Final Proposal

Written Proposal for Midpoint Review

Everything Old is New Again

October 23, 2012
3:30 pm

Name: Kaixin Yu

Department: Fine Art Sculpture
Proposal

Definition of project concept

Rococo is an early 18th-century artistic movement and style, which affected many aspects of the art forms including painting, sculpture and decorative design. Compared with the previous Baroque period and the later Neoclassicism styles, Rococo expressed a sense of luxury and enjoyment, but it also kept Baroque’s features of complex details and patterns. With a mass of unique features Rococo inspired me to explore more interesting details.

The Victorian era is the era of British history during the period of Queen Victoria’s reign, from 20 June 1837 until her death on 22 January 1901. During her reign of 63 years, the literature art had significant movement includes Classicism, Neoclassicism, Romanticism and Impressionism. The entire art world was a thriving and prosperous scene. In clothing, they used lace, ribbon, princess sleeve and bowknot everywhere.
From the historical perspective, the eras of Rococo and Victorian were devoted to meticulous details, enlarged luxury and the beauty of femininity. The essence of these styles established elegantly a decorative effect via its exaggerated forms, the gentle colors, ribbons and flowers, thus created a sense of glamour for women. In these two periods, women wanted to express their appreciation of beauty; finances and power were all shown through those decorative elements. My goal is to absorb various elements of the Rococo and Victorian eras to modern jewelry design that create fresh combinations.

The concept of my final project is, “Everything Old is New Again.” I will combine Rococo and Victorian features as references to create a new look at something old in my jewelry.

As a jewelry designer, it is necessary for me to find a classical trend that never falls behind fashion. Based on my findings in recent years, people care about jewelry trends more than before. Most women want to follow the waves of fashion, and they love to wear vintage jewelry. This direction brings up a new question for me, “How can I pursue a unique style with vintage elements and stay current with fashion in jewelry design?” I’m not going to follow the current trend, my goal is to be a trend setter in the world of jewelry and fashion.
Statement of personal interest

There are three main reasons why I am interested in this direction. The First and also the most important reason is because of my inborn personality. I am a typical girl who is scrupulous and feminine, thus these two periods are touching my heart sufficiently. During these two periods, women’s attire reflected a kind of feminine lasting appeal. Their advantage was to expand glamour through decorations, which were the style and ornament that I’m looking for.

Secondly, I am obsessed to find the resonance in vintage designs and decoration styles. Indeed, I’m fascinated by its elegant expressive force and exquisite decorative detail. I strongly feel the charm from a past period is irreplaceable. In addition, vintage products seem to bring to mind a reminiscent atmosphere that I want to combine this unique charm with my design.

Thirdly, I was completely attracted by the Rococo and Victorian styles that almost cater to women only. During these two periods, the key was to make every detail more delicate to express a distinctive grace, and this is the key of my aesthetic belief. Therefore, motivated my passion to redesign these two women’s favorite terms and bring their glories back again.
**Background information**

I wanted to confirm my concept whether feasible or not, so I conducted some researches. In my primary research, I used an online survey system to collect people’s thoughts, use the data to support, understand and establish a reasonable market for my concept. Therefore, it is better to receive as much feedbacks as possible. The purpose of this survey was to prove whether people were interested in vintage design jewelry or not based the result that were gathered and analyzed from 32 respondents.

![Bar chart showing preference for vintage style jewelry](image)

Through this survey, I feel more confident in my concept and possibility of pursuing it. First of all, 28 out of 32 responses showed their interests in vintage design which easily reveal the truth that vintage design is a potential market. On the other hand, 27 out of 32 responses had same approval with me that the Rococo and Victorian styles still catches people’s attention nowadays, they never quit the stage of design history. I’m glad to see people supported my idea and agree with my personal aesthetic.

I wanted to explore the direction of vintage-looking jewelry further, so I read some articles on jewelry trends as well. In my secondary research, the author Robert A Hull questioned why numerous manufacturers and designers love to make vintage jewelry.
This is also an area that I want to investigate deeper. He stated that every woman loves to wear vintage jewelry and this trend is commonly shown in some fashion designers’ artworks. I agree with his point that “vintage will always be in style.” (A Hull) From insiders who know about jewelry, these designers recognize the glamour of vintage.

From what I have found so far, I have confirmed my timeless trend can long lasting existence because people are always looking for inspiration from vintage designs. I think I found two special periods that can perfectly express my idea and I believe my own trend can lead my concept further.

