

# THESIS-2020

---

PRESENTED BY: IRAM SHAHZADI

# Phulkari

---

❖ Phulkari is a traditional rural art of crafting embroidered clothing used by women in Punjab. Phul means flower and Kari says work, very intricate needlework along, with bright colored threads mainly red, orange, blue, and green, etc. The Phulkari is more than just an item of clothing; it's a part of an ethos steeped in social and ceremonial traditions. It is an authentic Indian (Punjabi) Traditional Embroidery done on cloth "Khaddar" with the silk thread. The inspiration is taken from nature and household stuff in geometric form.

# RESEARCH

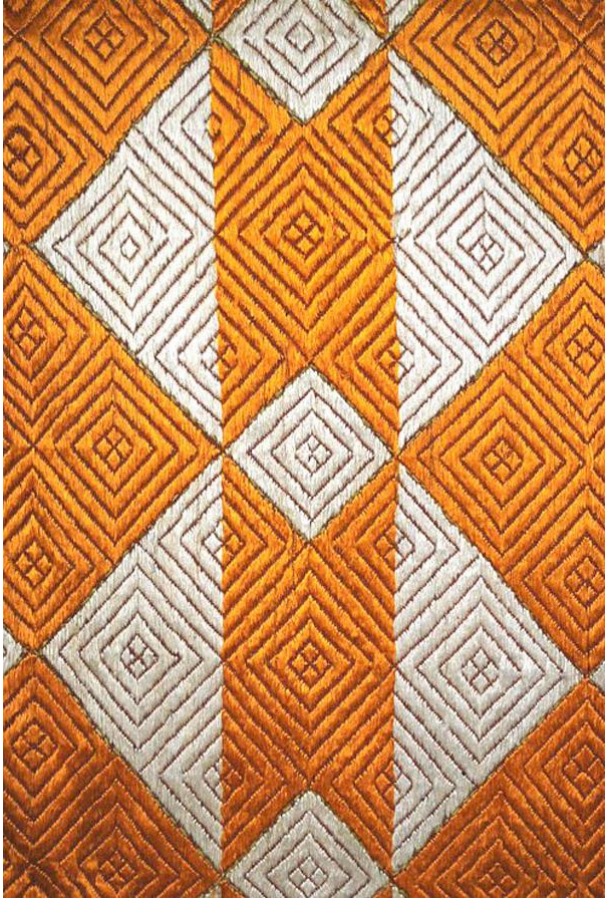
---

- ❖ I had two types of research “Primary and Secondary” about my thesis topic Phulkari.
- ❖ I educated myself with the deep culture of Phulkari which has a long history.
- ❖ I got to learn about the types of Phulkari like : motifs and colors
- ❖ Motifs and colors in Phulkari represent the age and the relationship of the women
- ❖ Phulkari’s motifs depict household stuff and nature
- ❖ Phulkari embroidery has it’s own grid and compared to many women they resemble themselves with Phulkari’s grid
- ❖ Due to the deep resemblance of Phulkari with my life I got interested in it and opted it as my thesis topic

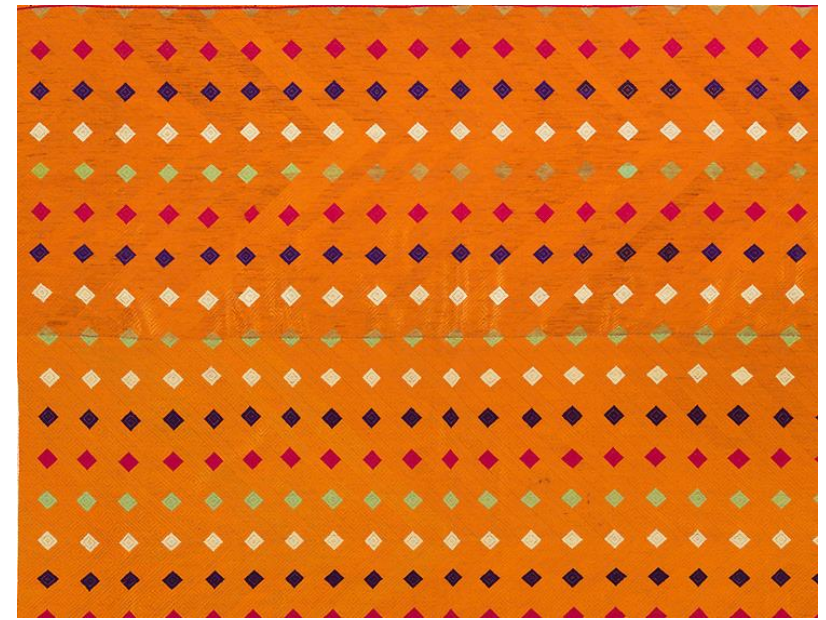
# Review Article

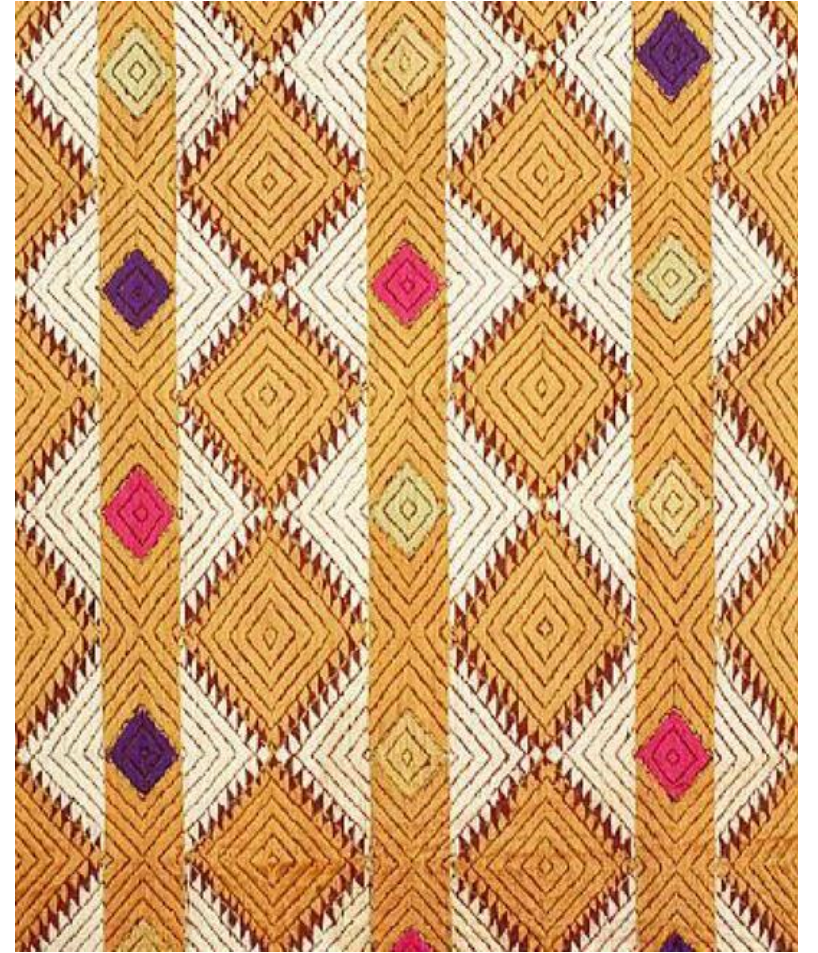
---

- ❖ Phulkari and Bagh folk art of Punjab: a study of changing designs from traditional to contemporary time Rajinder Kaur, Ila Gupta Department of Humanities and Social Science, Department of Architecture and Planning Indian Institute of Technology, Roorkee247667, Uttarakhand, INDIA
- ❖ Embroidering the Past: Phulkari Textiles and Gendered Work as “Tradition” and “Heritage” in Colonial and Contemporary Punjab
- ❖ Traditional Embroidery of India
- ❖ Patterns of Phulkari: Then and now by Anu H. Gupta and Shalina Mehta
- ❖ Peacock Motif in Phulkari: A Comprehensive Analysis by Rajinder Kaur and Prof. Ila Gupta, PhD
- ❖ Phulkari: The Embroidered Textiles of Punjab from the Jill and Sheldon Bonovitz Collection
- ❖ PHULKARI BAGHS OF THE PUNJAB: ANOTHER PERSPECTIVE
- ❖ Suttle side of Phulkari Burst
- ❖ Phulkari by Kirandeep Kaur Bhumber Bachelor of Music University of British Columbia
- ❖ Urban Phulkari : The two main types are Phulkari and Bagh

