

COSTUME DESIGNIN FOR HOSPITALITY ESTABLISHMENTS STAFF ON THE BASIS OF ANALYSIS THE SLAVIC SNAKES ORNAMENTATION

Mariia Artemenko ¹, Olena Yakymchuk ², Dmytro Yakymchuk ³, Nadiia Myrhorodska ⁴ and Iryna Zasornova ⁵

¹ Kherson National Technical University, Berislav highway, 24, Kherson, Ukraine, e-mail: marikomash@gmail.com

² Kherson National Technical University, Berislav highway, 24, Kherson, Ukraine, e-mail: lesya_popovich@mail.ru

³ Kherson State University, 40 rokiv Zhovtnya St., 27, Kherson, Ukraine, e-mail: starcon84@gmail.com

⁴ Kherson National Technical University, Berislav highway, 24, Kherson, Ukraine, e-mail: myrhorodska@i.ua

⁵ Khmelnytsky National University, Instyitska str., 11, Khmelnytskyi, Ukraine, e-mail: izasornova@gmail.com

Abstract: Conducted research of leather ornamentation of Slavic snakes through graphical analysis picture populations of snakes, living in the territory of modern Ukraine. Developed following recommendations for the principles of constructing the Slavic snakes compositions in designing a women's and men's suit. Developed design-suggestions for men's and women's costumes for waiters who work in hospitality establishments. Investigated that they are conceptually focused on identifying regional peculiarities in their activities.

Keywords: Slavic snakes, ornamentation, suit designin, hospitality establishments, costume in tourism.

1 INTRODUCTION

Suit in general and clothes in particular is one of the key components of subject-spatial human world. It allows not only satisfy the utilitarian and practical needs, but also acts as a powerful means of communication and identification. By clothes can determine the gender, age, national and cultural affiliation, social status, occupation of his owner, etc. These suit features today are actively used in advertising technology, positioning one or another brand, product or service.

Hospitality facilities today are an integral part of tourism and recreation, which have recently been rapidly developing and becoming priorities in the economic and cultural development of the regions. The region itself with its unique natural-climatic and national-cultural peculiarities becomes a sort of commodity that needs to be identified in the hard conditions of global integration and globalization.

Such situation requires from the administration of hospitality facilities reorientate to conceptual design, which will reflect the specifics of the region, both in interiors and landscapes, and in the artistic images of its employees.

Obviously, using a suit to solve the issue of identifying the territory and promoting it as a tourist product is a matter of relevance. Therefore, it requires a profoundly comprehensive analysis of the peculiarities of the regions (climatic conditions, flora, fauna, cultural heritage, peculiarities of the mentality, etc.). Also need further develop of recommendations for application obtained results in designing unique uniforms and designs of clothes for different purposes. They can used as a means of achieving

artificial tourist attractions. This is the clothes of service workers, and a spectacular suit for party show programs in recreational activities and clothing of mass destination for residents of a given region.

A powerful inspiration for the conceptual design of hospitality facilities and various tourist products is mythology, the ancient epic and folk traditions. They determine the uniqueness and originality of the cultural development of the region. Quite often, the primary source in formation of mythological notions of the universe in cultures of many nations is the animal world.

In this article, for the purpose of clothes designing is paid attention to investigation of ornamental structure of snake's skin living on the Ukraine territory. The motivating factor was that the image of the Snake in Trypillian, Scythian and Slavic culture occupied one of the leading places. Therefore, it can used in the design of various tourist products that are suit conceptually created.

In addition, the snake motives and images are in today's trend and find its application in many areas of modern design – clothing, interior, architecture, graphic design, etc. However, the consumer of the twenty-first century demands from the manufacturer a more profound rethinking and a new vision.

In order to achieve this goal, it is necessary to look for new artistic solutions or to provide new qualities to already existing developments.

