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Insufficient Allure The Art of Creative Pattern Cutting

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## **Insufficient Allure**

The Art of Creative Pattern Cutting

Curated by Kevin Almond and Kathryn Brennand

7 April – 2 June 2012

Pattern cutting is a series of body measurements that ultimately creates a three dimensional shape to accommodate a human body. The most traditional method is through flat pattern cutting, which involves creating a block pattern that fits the human form and adapting and manipulating the block to create the desired shape, as dictated by the design. Other significant methods of cutting include draping on the stand and tailoring.

Creative pattern cutting is a craft-based skill that extends the boundaries of fashion design and traditional tailoring to innovate new spheres of body shape. Insufficient Allure features a series of clothing compositions or *toiles* and a series of corresponding photographs which show complex pattern cuts and loose layers of fabric constructed imaginatively and then placed onto the design to create accentuated forms. Insufficient Allure locates the role of the pattern cutter as a highly skilled craftsperson within the fashion industry, one which is as significant and creative as the elevated position of the fashion designer. The exhibition provides a critical review of the pattern cutter's integral position in context to creative design.