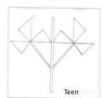
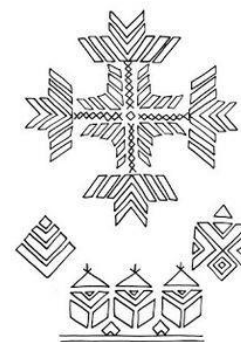
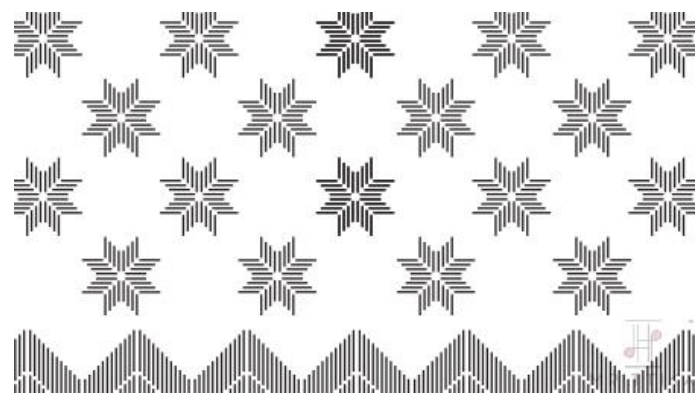
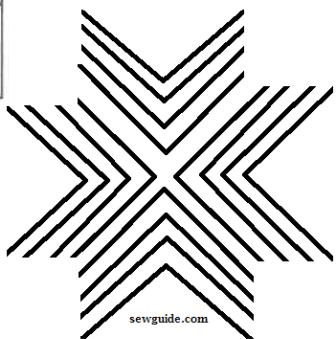
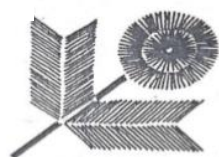
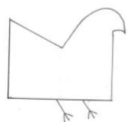
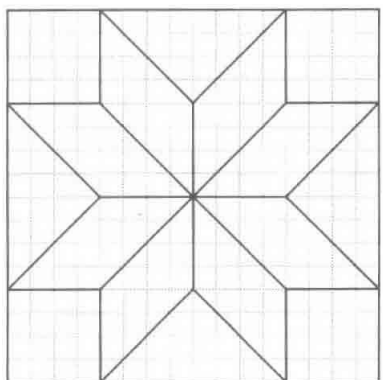
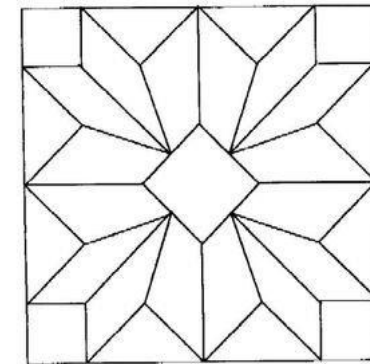
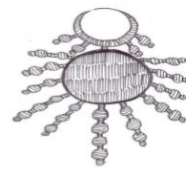
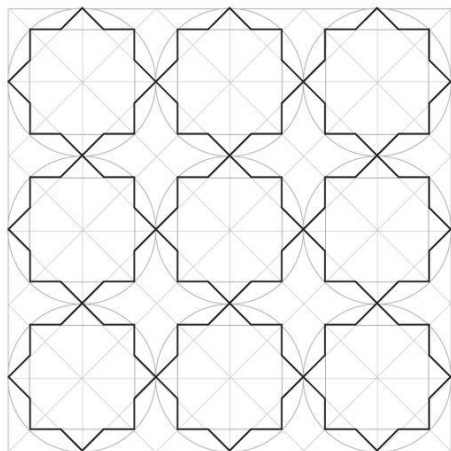
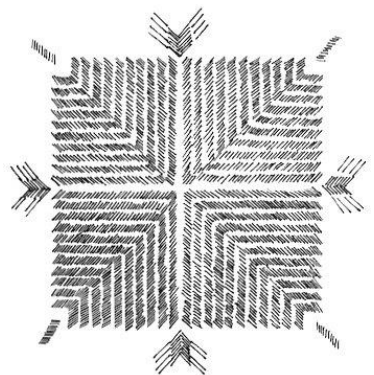




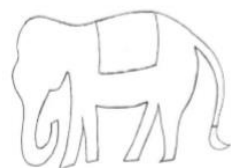








EXAMPLES OF MOTIFS





Dip to Dye

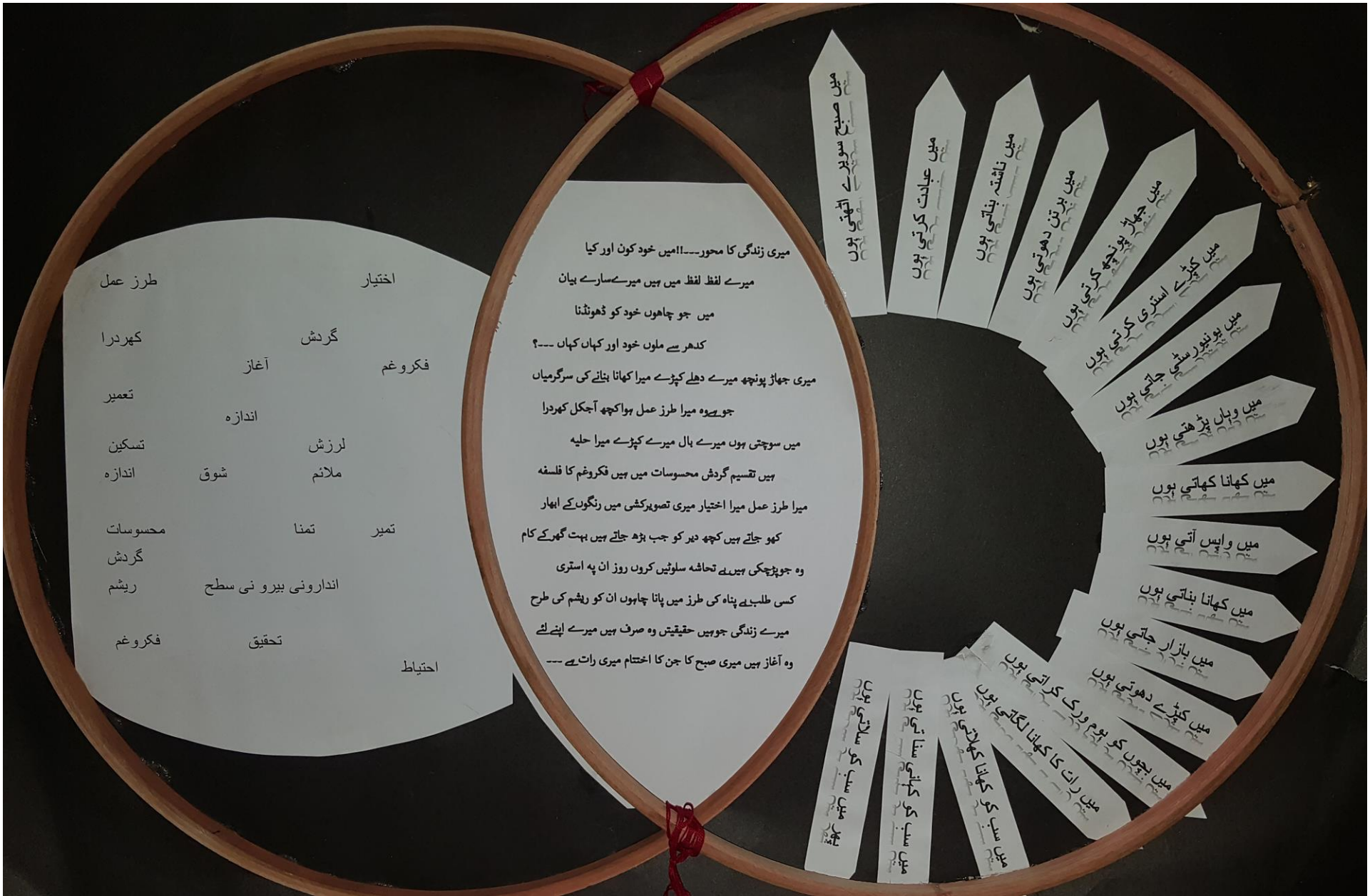


Solid Color

# Narrative

---

- ❖ When I started going to the university I felt to be changed with my daily routines
- ❖ I am a housewife and have a lot of responsibilities
- ❖ In this scenario I expressed myself in the way of a poem
- ❖ Phulkari has a hard base and colorful surface
- ❖ I have faced many hard times but my supportive family always stood beside me, just like Phulkari base fabric is hard but the colorful thread makes it look precious



