tribes. The farmers, who mostly use wool for weaving of the background of small carpets, utilize cotton for shawl and weaving warp. The size of these carpets 12 square meters. It is necessary that the accuracy of motifs must be paid a great attention in these carpets on which very delicate motifs are used. This kind of village carpets are very common in the East.

Factory- made carpets : factory-made carpets have long and glorious background and they are available in all carpet- manufacturing countries. Almost Every kind of them is produced in the factories that are very huge and modern. Most of the precious pieces of traditional weaving art were being made in the factories of the most glorious periods of the ottaman and Iranian palaces in the 16 th and 17 th centuries. The models in which the frequency of knot increased gradually were developed through complex designs. The designers were respected artists, and they used to transform the patterns which they produced on papers.



Color Therapy, Step
(Maison Française, March 2004; 42)

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