

DIGITALLY RECREATING PIONEERS OF POST-WAR PATTERN

COLLABORATORS?

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**THE GLASGOW
SCHOOL OF ART**



LUCIENNE DAY
1917-2010



DOROTHY SMITH
1923-2003



MARGARET STEWART
fl. c1940s-



SYLVIA CHALMERS
c1928-2008

WHY?

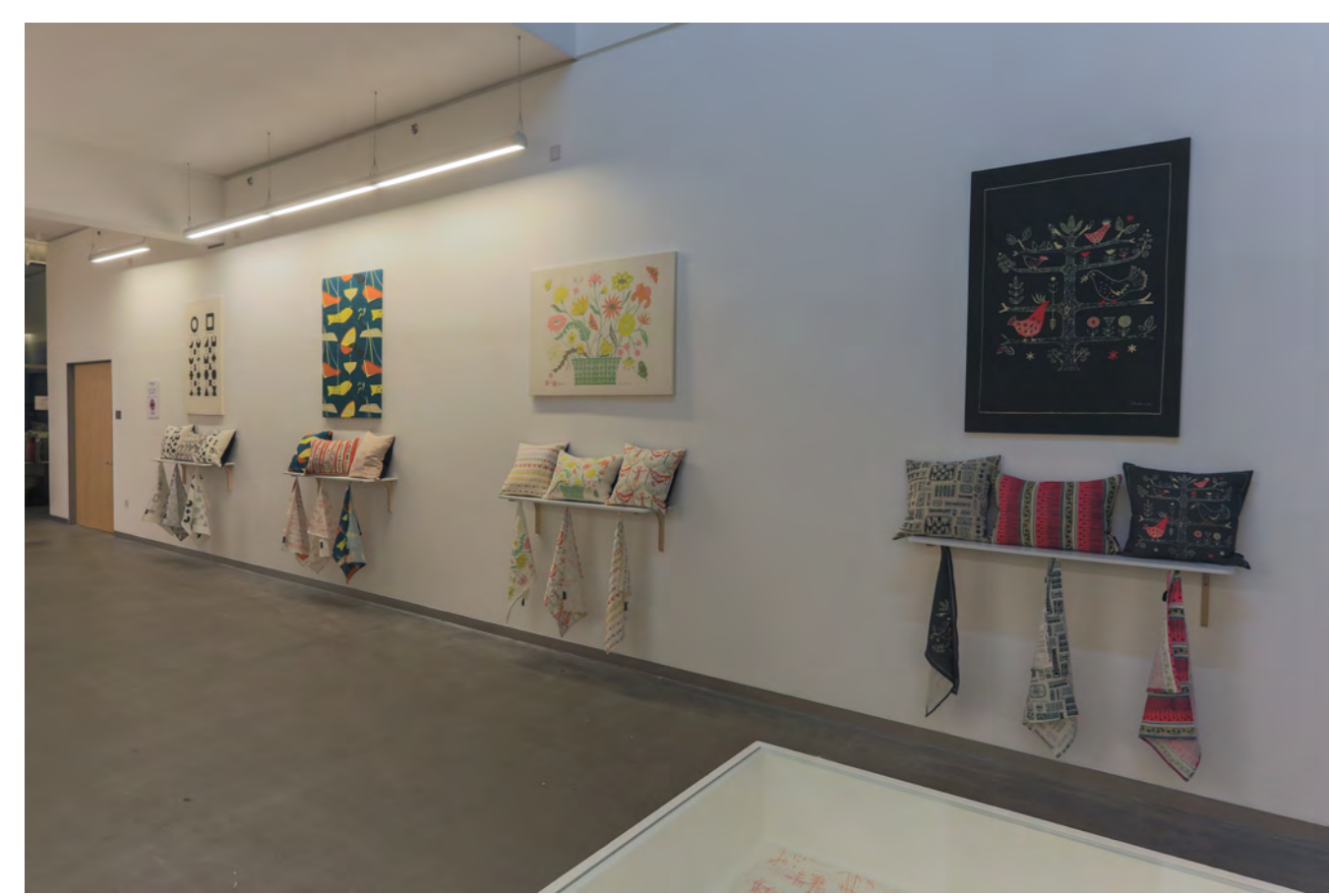
The centenary of the influential and pioneering pattern designer, Lucienne Day provided the motivation for the 'Pioneers of Post-War Pattern' project. Working with *The Robin and Lucienne Day Foundation*, GSA's *Classic Textiles* by the Centre for Advanced Textiles (CAT), produce the world's only licensed digital reprints of Day's iconic 1950s-60s furnishing fabrics. For the centenary, Classic Textiles reproduced some of Day's prints for retailer *John Lewis*. This provided the trigger for 'Pioneers of Post-War Pattern' and the opportunity to delve into GSA's archives to investigate the work of Day's contemporaries.

The project aimed to explore the potential of developing new commercially viable textile-based products from post-World War II pattern designs held in GSA's archives. The project objectives were to: identify the work of lesser known post-war pattern designers; select and capture designs that could be developed for contemporary use; explore design recreation, recolouring, repeat, scale and composition; sample designs onto textiles suitable for interior products; prototype and manufacture interior products utilising the digitally printed textiles; curate an exhibition of archival artefacts and new products; sell the new products and investigate further retail opportunities.



OUTCOMES?

Products were developed from work by Sylvia Chalmers, Dorothy Smith and Margaret Stewart, who studied textiles at GSA during the 1940s and 1950s. Some of these designs had never been produced as textiles but through the project were adapted for twenty-first century use as cushions, tea towels, canvases and fabric by the metre. An exhibition, 'Pioneers of Post-War Pattern' (Glasgow School of Art, 16 September – 8 October 2017), showcased the newly created products alongside archive material and operated as a retail space. Archive visits with GSA Textile Design students included viewing and discussing further artefacts connected to the exhibition. The project provided the opportunity to investigate and promote the work of Day, alongside her lesser-known Scottish-based contemporaries. Follow-on opportunities are being pursued including a pop-up selling exhibition in *Harvey Nichols*, Edinburgh during summer 2018.



INSPIRATIONAL?

'Pioneers of Post-War Pattern' was a collaboration which combined the expertise of the project team covering archives, design history, pedagogy, printed textile design, digital printing, manufacture and curation. The practice-based methodology utilised throughout the project is transferable to other collections. Utilising an archive for creative practice inspiration and disseminating historical collections through the generation of new products can inform and inspire new generations of users.