میری زندگی کا محور۔۔۔! میں خود کون اور کیا  
میرے لفظ لفظ میں ہیں میرے سارے بیان  
میں جو چاہوں خود کو ڈھونڈنا  
کدھر سے ملوں خود اور کہاں کہاں۔۔۔؟  
میری جہاز پونچھ میرے دہلے کپڑے میرا کھانا بنانے کی سرگرمیاں  
جو یہ وہ میرا طرز عمل ہوا کچھ آجکل کھردرا  
میں سوچتی ہوں میرے ہال میرے کپڑے میرا حلیہ  
ہیں تقسیم گردش محسوسات میں ہیں فکروغم کا فلسفہ  
میرا طرز عمل میرا اختیار میری تصویر کشی میں رنگوں کے ابھار  
کھو جاتے ہیں کچھ دیر کو جب بڑھ جاتے ہیں بہت گھر کے کام  
وہ جو بڑھ چکی ہیں تھکے تھکے سلوٹیں کروں روز ان پہ استری  
کسی طلبہ پناہ کی طرز میں پانا چاہوں ان کو ریشم کی طرح  
میرے زندگی جو ہیں حقیقتیں وہ صرف ہیں میرے اپنے لئے  
وہ آغاز ہیں میری صبح کا جن کا اختتام میری رات ہے۔۔۔

اختیار	طرز عمل
گردش	کھردرا
فکروغم	آغاز
تعمیر	اندازہ
لرزش	تسکین
ملائم	شوق
تمیز	تمنا
اندرونی بیرونی سطح	ریشم
تحقیق	فکروغم
احتیاط	

میں صبح سویرے اٹھتی ہوں  
میں عبادت کرتی ہوں  
میں ناشتہ بناتی ہوں  
میں برتن دھوتی ہوں  
میں جہاز پونچھ کرتی ہوں  
میں کپڑے استری کرتی ہوں  
میں یونیورسٹی جاتی ہوں  
میں وہاں پڑھتی ہوں  
میں کھانا کھاتی ہوں  
میں واپس آتی ہوں  
میں کھانا بناتی ہوں  
میں بازار جاتی ہوں  
میں کپڑے دھوتی ہوں  
میں بچوں کو بوم و رک کرتی ہوں  
میں رات کا کھانا لگاتی ہوں  
میں سب کو کھانا کھلاتی ہوں  
میں سب کو کھانا کھلاتی ہوں  
میں سب کو کھانا کھلاتی ہوں  
میں سب کو کھانا کھلاتی ہوں

# Phulkari Nowadays





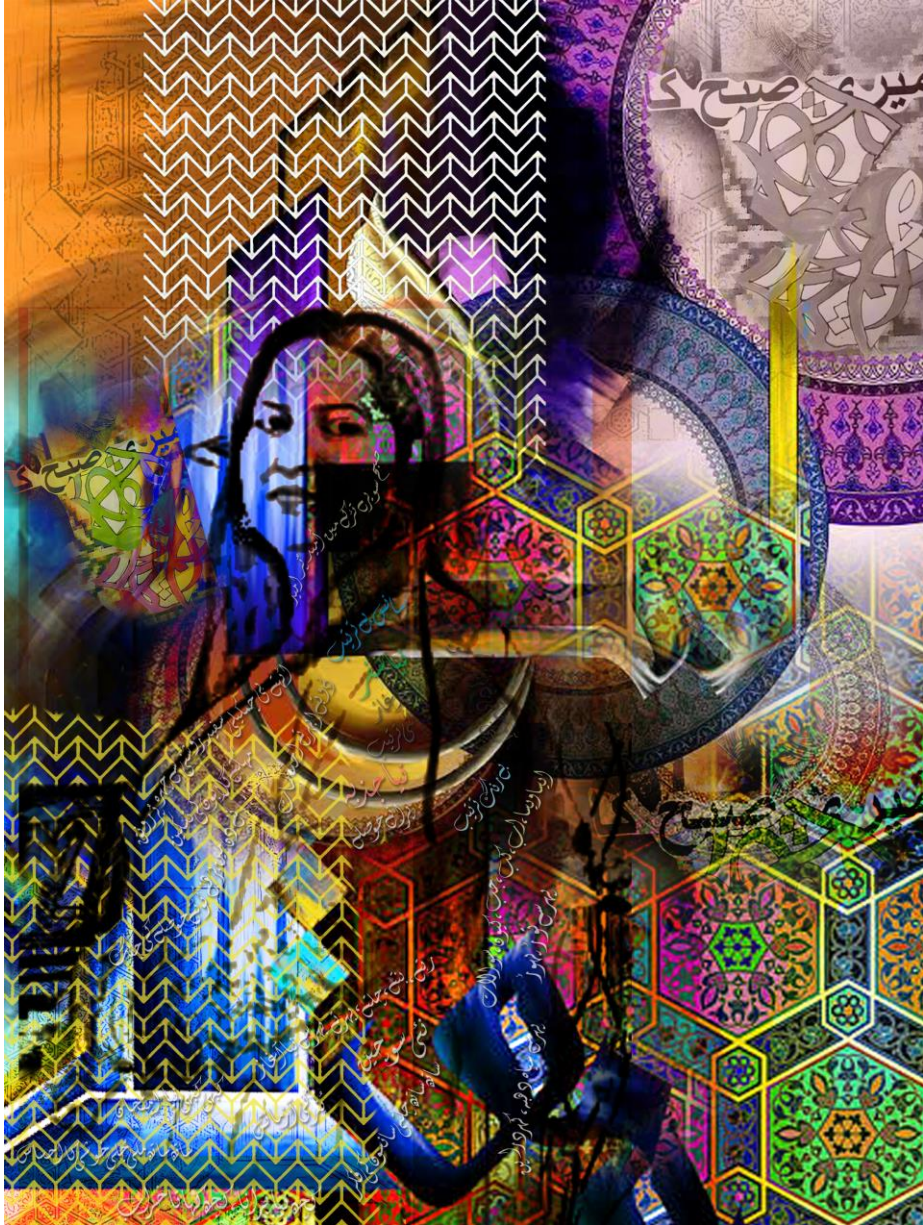
# Profundity of Phulkari

---

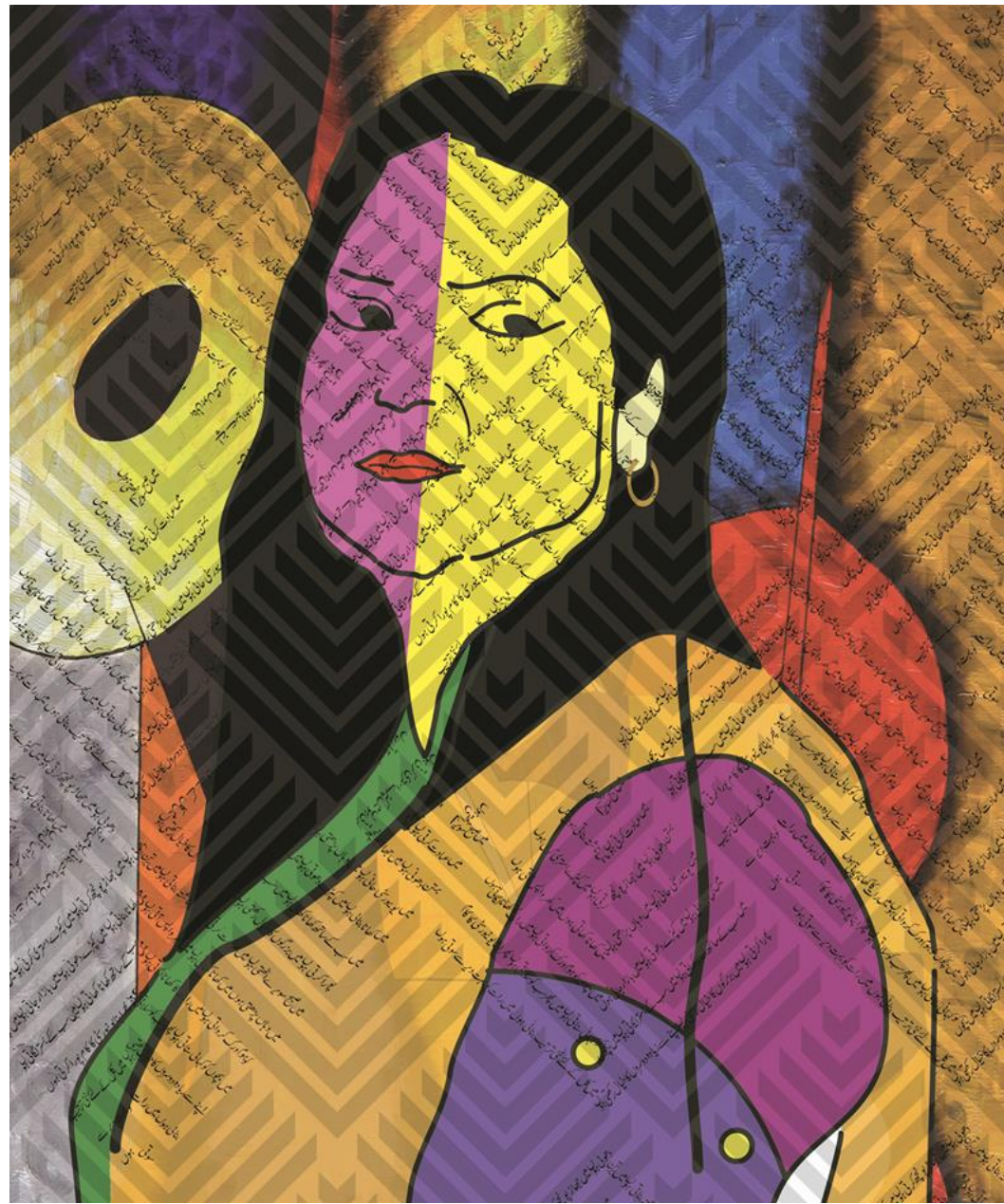
- ❖ Phulkari has many repetitions in the same way I have repetitions in my life
- ❖ I think repetition is necessary for every successful design
- ❖ The repetitions of my life has stopped me from going to monotony and have given me an ability to bring clear sense of unity, consistency and cohesiveness
- ❖ The journey with Phulkari encouraged me to take new steps in life



