



RESEARCH ARTICLE

Diversification and application of Warli art on apparels

S. Joshitha, A. Yakshitha and Mariyam Adnan*

Abstract

Warli painting is one of the oldest art forms of India. It originated from the Warli region in Maharashtra, India. It is performed by the warli tribe from the coastal regions of Maharashtra. Our motive is to bring innovation in the art form by inculcating new ideas and methods of doing the same. One such innovative idea is to convert the traditional art form into an Indo-western form by adding new ideas from Western culture. We can bring innovation in our using this traditional art form, thereby bringing innovation in the product. The product (1) chosen is a warli painted T-shirt that combines Western and Indian culture. The western garment- T-shirt will be beautified using the traditional warli paint, giving an indo-western look to the garment as a whole. The product (2) chosen is a warli painted kid's frock. The warli painting will be made with various new colors that are not basic warli painting color. It has both traditional and new warli designs. The traditional warli designs will be stylized by using creativity to change the colors and motifs. Also a market survey is conducted using specific sampling to understand and assess the consumers' expectations and feedback of the product.

This helped us understand the consumers better and develop more accurate and acceptable products for them. This way we will be able to reach many consumers all over the world.

Keywords: Warli, painting, innovation, Indo-western, motifs.

Introduction

Crafts or handicrafts are a wide variety of decorative works made by hand or by simple tools and devices. It is a traditional activity which includes both creative and aesthetic work with ones hands and skills. These work can be done on textiles, paper, plant fibres etc. Moreover, there are different types of handicraft activities taking place in different parts of the world. Also, each country has their own perception and form of art and craft. From the beginning of humanity, handicrafts knowingly or unknowingly become an integral part of human life. But the philosophy, propriety, form and nature continue to change over time. Handicraft shows features of many civilizations and reflects the feeling and vibrations of the creators. Also, handicraft artists are

cultural treasures who promote and preserve our culture using their skills, handwork, and emotions. Therefore, the handicraft sector is not just an economic indicator, employment which creates a work or export effort but is much more than all this. Handicrafts are a powerful treasure, keeping our culture and history alive and it reminds us of the glory and kindness of our great heritage (Patil, 2017).

India is home to the world's oldest civilization and numerous historical monuments which show evidence in Indian art and culture. Many of these reminders are proclaimed as World Heritage Sites is UNESCO World Heritage Site, including the Taj- Mahal, Ajanta-Ellora Caves, Agra Fort, Sunark of Konark, Mahabalipuram Monuments, Jantar-Mantar of Jaipur, Qutb Minar, Red Fort, etc. India has great treasures of different handicrafts such as woven fabrics, embroidery, leather work, woodworking, metalworking, stoneworking, pottery, jewelry, Hand painting & hand printing, elephant sculpture, bamboo and cane works, shell art and many more.

In recent years, there have been many developments in the form of great industrialization, global trade, technological advances and rapid changes in socioeconomic status. Thus, it is very difficult for handicraft persons to keep in pace with these changes. They cannot cope with these changes and many of them have given up their art and craft work for such reasons. Craft persons find it very difficult to adapt to such changes. Thus, steps need to be taken to improve the status and conditions of such craft

Department of Apparel and Fashion Design, PSG College of Technology Coimbatore, India

***Corresponding Author:** Mariyam Adnan, Department of Apparel and Fashion Design, PSG College of Technology Coimbatore, India, E-Mail: mag.afd@psgtech.ac.in

How to cite this article: Joshitha, S., Yakshitha, A., Adnan, M. (2023). Diversification and application of Warli art on apparels. *The Scientific Temper*, 14(2):316-322.

Doi: 10.58414/SCIENTIFICTEMPER.2023.14.2.11

Source of support: Nil

Conflict of interest: None.

persons, making them sustainable and independent. This can be done by helping the artisans with new techniques and ideas for recreating traditional art. Young and energetic students like us have many new and creative ideas that can help them revive the art form. Moreover, such ideas can help them become socially, financially sustainable, and independent (Patil, 2017).

