

Creating Awareness for Truck art Motifs and Patterns Through Creative Industry for Local and Global Market

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Abstract:- This paper means to examine and explore the uniqueness and distinction of customary themes and examples on truck artisanship in Pakistan. Truck artisanship is a standout amongst the most socially praised work of art in Pakistan, which is lively and noisy. The lovely graceful and confused plans with Multicolour palettes are incorporate to make something sparkling and expand, which mirrors the decent variety of Pakistani culture. The truck specialists are in their own particular world and making and communicating artisanship out of the claim energy and instinct. To save and make mindfulness about the impacts of conventional themes and examples is to present an idea that will bring the Truck Art frame off the streets into the way of life of particularly the Generation Y. This idea will likewise enable the general population to better, to comprehend and welcome the value of Pakistani customary themes and examples. The essential goal as contemporary craftsman and originator, be that as it may, is to and along these lines be propelled to spread and present the bright message of this artistic expression locally and around the globe. By fusing and applying the components of truck, workmanship into material and mold configuration will additionally advance and hoist the customary artistic expression. Moreover, the paper will likewise investigate different structures that could add to improve the truck work of art, such as creating it in batik. The mindfulness and comprehension of the imaginative articulation and manifestations of truck workmanship will protect the conventional social characters for up and coming age of Pakistani truck-craftsmanship artisan, planners and experts. This exertion will likewise spread the genuine idea of the way of life, nation and individuals of Pakistan.

Keywords:- Traditional themes, Patterns, Surface plan, Cultural Identities, Pakistan, Textile outline, Fashion plan, Textile Industry, Contemporary outlines, Young Generation, Truck Art, Economy, Global Market, New media, Social improvement.

I. INTRODUCTION

Pakistan's 'truck art' is now quite a well-known 'genre' around the world. For long, it has been a home-grown art-form in South Asia, especially in Pakistan, where the whole idea of decorating trucks (also, lorries and even rickshaws) with complex floral patterns and poetic calligraphy, has evolved in the most radiant and innovative manner. This indigenous art form become known to the developed world from the 1970s onwards when European and American tourists took back the photographs they had taken of heavily

painted and decorated trucks and buses on the roads and streets of Pakistan. From the late 1980s, the government of Pakistan and enterprising individuals began to organize truck art exhibitions abroad and by the early 2000s, the genre had established itself as an exciting and vibrant 'folk art-form' from Pakistan. It first appeared on trucks and Lorries driven by Sikh transporters who would paint a portrait of their spiritual Gurus, or those who helped form the Sikh religion. The portraits were paint with the loudest of colours. Simultaneously, Muslim transporters and drivers began to paint portraits of famous Sufi saints on their trucks and Lorries. Though the transporters too, had benefitted from these policies, their homage to him (on their trucks), had more to do with the fact that he belonged to their province and had encouraged the migration of labor from NWFP to the booming metropolis, Karachi.

Pakistan is a Muslim society; designers face challenges to create more innovative designs which never be seen before to compete with global market. As the new media or digital media take place all over so now fashion gone beyond the shops, Designers makes their design acceptable globally without losing their traditional values. Now a day's designs are being copied the fashion brands. People may have lack of knowledge for the proposed idea transforming into fashion trends. Now a day's designs have been copying because of fast growing trends in textile and fashion industry. Day to day challenge of producing new designs for the new season for the local and global market is effecting design production. Might be in future the amalgamation of deigns and motifs on the product will no more attractive for society. To reinterpret Pakistan traditional motifs and patterns found in truck art into contemporary textile design and turn into fashion designs for a global market. To further, explore in creating the designs utilizing Malaysian batik techniques. People may be taking design for granted and the traditional value of designs will might be lost.

II. METHODOLOGY

To conduct a study through interviews and survey to find Awareness and understanding of traditional motifs and patterns in truck art. Preference of motifs and patterns from truck art. Acceptance on use of traditional motifs and patterns of truck art. Acceptance in use traditional motifs and patterns of truck art in modern textile and fashion design of Pakistan .Acceptance in use traditional motifs and patterns of truck art in modern textile and fashion design of Pakistan and combining with Malaysian batik techniques. Use of new media and internet in online marketing.

III. CONCLUSION

Result of study and undertaking to give knowledge into new improvement endeavors in enhancing the material and mold industry of Pakistan. Advancing and building up the comprehension of themes and examples in truck workmanship. Making mindfulness, acknowledgment and building up the use of themes and examples in truck workmanship in present day material and form outline. Specifically and by implication will help enhance the occupation of truck artisanship artisan.

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