Simon Thorogood

*Text urel.*

(textual + textural + apparel)

166 Fashion Design Initiatives.

A text-based fashion ‘Oracle’ App for Smart Phone and Tablet.
Oracles & Creativity.
**Texturel** *(textual + textural + apparel).*

166 Fashion Design Initiatives.

A text-based fashion ‘Oracle’ App for Smart Phone and Tablet.

Texturel is a fashion design ‘oracle’ conceived for Tablet and Mobile App (application software), which delivers a series of indirect textual instructions that subject to interpretation and application can offer potentially unconventional and unexpected design results and outcomes.

Intended to remedy a design problem or dilemma, encountered through sketching, drafting a pattern, draping, photographing, styling or accessorizing a model, location, garment or collection or any other given situation, Texturel proposes a degree of conceptual direction upon reaching such an impasse. The user is able to scroll through the system and by acting upon the first given proposition or else being motivated by a succession of increasingly abstracted directives, they can decide upon an appropriate strategy for progression.

As a generative design tool, the Texturel system will continuously remix and abstract the instructions given so that they are never repeated in exactly the same way during one use or session.

Oracles were historically considered to be portals through which the gods spoke and which were regarded as a source of wise counsel or prophetic predictions of the future. They also became celebrated as instruments of ingenuity, creativity and more latterly as a compelling means of exploiting accident within the arts. Chance procedures and systems were famously pioneered throughout the 20th Century by such names as Marcel Duchamp, Ellsworth Kelly, Merce Cunningham and John Cage, who extensively utilized the ancient Chinese I Ching divination text, for example, to create artworks, choreography and musical scores.

Texturel continues this tradition and methodology but within a fashion context (although it is intended to have application to other design disciplines) and aims to nourish a shift in the way that fashion design is conceived, perceived and communicated. It is also concerned with a notion of inclusivity and innovention (the blend of innovation + invention) and how we can collectively partake in new fashion design processes that are distinctive, entertaining yet persuasive and edifying.
How can things be partly erotic, partly absurd?

Make it slippery.

BC, K, NE, F, Pb, Hg, 80, Mg, 57+, Rn 66, Fm, 4, H, 103. To some extent.

Imagine a Dahlia.

What if we perceive the shoulder as a symbol of excess?

4 steps away from inpenetrability.

The malaise and meaningless of red.

Use the first type of square.

Based around butterflies.

Mimic the brash colours and patterns of a bird of your choosing.

Introduce a change. Dramatically vs incrementally.

Texturel. Sample Design Directives.
Joined pertinacity

Sort into clear layers
/

textures
//
tones of blue.

Make it odd,
But
inevitable.

Clone an unsatisfactory section of the garment.

The ‘easiest’

condensing of

material.

Texture. Sample designs & layout.
Recall an event that happened on the 1, 7, 8, 9, or 17th of the month.
Introduce (an unreasonable) Collar

Initiate a highly picturesque sleeve.

curate a collection of extreme difficulties.
2.5,

5, 5,

1.5. (Positions for buttons)
Select a smaller section of the design so far.

Enlarge this as the mainframe of the garment.

Protect the knees.

Apply a detail from your most favourite/worst item of clothing, ever.

How would age and time affect the form? Regard the item as if you absolutely despise it. Really hate the fucker.

Introduce shaping that is too acute.

Fear the line.

Texture. Generative experiments.
Is there a section of the design so far.

Ergosaler's most favorite/write In most/seller rom your mmost torte/

How would age and time affect the form?

Regard the item as if you absolutely despise of clothing, ever this as the mainframe of the garment.

Protect the kneel.

It. Really hate the acute

Fear the line.

Erg
Select a of so far.

Aly a deail om o ythat is a esmiller scon
Select a of so far.

Aly a fucker.

det om detail by that is a esmiller scon.

When side.

top is our most favourite/worst.

Introduce shaping how would e and time affect?

despise of clothing, ever this as the mainframe of the garment.

Protect the knees. It. Really hate the acute.
Select a smaller section of the design so far.

Apply a detail for your that is tepm.

Arg the form our most favourite/worst item.

Introduce shaping how would e and me affect?

Regard the item as if you absolutely despise of clothing, ever this as the mainframe of the garment.

Protect the knees.

Really hate the acute √⌥.

Fear the line.
Select a smaller section of the design so far.

Aply a detail for that is tepmargo the form our mos t fav ou r item I ntr ou c e shaping

How would and time affect?

Regard the item as if you absolutely desp ise of clothing, ever

e this as the mainframe of the garment. Protect the

Knee.

It. Really hate the

acute √ ⌥ <

Fear the

Ein.
grandmother's mainframe

Instead of sleeves mainframe garment Of silhouette

What if 26 pleats mainframe
<table>
<thead>
<tr>
<th>Decorate, decorate</th>
<th>Remove ambiguities and convert to specifics</th>
<th>Look closely at the most embarrassing details and amplify them</th>
</tr>
</thead>
<tbody>
<tr>
<td>What is the reality of the situation?</td>
<td>Always the first steps</td>
<td>Don't be afraid of things because they're easy to do</td>
</tr>
</tbody>
</table>

**Texturel. 166 Design Initiatives.** Approx 39 billion possible directive permutations.
20 Adjectives x 10 Adverbs x 43 Nouns x 100 numbers x 30 Verbs x 20 Units = 900,000,000 word mixes.
900m x 43 word order configurations (sentence orders of the above criteria) = 38.7 billion sentences.
Textureel.

166 Fashion Design Initiatives.
Free downloadable Android app Summer 2014.

Textureel is –
acrolet, architect, circumspect, dialect, disinfect, edge effect, genuflect, grapholect, in effect, introject, lake effect, preselect, self-respect, side effect, turtlenecked, vivisect…