# Mood Boards







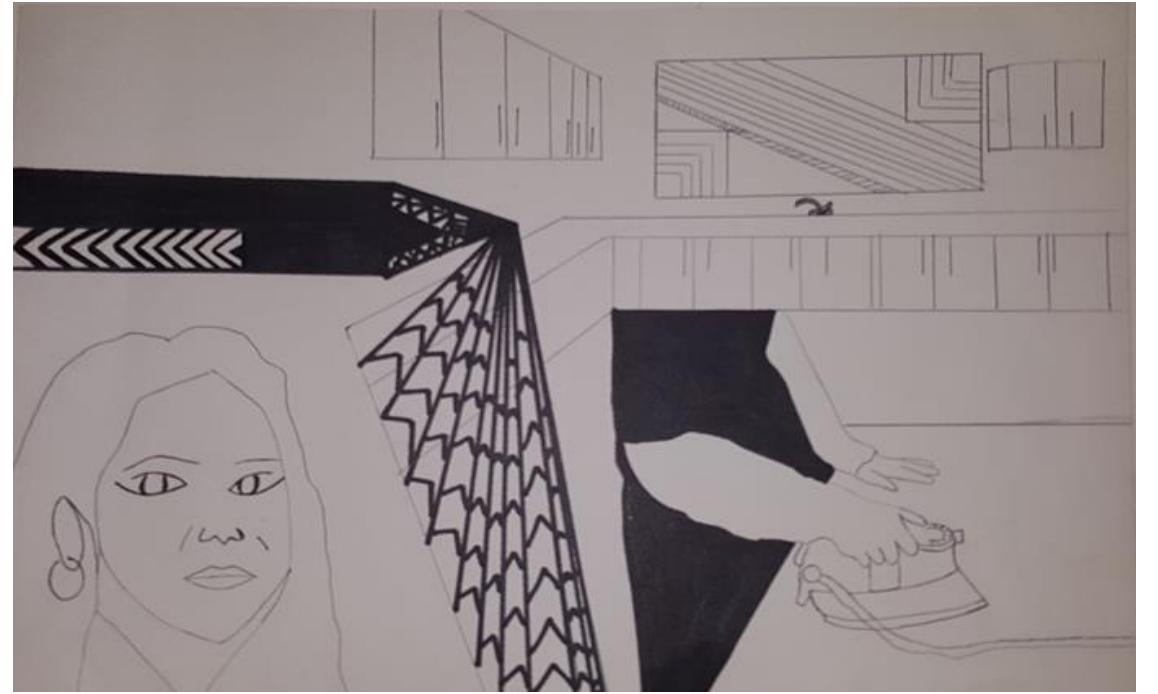
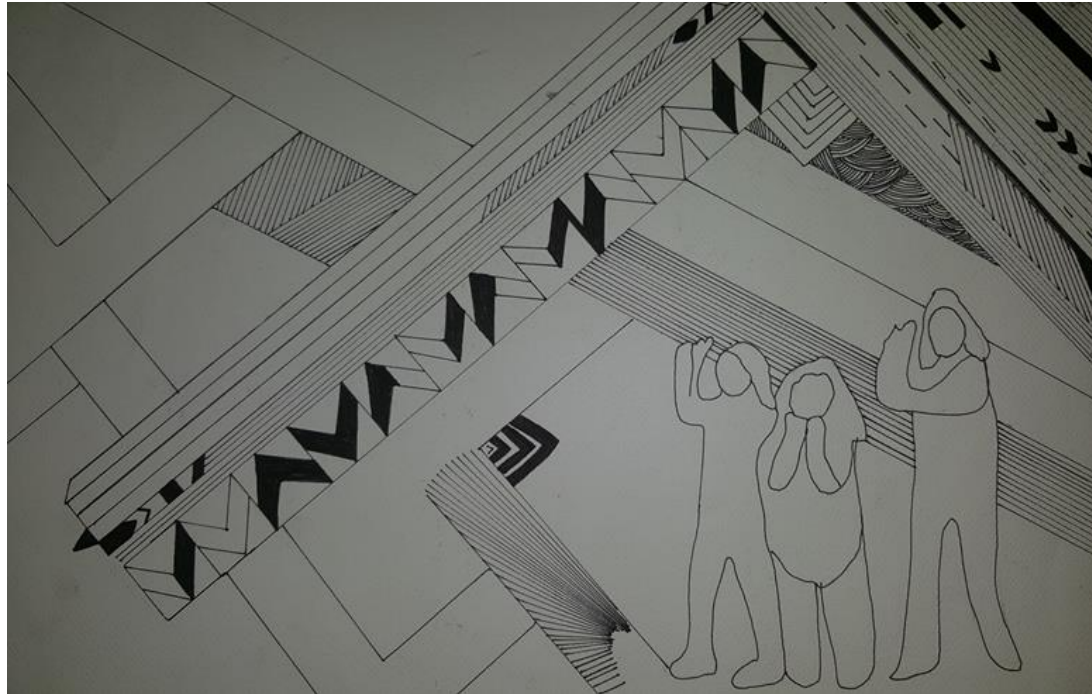


# Drawings

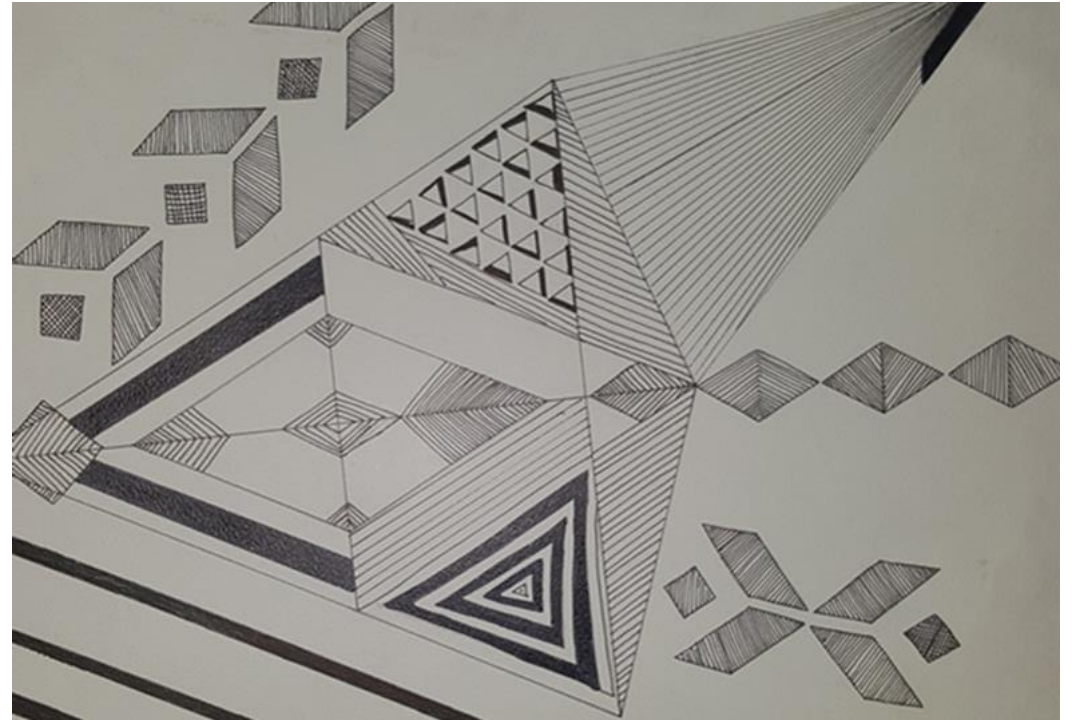
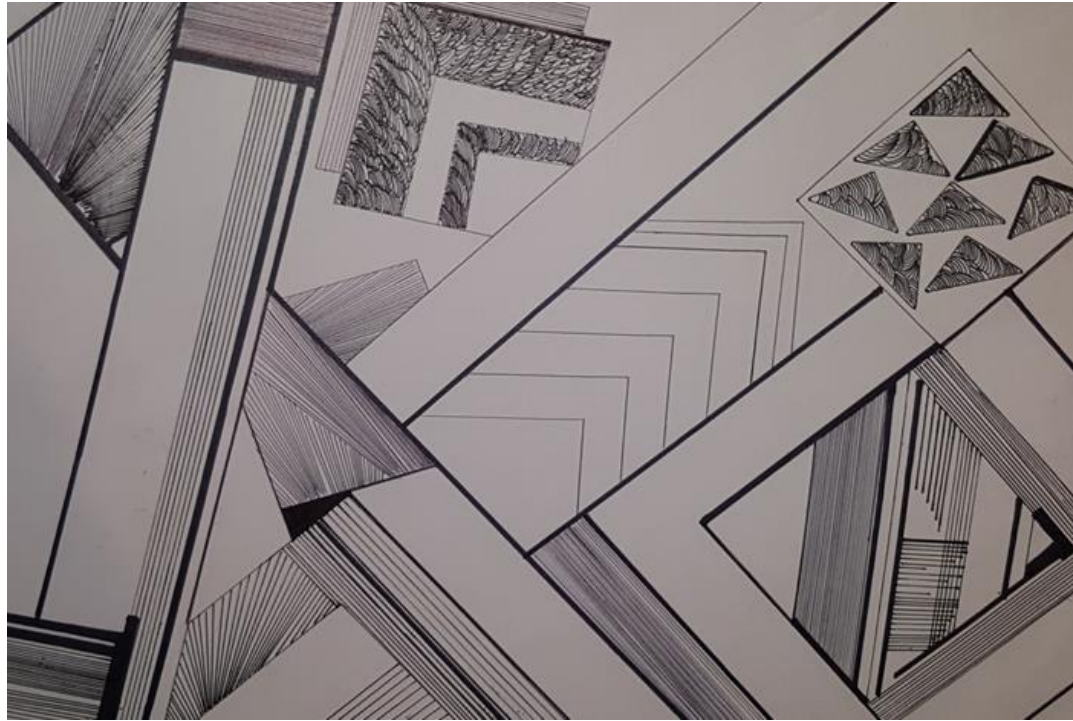
# Drawings