In respect to this, I have chosen a particular craft known as the Warli painting, which originated from the coastal regions of Maharashtra. The great Warli traditional painting is a form of tribal art mainly made by indigenous people in the northern Sahyadri Range region, which includes cities such as Jawhar, Palghar, Dahanu, Talasari, Mokhada, and Vikramgarh of Palghar region, India. This art form originated for the first time in Maharashtra, where it is still practiced regularly. It is believed to be one of the oldest art forms in history. It is very popular in India and has a different charm everywhere it is presented, but it has never received much recognition outside its territory. Warli's art of Maharashtra is a collection of basic geometric shapes: circle, triangle, and square (Sangeeta & Meenu, 2014).

These paintings appear to be simply Warli figures painted by whites on rich black walls to the untrained eye, but a closer look reveals that Warli is far more than meets the eye. To many, it may seem like a simple Indian art form. When one looks at Warli's painting, intricate geometric patterns of flowers, hunting scenes, wedding traditions, and other activities make the paintings stand out. A particular attraction to this painting comes from its beautiful yet delicate patterns (Sharma and Paul, 2015).

Warli's paintings are traditionally made on mud walls with white adhesives. This adds white rice, water and amber, which are binding stimulants. Additional bamboo sticks chewed at the end, are used to make the paint brush. They often have almost the same features as prehistoric paintings. In order to diversify the same, I have decided to make a product based on warli painting. The product I have chosen is a T-shirt with warli painting on it. This gives an Indo-Western look to the garment by combining the Western culture of T-shirt garment and the traditional warli painting. Thus this gives a unique and aesthetic appearance to the garment. Moreover, the art form of warli painting is used in an innovative way thereby stylizing and improving the same. As a result, Warli is not limited to traditional mud walls and pottery; it is also used on textiles and fabrics, increasing its reach to a larger extent (Patil, 2017).

Also the current trend among fashionistas and home goods brands is to choose these designs and models. The Warli folk art can be found in a variety of products and locations around the world. Warli is an elegant form of art that is done based on certain concepts based on nature and everyday life. I have chosen this art because I'm interested in ancient forms of painting. Also use of such paintings is

now widely used in various products all over the world. It is usually referred under the name of tribal art or street fashion (Patil, 2017).

From the above literature review, we can infer that Warli painting is a form of tribal art that originated from the Warli region in Maharashtra. It uses various shapes and figures like circle, square and triangle and was originally performed on mud walls. Besides, Warli paintings are not limited to traditional mud walls; they have also expanded extensively in the home decoration industry and seem to be growing day by day. Thus after having a detailed study about the history and evolution of Warli painting, I have decided to bring some diversification in the art by applying the same on T-shirts. This brings a completely new way of using the art and gives a different approach. An Indo-Western style can be introduced by applying traditional art on Western T-shirts. This also helps in the revival of art and also attracts customers and art lovers from all over the world. Warli art has been applied in many areas like apparel, households, decorative items etc. but warli painting on kid's frock has not been tried in a stylized way. From the above conclusion, the final product to be designed was finalized as the kid's frock.

Methodology

Research About Warli Painting

Warli painting is not an art that is known to all. So first information about the art was collected from various sources like internet, articles etc. The history and evolution of the art was also studied. Moreover, the process of doing Warli painting, the raw materials required, its uses, and their application were also studied in detail.

Learning the Art

After doing some research about warli painting, the method and process to do the same was learned using online videos in YouTube and other articles. Several videos showed how the same art can be applied on various mediums in different ways.

Product Selection

After learning how to perform the art and knowing about its uses and application, the product to be made was selected. Basically, after the research and learning, it was found that diversification was required in this field of warli painting. Thus, to make something different and introduce variety, a warli painting based T-shirt and a kid's frock was chosen as the product to be developed.

Consumer Research Survey on Awareness of Warli Art

A survey was conducted using Google forms to collect information regarding the awareness of Warli painting among people. Moreover, few important aspects such

as design, pricing and frequency of purchase were also enquired. This helped us get to know more about potential consumer needs and interests. We got an idea on how to develop in the product according to their needs. Also, the feasibility of the product was analysed much before the development of the product.

Method of sampling: Specific Random Sampling. A total of 46 people were enquired. They were selected based on the potential consumer basis.

Sourcing of Raw Materials

Next raw materials required to develop the product were sourced from various online and offline sources. In this case, the raw materials required are fabric paint, paint brush, vegetable for block printing, t-shirt, frock, markers, scale and glitters.

