



The Telltale of Indelible Painting

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Abstract-

Painting is the practice of applying paint, pigment, colour or any other medium to a solid surface with the help of brushes. All paintings are unique and done in different ways. One of the paintings is African paintings. Its a tribal Art. African Paintings are visual arts of native Africa, particularly sub-Saharan Africa. African paintings have values as entertainment, some have political or ideological significance some are instrumental in a ritual context and some have aesthetic value in itself. It has two types Ankara & Dashiki. Geometrical, animal, human and abstract Motifs have been chosen from the painting for designing soft furnishing products. There are no specific colours used, all types of colours are used in the paintings. Despite its long and profuse tradition, even today the art of Africa remains mostly misunderstood & overlooked. There are many famous artists like Yinka Shonibare, El Anatsui, Irma Stern, Sam Gilliam, Walter Battiss, Vladimir Tretchikoff, Gerard Sekoto, Henry Tayali, George Lilanga, Kudzanal Chiurai, etc who worked on the paintings, enhanced it and made paintings in a way that always had a message in it.

The main aim of this article is to bring traditional African painting into limelight by explaining its key elements, motifs & inspirations. The human figure has always been the primary subject matter for most African paintings. The art & material culture of the African continent constitute one of the most diverse & innovative artistic legacies on the planet. The two art forms Ankara and Dashiki have also played a vital role in elevating the designs in various patterns.

Keywords – Aesthetic, African paintings, Ankara, Dashiki, Ritual, Tribal Art, Visual Art

1.0 Introduction-

African Paintings are versatile and they are available in different shapes and sizes. African Painting describes the modern, historical paintings and other visual cultures from native or indigenous African and the African Continent. It also includes paintings of the African Diasporas, African American Paintings, Caribbean or South American Paintings including African traditions as well. It has themes of religious symbolism, functionalism and are in spiritual forms rather than creative purposes. The paintings represent a deep cultural connection with the African Continent.

1.1 Motifs used-

The motifs chosen from the African painting are Geometrical, Animal, Human & Abstract motifs. The geometrical motifs include spiral rounds. The Animal motifs include Elephant. The Human motifs include human structures either in their original form or in a deformed form. They are also very colourful. Abstract motifs are usually there in the background of the paintings or merged with the main human motifs.



Fig 1



Fig 2



Fig 3



Fig 4

1.2 Colours Used-

African paintings usually have warm & dark colours like orange, black, red, green, etc as mostly African paintings have strong messages to portray which can be depicted with these colours very well.

1.3 Products made-

Using African Paintings as an inspiration, home furnishing products like cushion covers, floor rugs & table mats were designed.

2.0 Methodology-

2.1 Data Collection-

Relevant data was gathered from online sources & websites. The products were also designed from the images online but given a different look using different surface ornamentation techniques.

2.2 Techniques Used-

To promote these paintings different techniques have been incorporated for using them on various soft furnishing products like Cushion Covers, Table Mats & Floor Rugs. The design sheet was made to understand the look of the design on the products. Once the design sheet was ready, then different techniques of surface ornamentation were used for depicting these paintings. Techniques such as Bead Work, Thread Work, embroidery, Cording, Applique Work, also Punch Needle Techniques and Pom Pom Technique were used to add creativity in the painting. The paintings were enhanced by using the appropriate ornamentation technique. The originality of the painting was kept intact, and its beauty elevated creatively.

3.0 Swatch Development -

The swatches were hand drawn & rendered. Out of the few inspirations selected 3 inspirations per person were used for making swatches. Then the swatches were made with surface ornamentations to highlight the designs of the swatches.

3.1 Swatch 1 : For this swatch, the African painting with human & abstract motif at the background was selected as an inspiration. The painting has dark shades of colours portraying a woman. The swatch is made for a cushion cover using different embroidery techniques. The prominent colours are : Red, Black, Yellow & Orange.



Fig 5

3.2 Swatch 2: For this swatch, the African painting with human motif was selected. This painting is quite colourful. This painting has a human motif where a woman is sitting. This swatch is made for a cushion cover using fabric painting and bead work. The colours in the inspiration are: Blue, Pink, Black, Yellow, Orange and White.



Fig 6

3.3 Swatch 3: For this swatch, the African painting with human motifs was selected. This painting has shades of red more prominent. The painting has 2 people sitting on an object with something in their hands. This swatch is made for a cushion cover using fabric painting technique. The colours in the inspiration are: red, orange, white, blue and black.



Fig 7

3.4 Swatch 4: For this swatch, the African painting with human motifs was selected. This motif has a half face of a woman with a headgear. This swatch is for a table mat using beadwork and satin stitch embroidery as a technique. The colours in the inspiration are very colourful.

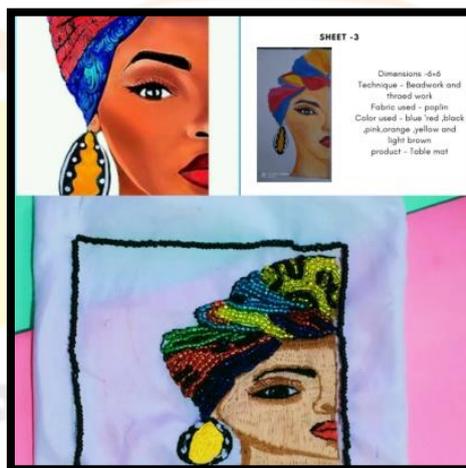


Fig 8

4.0 Costing: After the design sheet was decided and the swatches were made, the cost was taken of the actual product as follows:

Swatch	Cost Price (in rs)	Selling Price(in rs)
1	475	650
2	455	650
3	335	550
4	152	350
5	500	750

5.0 Result: Not only African painting but any painting can be used as an inspiration for designing any product. In this field not only garments can be designed but also soft furnishing products can be designed and make them unique. African paintings portray a lot of message from themselves, by applying the same for the products, one can make their products lively by adding such art to them and spread the message easily.

6.0 Conclusion: Art nurtures cultural diversity, innovation & creativity. It plays a significant role in preserving culture, sharing knowledge & fostering dialogue. Even though this art is a Tribal Art it speaks alot about itself. Its not just a painting it has emotions, stories, rituals & cultures depicted in them. It has unique designs & features. These attributes reflect the culture, tradition and lifestyle of various tribes of Africa. By inculcating the painting with different techniques, it gives life to the products depicting the art. There are various ways to promote African Painting. They can be promoted via Social Media, participating in Art Fairs, Create Custom Website, by designing it in a way no one has ever done before, etc. All these can have a good impact for the people viewing it and the painting will get awareness.

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