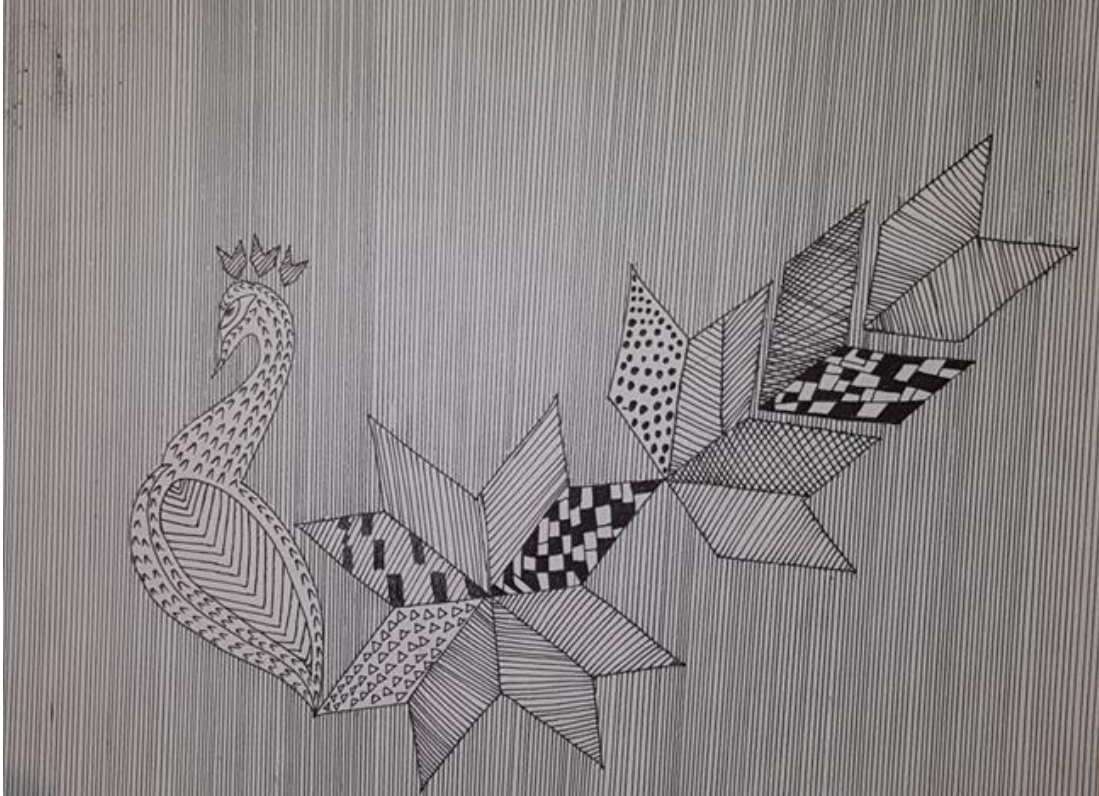
---

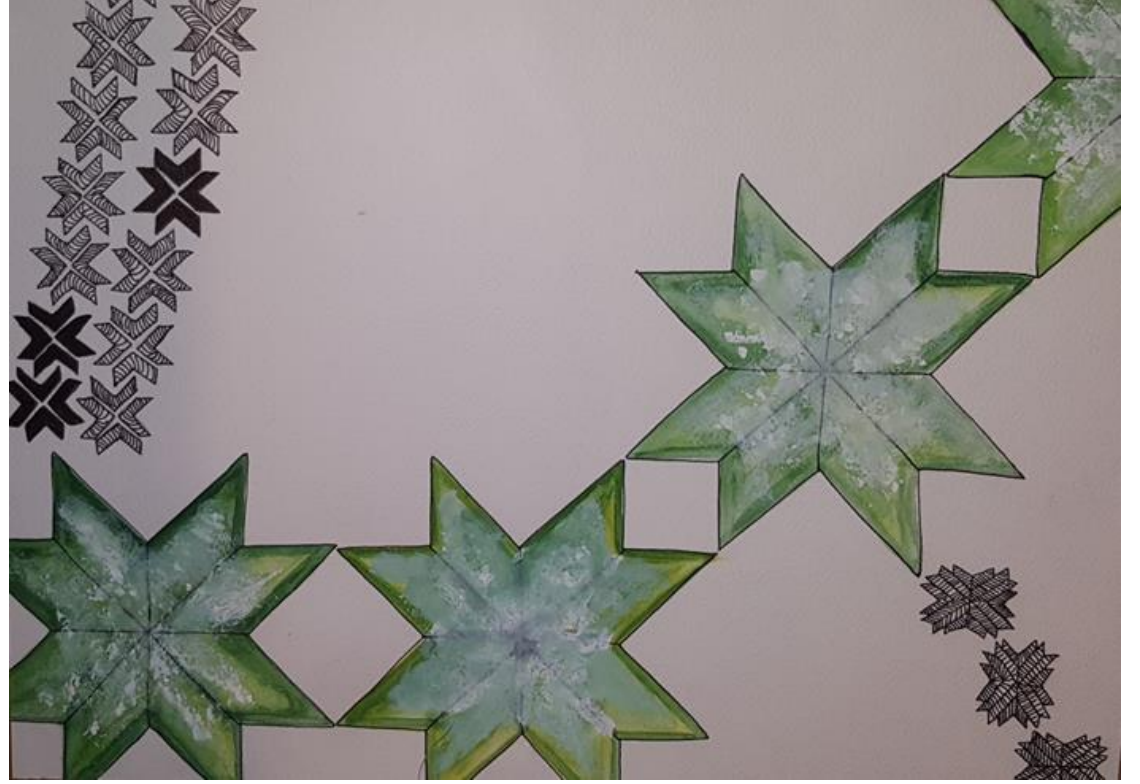
- ❖ I showed feelings of repetitions in my drawings
- ❖ I expressed about what I felt and what I wanted