Development of Products

First, the designer boards like the mood board, the material board and the color board were developed. Then using the mood board, a product development theme was developed. The colors to be used were also determined using the mood board and the color board. Then, three products of various designs were developed using the above raw materials. Each product had a different combination of colors and features. Diversification was made by stylizing the traditional warli design using vibrant colours and introducing intricate and delicate art designs.

Pricing of Products

In this, the cost of making the products were analysed and calculated. After finding the cost, the profit percentage was fixed, and the final price was calculated accordingly.

Feedback

After completion of the products and their pricing, a post-product survey was conducted. This was done manually by asking my neighbors' and friends' reviews and opinions upon showing them our products. Also they were asked about how much price they were willing to pay for the products and the pricing was also analysed according. Initially, designs were developed based on field work study, including research work and development of mood board, colour board, and material board. After design development survey was conducted to understand the preference of the consumers and the data collected was analyzed and summarized.

Results and Discussion

After following the steps in the methodology, the following results were obtained and are being discussed here.

Consumer Awareness Survey

A survey was conducted using Google forms to collect information regarding the awareness of Warli painting among people. Moreover, few important aspects such

as design, pricing and frequency of purchase were also enquired. This helped us get to know more about potential consumer needs and interests. We got an idea on how to develop in the product according to their needs. Also the feasibility of the product was analyzed much before the development of the product.

Method of sampling: Specific Random Sampling. A total of 46 people were enquired. They were selected based on the potential consumer basis.

Responses

- Figures 1(a) and (b) show that about 91% prefer handmade products and only 8% prefer not buying them. Also about 47% prefer pastel color, 26% prefer using dark colors and 15% solid plain colors and the remaining 10% prefer a combination of many colors.
- Figure 1(c) and (d) show that about 43% prefer painting in different forms of art available, whereas 38% prefer wall. Also, about 95% prefer buying Indo-Western clothing and only 4 to 5% does not prefer the same.
- Figures (e) and (f) show that about 45% prefer block prints and about 23% prefer digital prints. Also about 61% prefer buying products offline and about 39% prefer online modes of shopping.
- As seen in Figure (g) it shows that 26.6% do not feel there is a need for gender neutral clothing and 71.4% feel that there should be gender neutral clothing.
- Figure (g) and (h) show that about 70% prefer buying the warli painting based T-shirt and only 26% are not interested. Also about 54% prefer the price range of rs.300–500 and about 23% prefer high range of rs-500–800 and about 19% prefer range below rs.300 for the warli painted t-shirt.

Warli Design

- A sample T-shirt painted using warli design was showed and the respondents were asked to rate the same and the following responses were recorded. As seen in the Figure (k), it shows that about 15% have given a rating of 4 and about 14% have given a rating of 3 and about 13% have given a rating of 5 for the same.
- As seen in Figure 1(k) 40% of them prefer buying matching accessories with the garment and 60% do not prefer the same.

Inference

From the above survey we can conclude that

Most of them were between the groups of 18-25 and were female. Also it is interesting to know that most of them prefer painting over other crafts. Moreover, about 96% of them prefer handmade products and prefer block prints – this is the reason for the usage of vegetable blocks in the painting process of T-shirts. Also, it is understood that they prefer to shop offline rather than online. About 92% of them prefer

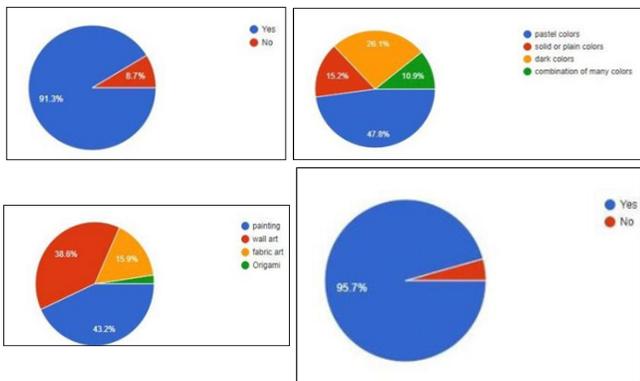


Figure 1: (a) handmade products- Yes or No; (b) Colors preferred; (c) Type of craft preferred; (d) Indo-Western clothing- Yes or No