There are many scientific papers on the topic of the chosen field of study [1-11]. Work [1] is devoted to the development of a costume for tourist attractions in Thailand, and [2] – describes the issue of a

traditional costume of a particular region of China. The authors of the article [3] consider modern avant-garde costume in the aspect of design from a variety of topical problems. At the same time, the main attention focused on the designer components of the investigation. Some works [4, 5] describe specific characters of fairy tales and reflect the peculiarities of their visual component.

The research [6] aims at studying the problems of images of Slavic myths with an emphasis on establishing specific features of their description. Works [7, 8] are devoted to modern technologies of snake skin simulation. They describe a deep coloristic analysis of snake skin, and consider the ornamental-texture components of the images of Slavic snakes.

Worth to note, that there is a significant number of works [9-11] devoted to the study of specific components of hospitality industry in the aspect of development of modern suits design-projection for their staff. However, they do not describe the ornamentation of Slavic snakes. This significantly impairs development of a modern costume for hospitality establishments considering the investigated aspect.

Therefore, there is necessity to develop recommendations for the design of modern suit for hospitality establishment's staff on the basis of analysis of Slavic snake's ornamentation.

2 EXPERIMENTAL

Investigation of leather ornamentation of Slavic snakes conducted through graphical analysis picture populations of snakes, living in the territory of modern Ukraine. Graphic analysis included identifying the basic structural elements and the principles of their organization with further systematization of the obtained results and the construction of typical schemes, which can relayed to the design of clothing models. All of these analytic operations were performed in a CorelDraw vector graphic editor environment.

The population of East Slavic snakes in general includes 11 species of snakes, which relate to 2 families – the vipers and grass snakes. The most complete variety of snakes inhabits the territory of modern Ukraine – all 11 species (fig. 1).

At the first stage of the study, in order to specify the concept of costumes for hospitality facilities of different regions, an analysis of the habitat species diversity of snakes was conducted. It shows that a wider species composition falls on the zones of the steppe and the mountain steppe – 6 species of snakes, forest-steppe and forest zone – 2 species, in the mountain forests – 3 species, and 3 types of snakes choosing areas near water.

However, under such wide variety of species, as graphic analysis shows, it is possible to allocate only five kinds of forms of a snake scales: rhombus, rhombus-stretched, rhombus with an overlay of

scales one by one, hexagon, close to rhombus, and almonds (Fig. 1).

It was revealed that most often on the snake's skin found diamond-like scales, living on the territory of Ukraine.

Flakes of snake skin combine into original mesh ornaments, which create harmonious relief-texture composite structures. All of these natural ornaments of the Slavic snake's skin can used as an inspiration in textile design, and in designing clothes. Rhythmical and proportional patterns of snake's ornamentation when broadcast in the costume structure will allow organize its division and arrange compositional accents. Besides, an additional source of information for a costume designer, which uses Slavic serpents as inspiration in his creative activity, is a color pattern. The latter not only gives the desired color preferences, but also reveals the dominant ornamental accent within the mesh structure. In general, seven types of species of snake skin can identified of this region (Fig. 1).

Ingredients of colored pattern of snake skin by layout structure are linear with mirror symmetry or displacement symmetry. Therefore, according to the analysis, which was carried out, can argue that the patterns are based on a static or balanced asymmetric composition. That is, when designing costumes for the hospitality establishment's staff based on Slavic snakes ornamentation it is advisable to give priority to a vertically symmetric division or enter a small balanced asymmetry.

By the size and plasticity of contour lines, the character of the shaping elements of the ornament is nuancable. In the vast majority of ornaments leather cover of 11 types of snakes, living on the Ukraine territory, there are zigzag elements of the pattern and spots. Sometimes – strips and almost no monochrome scales, which can also see in figure 1.

As for the plastic of the elements contours of the snakes skin ornament, which investigated in this paper, can singled out as a leading straight-laced, aggressive.

However, sometimes there are elements of curvilinear form with less aggressive plastic.