# Fabrication

# Fabrication

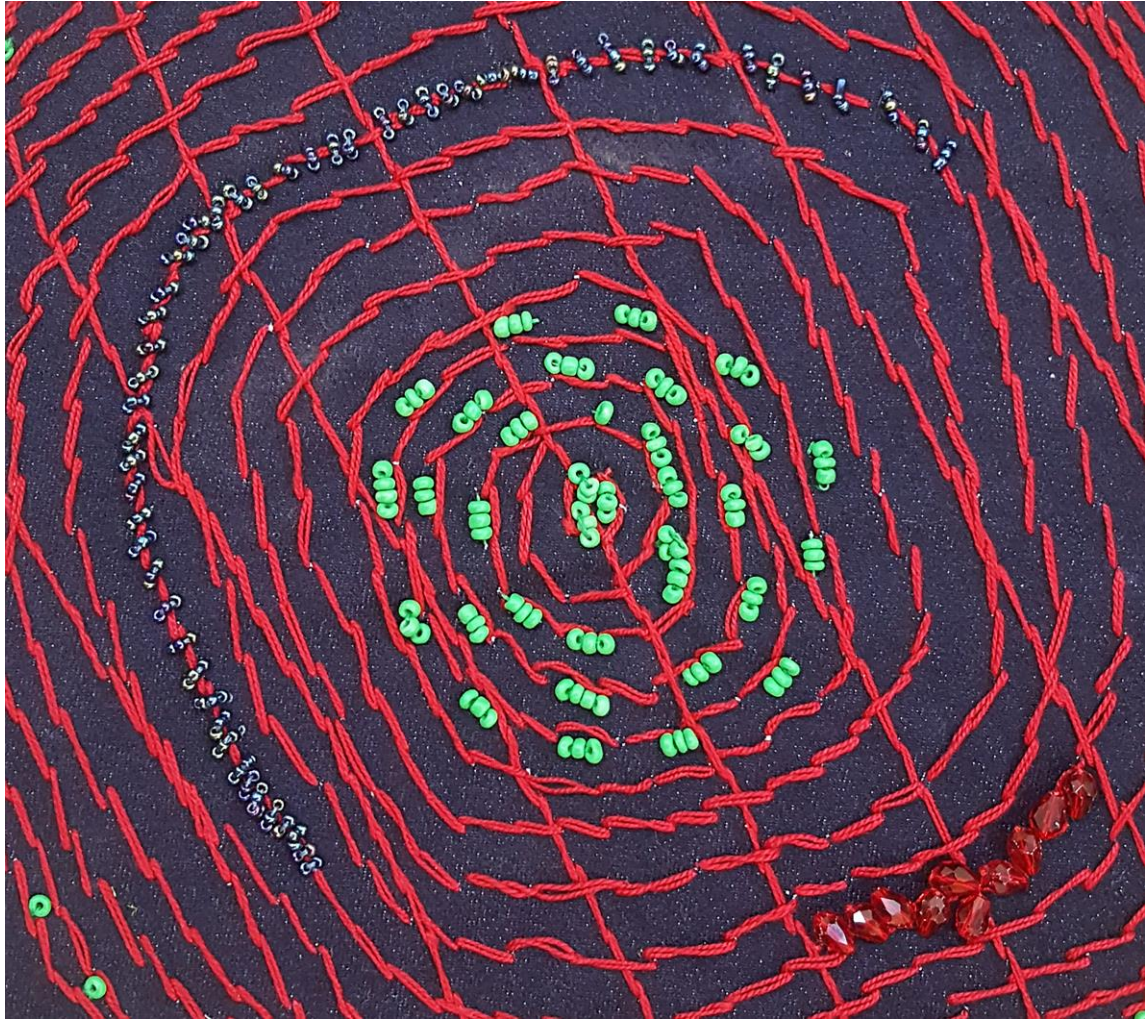
---

- ❖ In all of my fabrications I used repetition
- ❖ I applied the following steps on my fabrications:
  - ❖ Laser cut
  - ❖ Printing
  - ❖ Hand Embroidery
  - ❖ Machine Embroidery
  - ❖ Hand weaving
  - ❖ Embossing
- ❖ All of my fabrication files are created by using my Photoshop skills