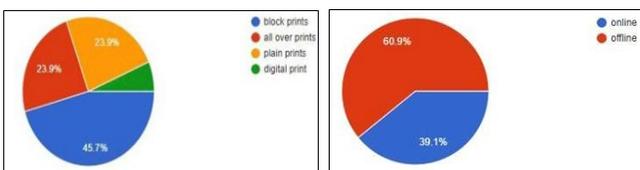


Figure 1: (e) Type of prints preferred; (f) method of shopping

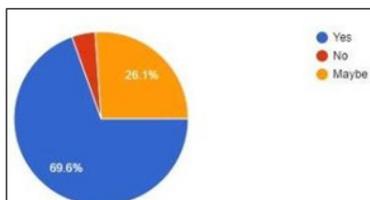


Figure 1: (g) prefer buying warli painted T-shirt

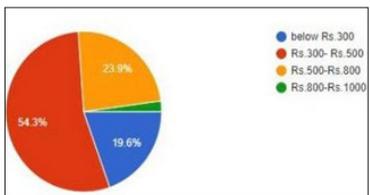


Figure 1: (h) price range for the same

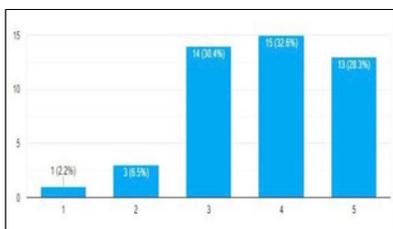


Figure 1: (i) Rating of sample T-shirt painted using

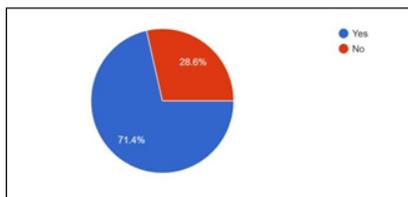


Figure 1: (j) Need for gender neutral cloths- Yes or no

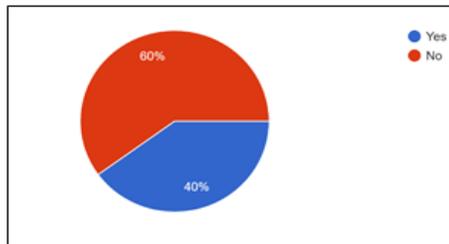


Figure 1: (k) Purchase matching accessories with kid's frock –Yes or No

indo- western design which shows that they would prefer buying Warli T-shirts too which also confirmed in the next question. The price they prefer is Rs.300 to 500 which is also feasible. Moreover, one possible design was shown and asked to rate which most of them rated as 4 and 5.

Thus from the above survey was very helpful in getting to know about the consumers' views and opinions and also gave an idea on how to develop and create the products uniquely. It was very interesting and helpful too. We were also able to systemize and regulate our ideas and designs with the help of this survey.

Product Development Process- Designer Boards for T-Shirt

The first step in product development is idea or theme generation. After this step, the product is development process begins. The mood board is created where various creative pictures are collected and made into a collage, giving way to a theme. The mood board and the theme acts as the base for the story. Then, a color board is developed using the colors from the mood board. These boards serve as helpful tools in the product development process. The materials used to make the product, the colors used, the design patterns etc., are based on these designer boards. Thus it gives a clear structure to the whole process. Thus the, product development begins after the designs are chosen and once the materials are sourced.

Mood Board

The images for inspiration were taken from the traditional warli designs that depict the theme of unity. In this we can see various images of ancient wall painting which are similar to warli painting. Moreover, the warli painting as shown in this mood board depicts unity and strength (www. homesciencejournal.com) (Figure 2a).

Material Board

Various materials used are depicted, ranging from the plain white knitted T-shirt to handmade masks to fabric colors to vegetable blocks to brushes to palettes. The raw materials used are same for the three products. These include Knitted T-shirt, Vegetable block- potato, Fabric colors, Wooden blocks for intricate designs, Plain cotton masks, Ruler, palette, Brushes, Newspaper, Scissors, knife (Figure 2b).