In developing models of clothes on any subject, it is very important to analyze analog-models, but such analysis takes a lot of time. Therefore, the development of recommendations is a very relevant and necessary task. Already ready basis will significantly simplify and accelerate the process of developing clothing, and in some cases inspire a designer and a costume designer.

Extension of the search and adaptation (read-only) series of perception the image of Slavic snakes in a suit is achieved by the recombination of the form elements, interacting with each other and nature of their combinations. Thus, the system integrity of the projected images are created. The basis of which is the layout material-form-design.

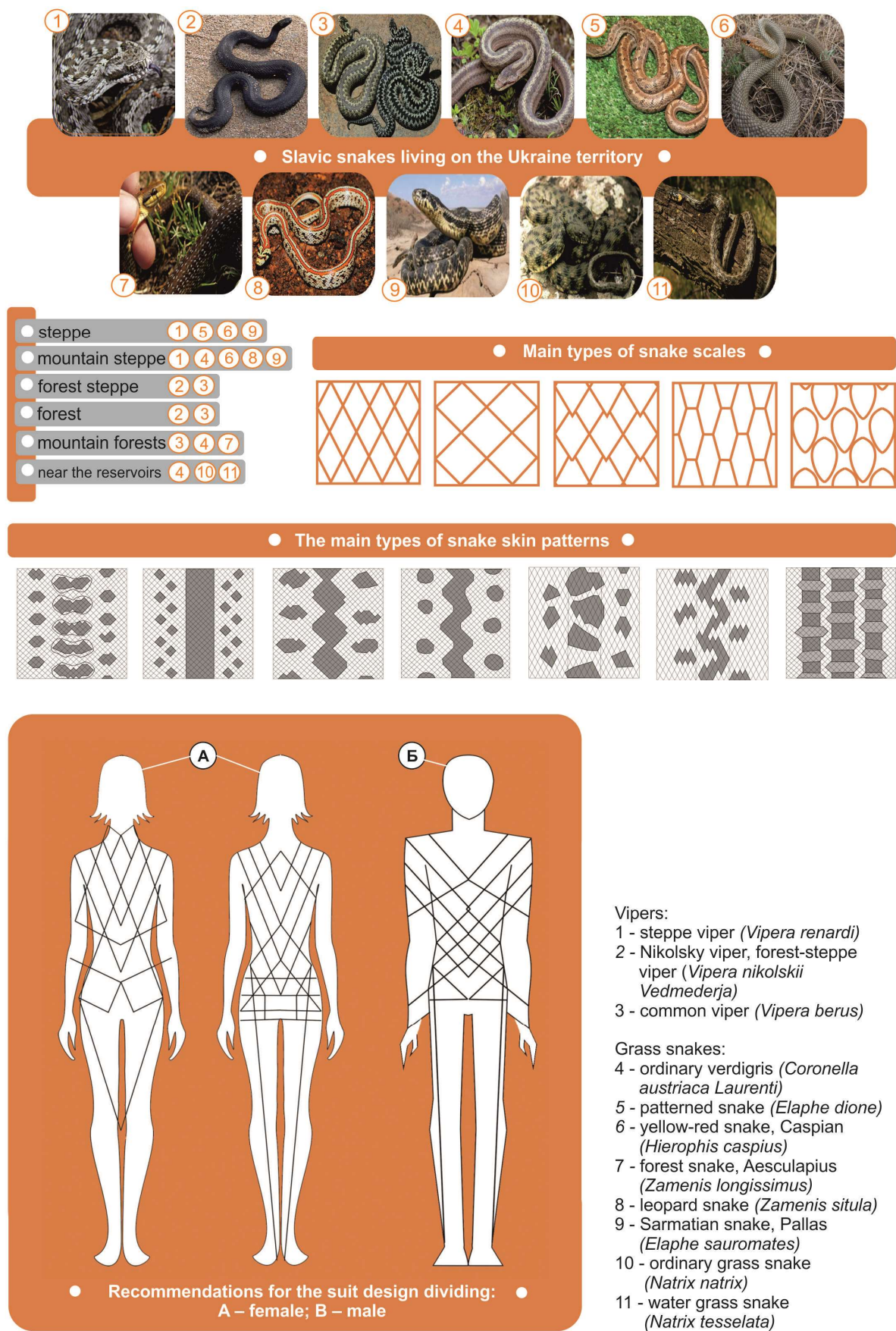
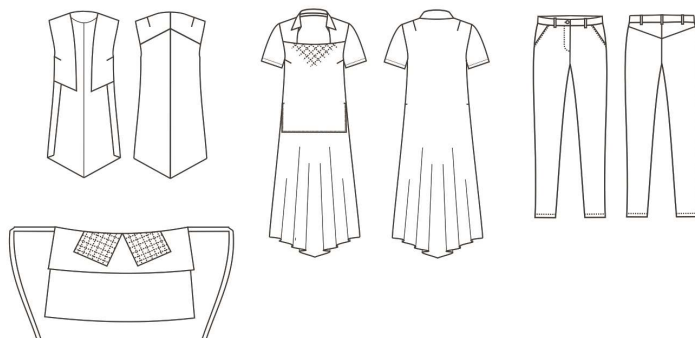