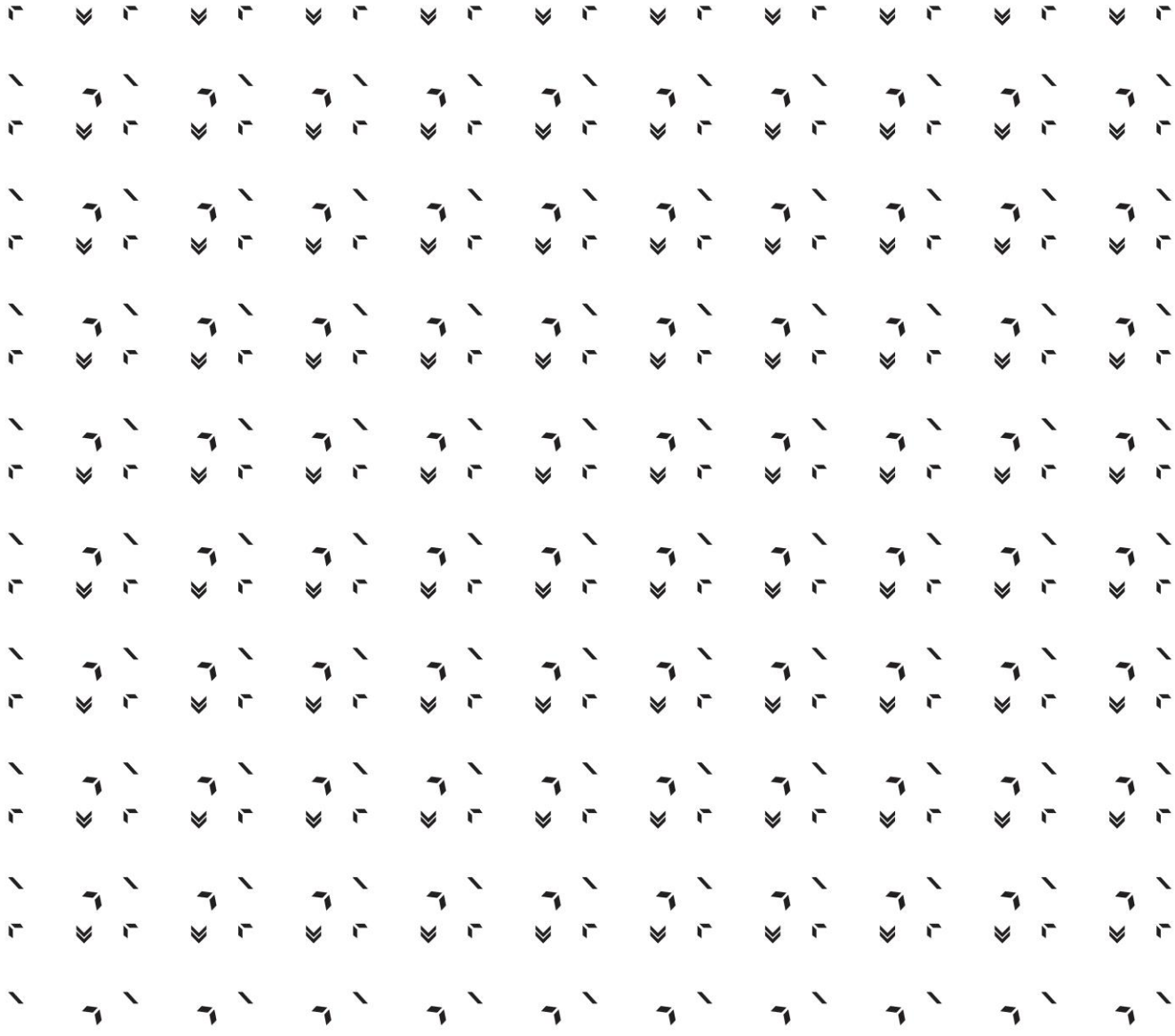




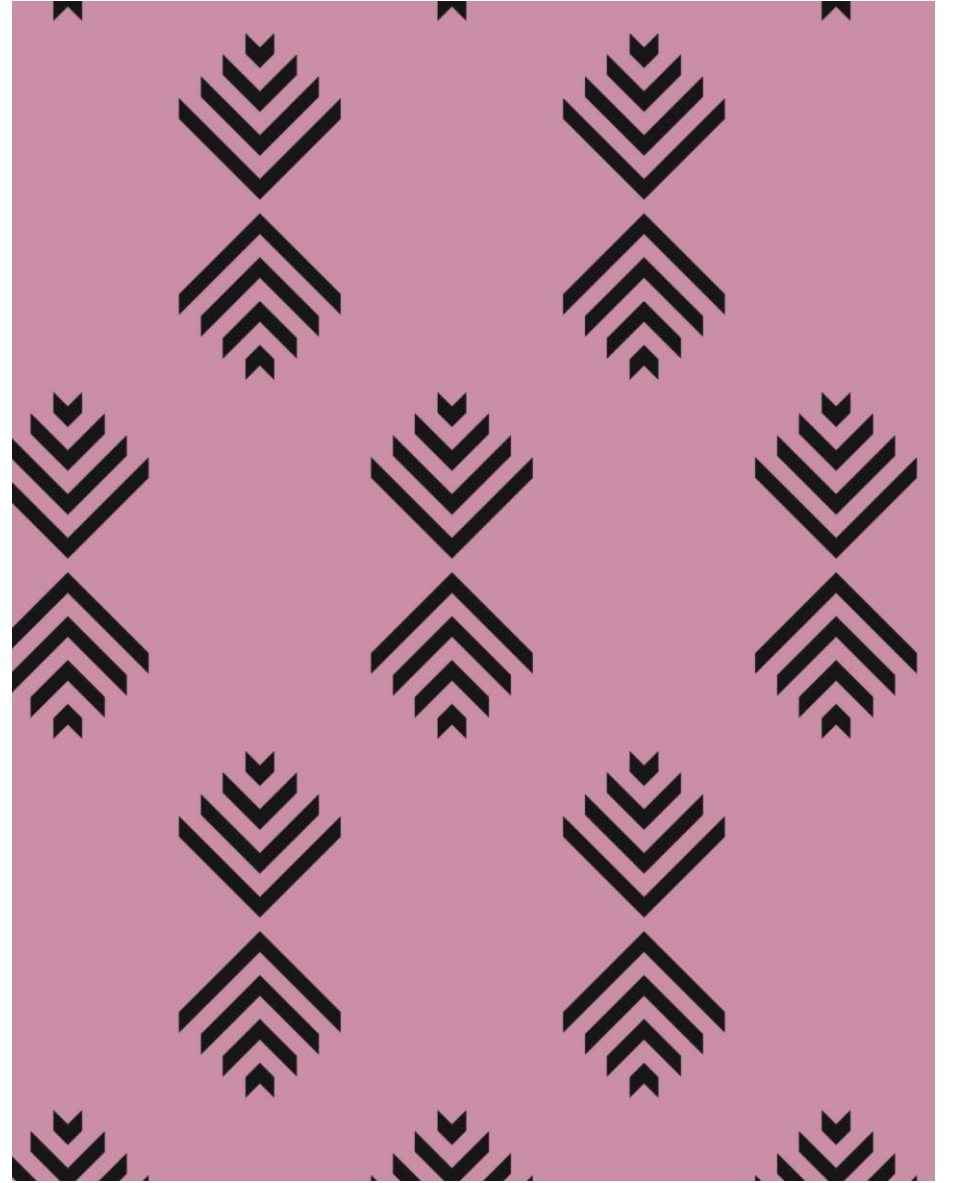




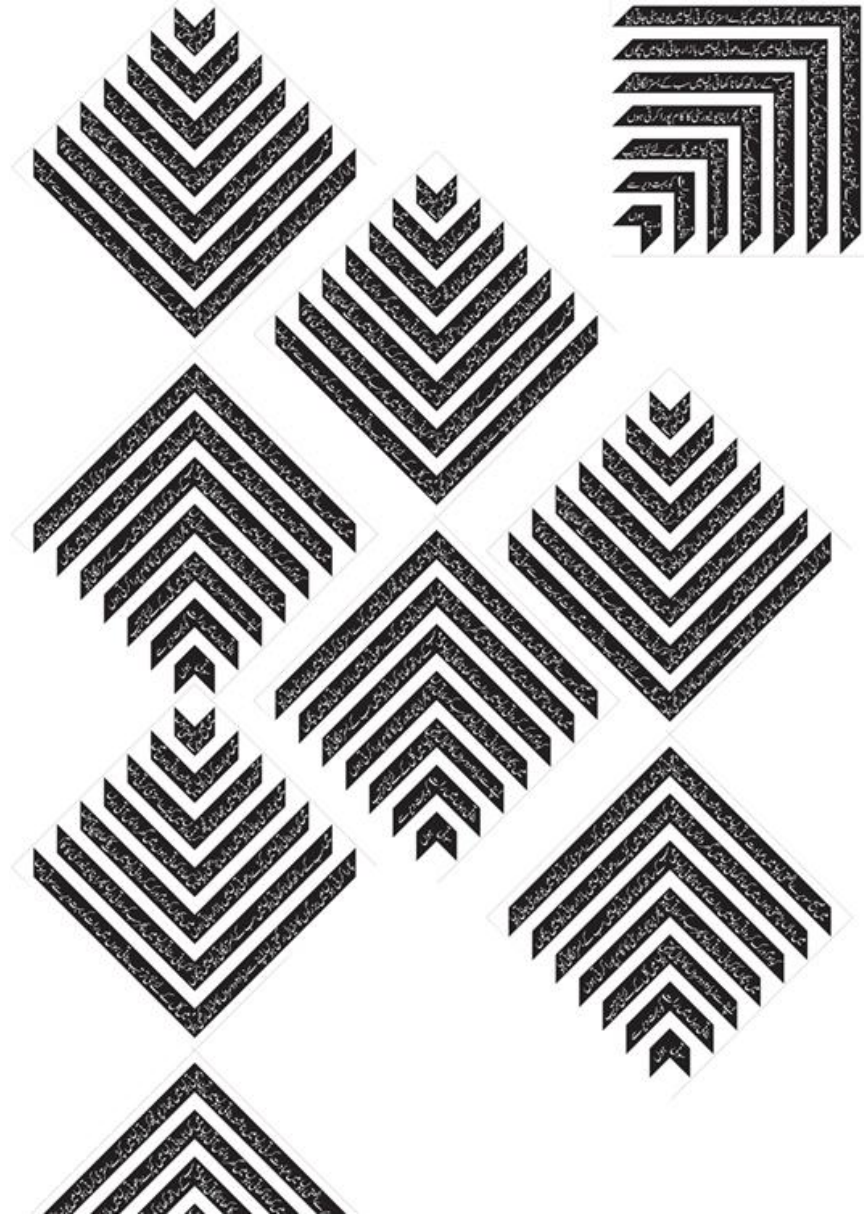




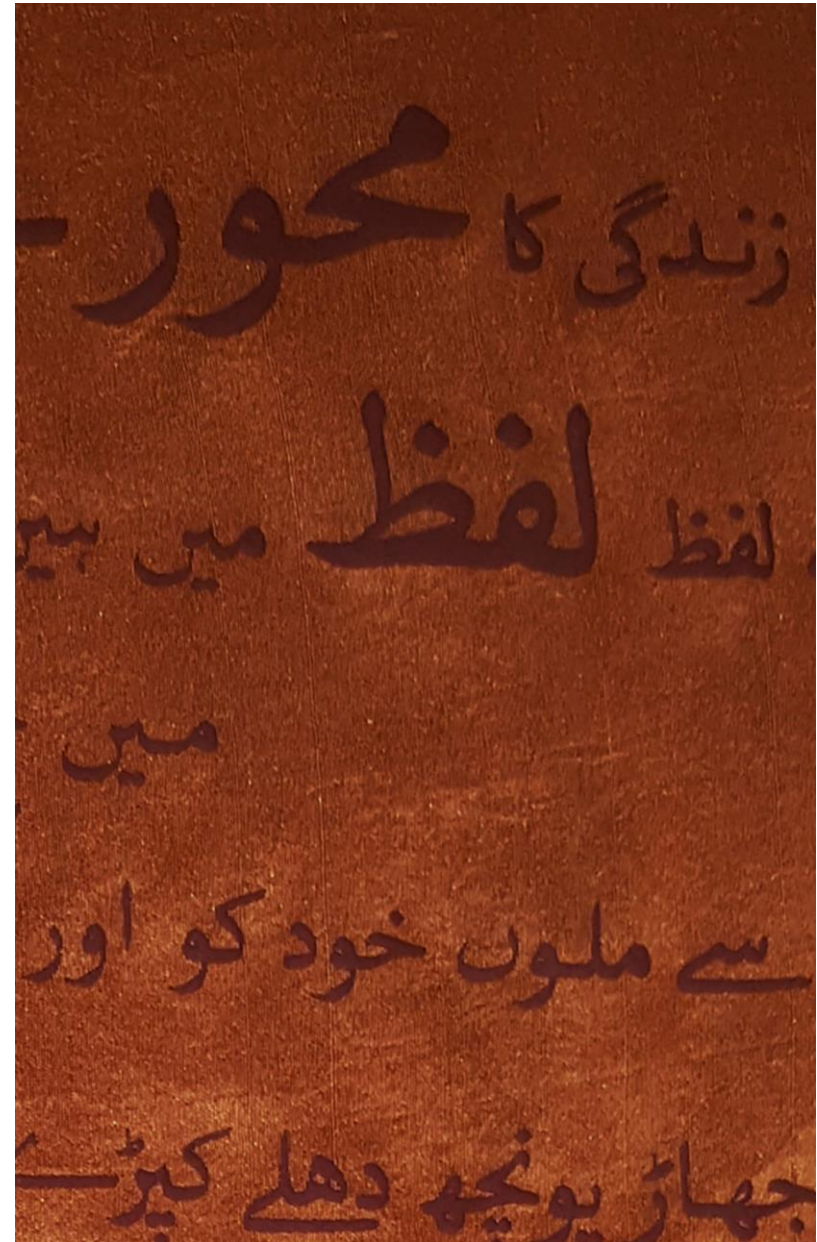


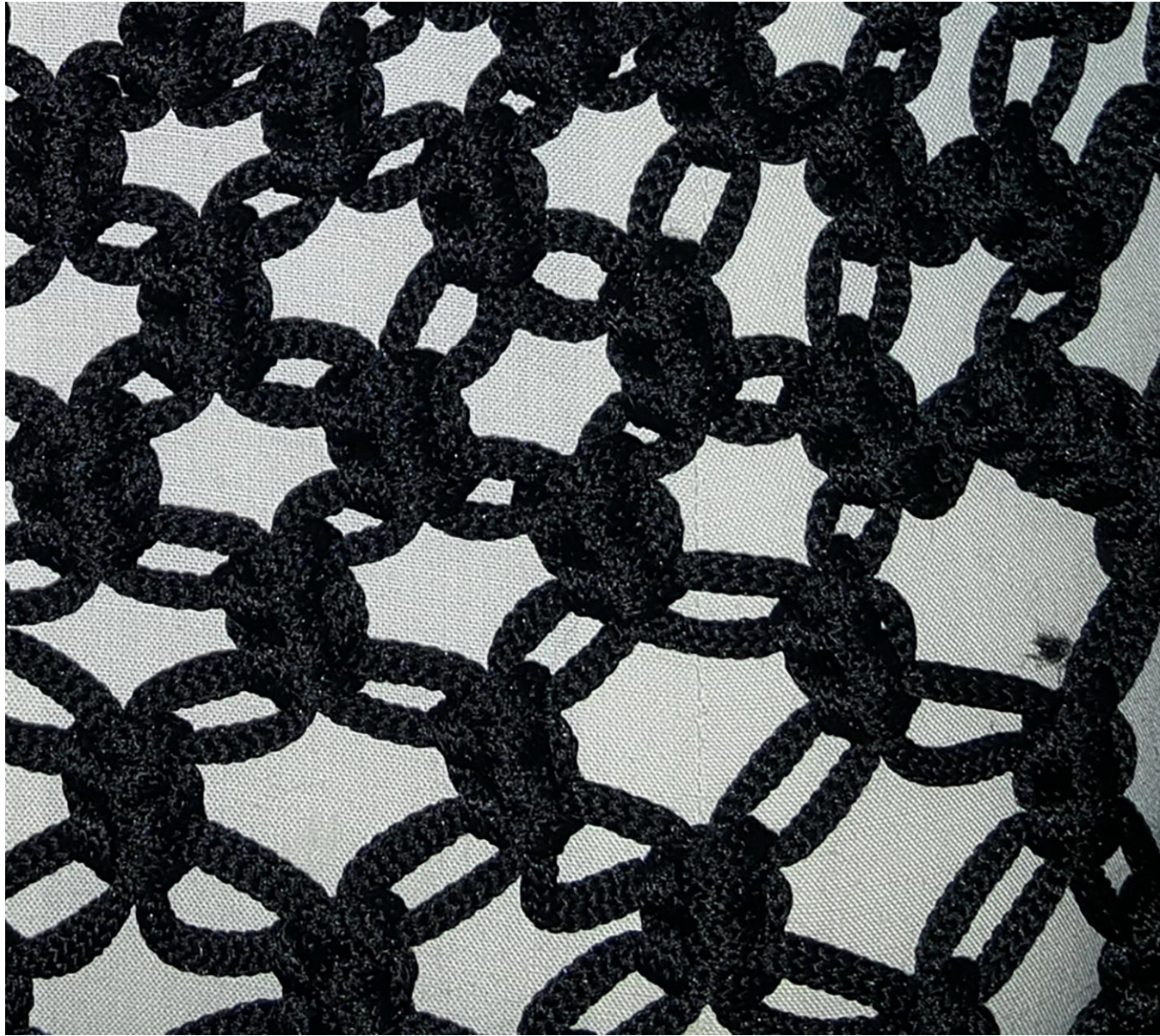


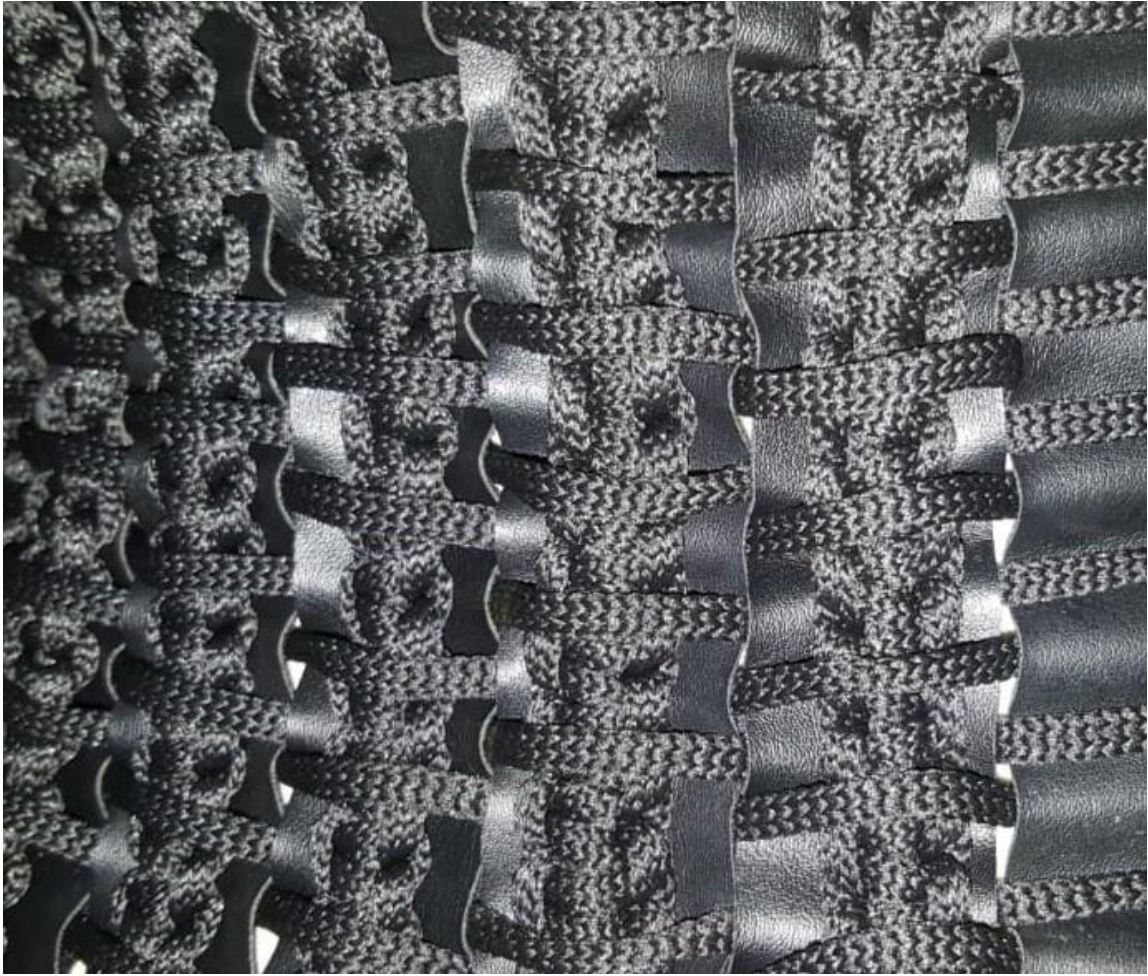














Development



Final dresses

# Process of Leather Garments

---

- ❖ I implemented the design of Phulkari in my way on leather
- ❖ I have seen many laser cut design on leather but I thought of implementing leather with Phulkari cut designs
- ❖ My intention of creating leather with Phulkari design was to express my life in such a way that due to the hardships I have faced but still I am beautiful and inspiring from outside. As the leather is representing myself and the Phulkari designs represent my experience and abilities.
- ❖ I have also wrote a poem about my life on my dresses to explain about what times I have gone through and how I am still able to be full of abilities and creativity





























# Process of Recycling Garment

---

- ❖ I have created two of my dresses in COVID-19 Pandemic.
- ❖ I wasn't able to create my dresses due to the world pandemic but I thought of creating my rest of two dresses from my household stuff
- ❖ My black dress represent the web of fear, distance and cowardice I faced in the pandemic
- ❖ The threads in it show how the world in stuck in this pandemic
- ❖ The dress which is made out of 'Dari' represent the normal routine of mine



















Thank

You