Figure 2: (a) Mood board



Figure 2: (b) Material board



Figure 2: (c) Color Board

Color Board

The colors are chosen from the mood board. They are vibrant colors that are used to stylize the traditional Warli painting (Figure 2c).

Development of Products T-shirt

All 3 products were made using the same procedure, however, the designs differ. All the steps were carried out as per the timeline prepared much before the product development stage. Also the raw materials were sourced on time from various online and offline mediums. The product development process took two weeks as each product required design development, sketching and painting. Also they were later dried for the paint to set. Finally, the product photography took place where the detailed designs of the products were captured carefully and aesthetically.

Steps in Product Development T-shirt

First a plain white t-shirt is taken, and then an outline of the diagram is drawn using pencil and scale. Then using knife and potato, a desired shape is cut out of it in order to use it as a vegetable block as shown below. The warli painting usually contains stick figures whose body is made of triangle shapes. Then the image is completed

as per the design selected. In this, the design selected is a dance ritual which is a traditional warli concept. Finally, the design is finished Figure 3(a) Unity Themed T-shirt by adding borders and other final details. Also, a matching mask is made in a similar manner. All the 3 products were made in a similar manner. But, however, the designs and colours used were totally different (Figure 3b and c).

Final Product Pictures-T-Shirt

Product Development Process- Designer boards: For Kid's frock: Mood Board

The below image is the mood board related to warli painting. It consists of a tribe mood. It has geometric designs and forest-based pictures. The images for inspiration were taken from the traditional warli designs that depict the theme of



Figure 3: (a) Unity-themed t-shirt

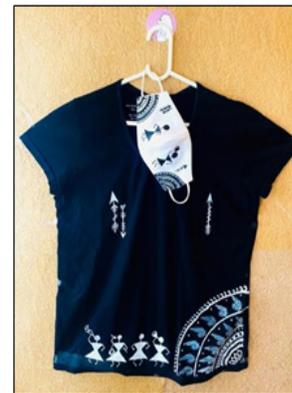


Figure 3: (b) Mandala themed t-shirt



Figure 3: (c) Vibrant scenic t-shirt

unity (Figure 4a).

Material Board

Various materials used are depicted, ranging from plain white knitted T-shirts to handmade masks, fabric colors, vegetable blocks, brushes, and palettes (Figure 4b).

Color Board

The colors are chosen from the mood board. They are vibrant colors which are used to stylize the traditional Warli painting (Figure 4c).

Development of Products-kid’s frock

The products are developed based on the theme and the mood board. The designs are in inspired from thesame.

Steps in Product Development

Kid’s Frock:

The first product was done on a solid white cotton frock. A potato was used as a triangle block for the print of warli stick

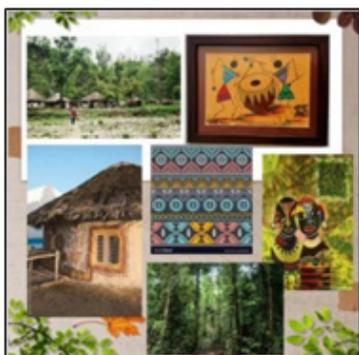


Figure 4: (a) Mood board



Figure 4: (b) Material Board



Figure 4: (c) Colour Board



Figure 5: (a) Geometric designed frock



Figure 5: (b) Celebration theme frock



Figure 5: (c) Dream catcher theme frock

Figure ures at the bottom. The same block was used to print the entire triangle shape around the neck. Finally, the look of the product was by drawing 2 diamond shapes at the center (Figure 5a). For the second product a solid orange colored cotton frock was used. It was decided to paint on top right and bottom left side of the frock. So, first the frock was into 2 parts, left and right side equally. Then drew 2 equal sized rectangular boxes at the top right and bottom left part (Figure 5b). The painting was first done at the top right part. For the third product a solid pink colored cotton frock was selected (Figure 5c). It was decided to design the painting for this frock as two semi-circle designs. Two semi-circles were drawn with the help of a compass. It was drawn opposite facing, left and right side. The same design was painted on both sides and finished the look of the third product.

