

Idiomatic

By WGSN Print & Graphics team, 08 August 2011

Spring/summer 2013 sees Idiomatic pick up from where our autumn/winter 2012/13 macro trend Hyperculture left off. With a renewed interest in and respect for the authentic, Idiomatic delves into cultural eccentricities and pays homage to the traditional.

Print and graphics take a singular approach to inspiration; be inspired by our unique global cultural eccentricities - but instead of mixing and clashing together, take a singular perspective. Don't dilute or contaminate, but update and respect the authentic.



Research & Reference

LOCAL-GLOBAL/AUTHENTIC INSPIRATION/SINGULAR APPROACH

LOCAL-GLOBAL

Looking at what surrounds you can give immense inspiration - look at niche subcultures and regional idiosyncrasies to inspire your graphic themes. A simple statement such as "support our local everything" can have a powerful and profound impact on design.



Behind The Seams - Matehualan long-toed boots

In the northern state of San Luís Potosí on the high plateau of the Huasteca Potosina in Mexico, locals are modifying cowboy boots with materials bought in local hardware and craft stores into extreme super-long-pointed-toe versions. The botas vaqueras exóticas phenomenon has reportedly overrun the rodeo dancefloors and clubs of the area.

youtube.com



The Holy Thugs of Venezuela by Vice

The Santos Malandros ("Holy Thugs") are a baseball-hat-wearing, cigarette-smoking and gun-carrying alternative group of saints. In the world's most violent city, some people are worshipping at the feet of dead armed criminals.

This super-niche subculture is of interest



Pearly King street art

This large wheat-pasting of a London Pearly King demonstrates how these cultural eccentricities are being magnified and manipulated by artists in a way that is progressive rather than sentimental.



Flare series by Marq Kearey

As a South London local, artist Marq Kearey has spent 15 years photographing fly posters and advertising in the area. He translates these into his new series, Flare. Each of the paintings is inspired by the images that reflect the unique multicultural neighbourhood of this area of London.

on a global scale and gives an underground perspective on the Venezuelan political climate and social culture as well showing the evolution of a religion to fit modern concerns.

bearspace.co.uk

[The Holy Thugs of Venezuela - The Vice Guide to Travel](#)

AUTHENTIC INSPIRATION

Be inspired by traditional crafts from around the globe; research deeply and delve into niche design aesthetics and use what you find to create something new, while respecting authentic roots.



Wycinanki flowers

Wycinanki, the intricate and decorative art of paper cutting, is a treasured folk art of Poland. The unique richness of these designs comes from the many layers of brightly coloured paper used in their symmetrical composition, with birds, nature and stars as the most popular motifs.



The Mark of Cain – Russian Prison Tattoos

The Mark of Cain documents the fading art form and language of Russian criminal tattoos. In Russian prisons, as in the US, tattooing became the visual mode of communication linked with social division. This documentary tells the story of this fading art form and how the death of such practices reflects transition in broader Russian society.

www.youtube.com



Xhosa-inspired knitwear for Amakrwala by Laduma Ngxokolo



Dark Clouds Are Gathering By Olaf Hajek

For his new line of men's knitwear, Laduma Ngxokolo focused on a very specific community, the Xhosa tribe of Port Elizabeth, South Africa. Having gone through many of the traditional initiation ceremonies himself, Ngxokolo's designs plug directly into the community's local rituals and use their tribal patterns as a starting point to create modern men's knitwear.

designboom.com

German illustrator Olaf Hajek uses his impressions of Africa to develop a finely crafted design style that heavily references the regions he visited.

This exploration of design dialects is further reflected in his subjects, which are local interpretations of global fashion house models.

whatiftheworld.com



Illustration by Ginette Lapalme

The above illustration by artist Ginette Lapalme is based on an old French illustration. Lapalme's homage to traditional painting demonstrates how styles don't stand still. The key is to respect and pay homage to the traditional, while moving forward.



The Facebook by Kila Cheung

Physiognomy, or "face reading", is a forgotten fortune-telling tradition in Asia. Interestingly in Asia, cosmetic surgery is creating a culture clash because changing your face also means changing your fortunes, for better or worse. Hong-Kong based designer Kila Cheun designed The

Facebook to document and explain this ancient practice, with a new aesthetic and a wink at today's social media.

SINGULAR APPROACH

To have a singular approach is to embrace a theme wholeheartedly - don't deviate or dilute but create print and graphics that celebrate your research in all its authentic glory.



Shopper by Gillian Kyle

Illustrator Gillian Kyle hones in on her local Scottish knowledge to produce these intricate illustrations of Highland delicacies. With a hint of humour and meticulous attention to detail, we love her local approach.

www.gilliankyle.com



Bic Carpet by Jonathan Bréchnignac

Jonathan Bréchnignac dedicated over a year to working on these illustrated rugs, which were created using solely a Bic pen. He pays total homage to authentic Muslim prayer rugs, recreating them in painstaking lifesized detail.

hypebeast.com



Mary Katrantzou autumn/winter 2011/12



Egyptian Ornament by Owen Jones, 1856

We love Mary Katrantzou's approach to

The Egyptian Revival in the 19th century

her autumn/winter 2011/12 prints. The collection was entirely inspired by oriental precious porcelain patterns, from golden carp, dragons and birds of paradise to scrolling florals and chinoiserie borders. The idea of taking a singular influence and researching it wholeheartedly to create something new is an exciting working approach.

See the whole collection here:

www.wgsn.com

gained popularity through the exploration of Napoleon and his army in Egypt. Victorian Europe became entranced with its exotic forms, architecture and the decorative arts.

Owen Jones's illustrations of Egyptian Ornaments demonstrate how the singular beauty of one traditional heritage can have global appeal.

thetextileblog.blogspot.com