Figure 1 Analysis scheme of snake skin patterns

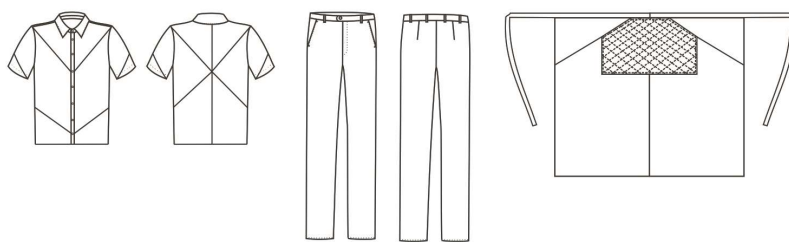
To facilitate structured search forms of suit-images of Slavic snakes the following recommendations for the principles of constructing their compositions were developed:

- The plastic form of the body of Slavic snakes built on smooth lines. In a suit, this can be achieved emphasizing the natural bends of the human body or, on the contrary, adding unnatural volume and convexity to the human body.
- A plastic contour element of the snake ornament, on the contrary, is mostly straight-lined, aggressive. Very rarely, there are elements of curvilinear form with less aggressive plastic. Such aggressive plastic is appropriate to use as small pieces of form or decorative elements.
- For snakes, characteristic horizontal and diagonal form splits. They are concentrated on the body on the wings, which adds a form of integrity and subordinate secondary items to the main one. Therefore, in the suit they should be located on the person's body. The compositional structure organization of the primary image of Slavic snake in costume is recommended and shown in figure 1.
- Compositions connections of form parts according to the analysis, as well as the proportions of the costume and its elements must be based on identity or contrast.
- The character of the shaping elements of the ornament is nuanced, both in size and in the plasticity of contour lines. It is possible to use zigzag pattern elements and spots, as well as stripes.
- Form suit should have the center of gravity – focus, which is determined by the concentration of dominant signs, and the axis of symmetry. The focus should be on the human body. According to the layout structure of the elements, the suit based on mirror symmetry or displacement symmetry. At the heart of the costume composition, which is projected based on kite's inspiration, should lay static or balanced asymmetric composition.
- Rhythmic form organization based on metric ranks created by scales, diamond-shaped or close to diamond-shaped shape and also horizontal or vertical stripes.

● Elements of women's suit



● Elements of men's suit



● **Figure 2** Graphic project of implementation the obtained research results

3 RESULTS AND DISCUSSION

As an illustration of the implementation process of the proposed recommendations in the design of clothing developed design-proposal for men's and

women's costumes for waiters who work in hospitality establishments. They are conceptually focused on identifying regional peculiarities in their activities.