Final Product Pictures Kid’s Frock

Thus it creates product awareness. There can be collaborations between the artisans and the designers. By Understanding and satisfying needs of the global

market. Bringing out new designs and using them on various new mediums. Workshops can be conducted to teach the skills to many people. Various campaigns can be conducted to create awareness. The government can take the necessary initiative to protect the artisans and help them develop platforms to sell the same. NGOs like Happy Hand Foundation recently launched an online store to sell products made by artisans. Also many young students like us can give new and innovative ideas to artisans thereby preventing the art from facing extinction (Patil, 2017).

Feedback Survey

After completion of the products, a post-product survey or a feedback survey was conducted. This was done manually by asking my neighbors' and friends' reviews and opinions upon showing them our products. Also they were asked about how much price they were willing to pay for the products and the pricing was also analyzed accordingly.

After this, it was found that almost all of them liked my products and were willing to purchase them. They liked the designs and how it was beautifully painted on the T-shirts and the frock. Moreover, they liked the color combinations used in all the 3 products.

Scope of the Products Developed

Commercialization

These products can be sold at various places like craft fairs, trade fairs, indigenous fairs and shows. With the advancement of technology and increasing use of digital and online shopping platforms, these products can be sold online, reaching a large number of consumers worldwide. They can also be sold at various craft retail outlets. Moreover, they can be sold at fests held at various colleges and schools, especially fashion schools. Stalls for these products can be put in malls and convention centers where we can attract large crowd at a time. Also they can be promoted and sold through online retail giants like Amazon, Flipkart, Myntra, etc. (WGSN).

Suggestions for Craft Revival

The products can be promoted on various social media platforms where many people view them and

Conclusion

Crafts or handicrafts are a wide variety of decorative works made by hand or by simple tools and devices. It is a traditional activity which includes both creative and aesthetic work with one's hands and skills. This work can be done on textiles, Paper, Plant fibres etc. Moreover, different types of handicraft activities occur in different parts of the

world. Also each country has their own perception and form of art and craft. From the beginning of humanity, handicrafts knowingly or unknowingly become an integral part of human life. But the philosophy, propriety, form and nature continue to change over time. Handicraft shows features of many civilizations and reflects the feeling and vibrations of the creators. Also, handicraft artists are cultural treasures who promote and preserve our culture using their skills, handwork, and emotions. Therefore, the handicraft sector is not just an economic indicator, employment which creates a work or export effort but is much more than all this. Handicrafts are a powerful treasure, keeping our culture and history alive and it reminds us of the glory and kindness of our great heritage (Patil, 2017; Sangeeta & Meenu, 2014)

Warli painting is simple yet elegant art form. It has many hidden features that many of us are unaware of. It has a great scope and it can be used as an opportunity to represent Indian crafts internationally. Warli was traditionally done on mud walls and papers, but however, now we know that it is extensively used all over the world for many purposes like home décor, fabric painting, ceramic painting etc. The product developed here is T-shirt which basically gives an Indo-Western style, where the traditional warli painting is combined with the western silhouette of T-shirt. Also, the painting on the kid's frock gave the garment a new and creative look. Thus this entirely gives way to a new form of craft where the skills acquired in this training have been used in an innovative manner.

References

- Patil, D. K. (2017). Warli art: Diversification of traditional painting creating future, hope & happiness. *International Journal of Home Science*, 3(3), 451-456.
- Patil, R., & Bhurke, V. (2019). Impact of rural entrepreneurship on migration- A case study of Dahanu (Maharashtra), India. *Indian Journal of Agricultural Research*, 53(4), 500-503.
- Sharma, E., & Paul, S. (2015). Adaptation of Indian folk paintings for designing and digital printing of apparels using Computer Aided Designing. *IJAR*, 1(9), 989-995.
- Sangeeta, V., & Meenu, S. (2014). Profile of warli artisans of Maharashtra. *Asian Journal of Home Science*, 9(2), 491-495. <https://www.homesciencejournal.com/archives/2017/vol3issue3/PartF/3-3-70-220.pdf>
- WGSN (Domestic and Export Scenario of craft) <https://www.investopedia.com>
<https://www.researchgate.net>
<https://www.indiatoday.in>
<https://www.warli.in>
<https://www.authindia.com>
<https://www.artzolo.com>
<https://textilevaluechain.com>
https://www.in.undp.org/content/india/en/home/library/womens_empowerment/WASEP_Brochure.html