**Process for completing project**

I plan to take seven steps to achieve my project goals.

- Conduct an online survey to find out which Rococo and Victorian feature attract people the most.

- Use traditional print or Internet resources to do secondary research on my topic.

- Based on survey and secondary findings, create concept drawings to initiate design process.

- Use these drawings to consult others’ suggestions and then determine my future design direction.

- Sift some unique ideas from those drawings to create real maquette. By design jewelry pieces, I’ll be using several major techniques. Soldering, this is a way of sticking metal
together. Other techniques are banding and forging to flatten or change my piece shape, also proved ability to create some texture or pattern on my piece.

- Make some necessary changes according to the sense, style and form of the real project.
- Confirm the final visual effect and tendency.

All of all, Rococo and Victorian are two unique past periods that inspired me the most. Their exaggerated form, excessive details and magnificent beauties can guide me to achieve my goal. I am glad to have a chance to combine these two terms’ features into my timeless trend.

**Inspiration**

*Portrait drawing of Mrs. George Swinton*  
*Portrait of Miss Dorothy Vickers*

*John Singer Sargent*

I have influenced by John Singer Sargent’s drawing through my past, present works, and even inspired my future directions. John is a famous American portrait painter
In my point of view, his drawings focused in details more than others because of his observation ability that expresses women more feminine and gorgeous than they really are. His drawing style has inspired me for a long time. In his portraits, the color is vivid, and he pays attention to light and composition of the drawings. He achieved beauty and kept the techniques of fresh and fascinating. Because of him, I still kept my painting style realistic and loved to focus on expressing the beauty of women.

Heatwave radiator-Joris Laarman(1)

Ivy climbing wall. Joris Laarman(2)
Modern designers have repeatedly challenged classical features all the time. Like the contemporary American ceramicist Adrian Saxe said, “Modernism would not have happened without the Rococo.” I think this period is an outlook on life and form that resurfaces in the work of many designers.

Joris Laarman is a Dutch artist. He has made a radiator out of modular units of ornament. (See Page 11-1) An industrial product grows on a wall; bring beauty and glamour to human comfort. This radiator heater is inspired by Rococo, which is decorative appearance with contemporary design in object. Also, in his works, the vintage styling is more functional than straight square heater because the radiator has more surfaces to transfer heat to space.

The Ivy Climbing Wall concrete ornaments that stay to a wall, achieving a decoration indoor climbing. It changes the traditional idea of applied plaster ceiling ornaments and shifts it to the wall, creating a form of decoration. This piece is great example of good combination of form and function so that you can even climb it as physical exercise. (See Page 11-2)

Additionally, Victorian is more similar with Rococo compare other historical styles because it used large amount of lace, ribbon, falbala and spun yarn also. Alone it used more royal style in part of dress design, such as Victorian’s bowknot that paid more attention to a long back ribbon and expressed mellow feel.
My idea “new again” means a design of retro sense but with modern appearance. Lara Jade’s photography conveys an internal feeling similar to my direction. She is influenced by past and present styles of specific old masters pieces of romanticism and untouched beauty. In my opinion, the dresses and the poses from pictures emphasized retro feel and combined with contemporary make up and photographic techniques. Nevertheless her expertise in photograph, but her technique of express the beauty of women is just as same as my objective -- to be a trend setter and express my unique voice while of being influenced by vintage design.
Past Work

Bronze

Mask 9”*7” Bronze, August 2012.

Fun light 9”*6” Bronze & LED light, August 2012.

Candlestick 10”*6”*8” Bronze, August 2012.
Recent works

Clay

Sandglass 15"*22"*13" Clay, October 2012

Jewelry
Self-portrait (Front) 12"*3"
Cooper & Black Ribbon

Brooch

Braclet
Additionally, my final pieces will use fine silver as the primary material that used in hand made jewelry commonly. It does not have a high melting point which makes it easier to control and suitable with mixed media color wise. On the other hand, if I make mistakes, I can fuse silver to reuse it without any cost. In short, silver will be the best metal for my project.

Over all, I’ll focus on detailed ornament and mixed media. I may adopt asymmetric rule, such as “C” and “S” shape to create a brisk and elegant dynamic feeling in the jewelry details. Because the Rococo and Victorian eras made the details more unexceptionable and were high-volume used lace, ribbon, falbala and spun yarn, my works will express similar as they are. I have faith of my direction because it can be a potential market and help me to convey my unique voice in vintage jewelry design.
Work Cited