Figure 2 shows technical drawings the elements of both costumes, and also their sketches in color on a person's figure. In sketches and technical drawings, we can clearly see the principle of applying the scheme of proposal suit division. It was built on the basis of analysis of Slavic snake's leather ornamentation. The use of characteristic ornamental structures of snake scales is proposed to be introduced into the decorative distinction of a suit. This is accomplished by drawing a simple geometric pattern by printing, machine embroidery or applique.

4 CONCLUSION

Therefore, research of leather ornamentation of Slavic snakes through graphical analysis picture populations of snakes, living in the territory of modern Ukraine, conducted in the article. Developed recommendations for the principles of constructing the Slavic snakes compositions in designing a women's and men's suit. Developed design-suggestions for men's and women's costumes for waiters who work in hospitality establishments. It allowed investigating that they are conceptually focused on identifying regional peculiarities in their activities.

5 REFERENCES

- [1] Sarobol A.: Costume development model for tourism promotion in Mae Hong Son province, Thailand. *SHS Web of Conferences. Proceedigns of 4th International Conference of Tourism Research (4ISTR)*, 2014, 12, 6 p., <http://dx.doi.org/10.1051/shsconf/20141201053>
- [2] Ya Nan He, Lin Zhang: Analyze on the tourism value of traditional costume culture resources in south jiangsu district and the development of tourism products. *Advanced Materials Research*, 2013, 821-822, pp. 803-806, [doi://10.4028/www.scientific.net/AMR.821-822.803](http://dx.doi.org/10.4028/www.scientific.net/AMR.821-822.803)
- [3] Yakymchuk O.V., Holubieva A.O.: Features of shaping the modern avant-garde costume. *Arcadia. Art Studies and Culturological Magazine*, 2015, 2, pp. 95-99.
- [4] Yakymchuk O.V.: Visual component of filmed image of Baba-Yaga. *Herald of Kharkiv State Academy of Design and Arts*, 2015, 7, pp. 143-150.
- [5] Yakymchuk O.V., Artemenko M.P., Phephelov A.O.: Visual component of filmed image of Koshchii Immortal. *Herald of Kharkiv State Academy of Design and Arts*, 2015, 8, pp. 59-66.
- [6] Semenenko Y.I., Yakymchuk O.V.: Problems of research images of Slavic myths. *Scientific developments of youth at the present stage. Proceedigns of XIIIth All Ukrainian Conference of young scientists and students*, 2014, 2, pp. 404-405.
- [7] Semenenko Y.I., Yakymchuk O.V.: Modern technologies of imitation of snake skin. *Youth - science and production. Proceedigns of scientific and practical conference of students*, 2014, pp. 18-19.
- [8] Semenenko Y.I., Yakymchuk O.V.: Coloristic analysis and ornamental-texture component of images of Slavic snakes. *Youth in the world of modern technology. Proceedigns of IIIrd International scientific and practical conference of students, postgraduates and young scientists*, 2014, pp. 105-110.
- [9] Yakymchuk D.M.: Dynamics and development perspectives of Ukraine hotel and restaurant business. *Modern directions of theoretical and applied research '2012. Collection of scientific works SWorld*, 2012, 1, 2, pp. 73-76.
- [10] Yakymchuk D.M., Yakymchuk O.V., Myrhorodska N.V.: Innovative feminine Indian suit as an inspiration of clothes design of hospitality establishments. *Science and Education a New Dimension. Humanities and Social Sciences*, 2017, 139, pp. 7-9.
- [11] Yakymchuk D., Yakymchuk O., Chepeliuk O. et al.: Study of cutting presses in designing a women's costume for hospitality industry. *Eastern-European Journal of Enterprise Technologies. Engineering technological system*, 2017, 5, 89, pp. 26-36. [doi: 10.15587/1729-4061.2017.110962](http://dx.doi.org/10.15587/1729-4061.2017.110962)