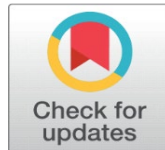


THE ESSENCE OF ROGAN ART CAPTURING HUMAN EMOTIONS

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DOI
[10.29121/shodhkosh.v5.i2.2024.2047](https://doi.org/10.29121/shodhkosh.v5.i2.2024.2047)

Funding: This research received no specific grant from any funding agency in the public, commercial, or not-for-profit sectors.

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ABSTRACT

Rogan art, also known as Rogan painting, is a traditional art form that originated in the Kutch region of Gujarat, India. The art is characterized by its bold colors, intricate patterns, and highly stylized motifs, often depicting elements from nature, such as flowers, birds, animals, and geometric shapes. The art of Rogan painting on cloth dates back centuries. The Rogan technique was traditionally associated with the Afridi tribe of Pathans. The main aim was to combine traditional Rogan art with contemporary line work to depict human behavior and emotions through psychedelic art. This project showcases early-stage conceptual clothing that add scent to emotional fashion by amalgamating the confidence-boosting and socially acceptable aspects of fashion design with the beneficial psychological effects of mood manipulation. It investigates the expanding frontier of smell by seeking out unusual sensations that can be integrated into the fashion palette to generate radical properties that benefit the wearer. The graduate collection 'Enkrateia' blends fashion, sustainability, and psychology. The paper explores emotional clothing and new connections with the body to discover how fashion may make a difference. It describes experimental ideas for a collection of clothes that adds function to fashion design, enhancing the quality of life for human beings suffering from stress or illnesses.

Keywords: Traditional Craft, Sustainability, Zero Waste, Psychedelic Art, Contemporary Fashion

1. INTRODUCTION

India is a diversified country with a strong history and traditions. It has a vast selection of traditional textiles and craftsmanship, offering an artistic and distinctive choice of products [1]. The Kutch region of Gujarat, India, has an extensive cultural heritage that is deeply embedded in the history of Rogan art, which extends several centuries. Although the precise beginnings of Rogan painting are unclear, it is thought to have been done for many centuries by a tiny group of craftsmen known as the Khatri society. They created Rogan painting, a distinctive kind of fabric ornamentation, as a result of their long history of textile-related trades. According to legend, Rogan painting was first used to beautify the traditional garments used by the locals, like skirts, giving them bright colors with intricate designs.



Figure: 1 – The Traditional Art of Rogan On Traditional Garments

The Persian term "Rogan," which means "oil-based," is where the word "Rogan" originates. The fact that castor oil is the principal media used in this art form is reflected in its name. The region had an abundance of castor oil, which was employed for its adhesive qualities as well as its capacity to hold vivid colors. Rogan painting grew over the centuries as artisans experimented with various techniques and designs, polishing their craft and creating beautiful patterns and motifs. The art form flourished in the Kutch region, where artisans passed down their skills and techniques from one generation to the next within their families.

In the past, men were the main artists in the Khatri community who sculpted Rogans. To broaden and maintain the tradition, efforts have been executed in recent years that allow women in the community to study and practice this art form. The Rogan painting faced difficulties in the modern age despite its long history because of things like industrialization and shifting consumer preferences. However, coordinated efforts by artists, groups, and government programs have helped revive and promote Rogan painting as a treasured part of India's cultural heritage.



The Prime Minister of India, Narendra Modi, gifted a couple of exquisite handcrafted Rogan paintings to the US president, Barack Obama, during his visit to the US in 2014.

After that also, the art piece had been gifted to many honored people of the country.

Rogan paintings are now renowned for their magnificent beauty and cultural value on a national and worldwide scale. It is on display in galleries, museums, and cultural events across the world, demonstrating to the talent and creativity of the Kutch region's artisans and preserving their creative legacy for future generations.

Craftspersons from Kutch, practicing this art has been forced to take up other occupations due to almost negligible demand for the Roghan painting. However artisans also feel that their work is sustainable and do not want to stop or discontinue their work, as they were aware of the history of the craft. Something has to be done to make the process of Roghan painting simpler[2]



Figure:2 – Exploration of Rogan with other crafts by the artisan

The artisans created products such as scarves and dupattas by combining different traditional crafts of India like Ajrakh and Bandhani with Rogan art.

2. Materials and Method used

Rogan painting, a traditional art form originating from the Kutch region of Gujarat, India, employs a distinctive set of materials known for their unique properties and traditional significance. Here is a detailed overview of the materials used in Rogan painting:

Castor oil is the basic medium of Rogan paintings. This viscous oil, derived from the seeds of the castor oil plant (*Ricinus communis*), is noted for its adhesive characteristics and ability to keep exceptional colors. The oil is heated until it reaches a specified viscosity after which it is combined with pigments and applied to fabric. Rogan's paintings use natural pigments from numerous sources to achieve varied colors. The hues are frequently derived from minerals, plants, and other natural substances. Earth tones (such as ochre, sienna, and umber) and outstanding hues derived from plants and flowers are common pigments used in Rogan paintings.



Figure: 3 – Tools and hue palette used in Rogan painting

To apply the colored castor oil onto the fabric, Rogan artists need specialized metal rods or sticks. These instruments, which are frequently formed from the ends of bamboo sticks or other materials, are expertly worked to produce complex patterns and shapes. The thickness and

perfection of the lines in the artwork are determined by the size and form of the rod. When these elements are put together by skilled Rogan artists, intricate and colorful works of art are produced that depict the rich heritage of culture of the Kutch area. The timeless beauty and allure of Rogan paintings are a result of the imaginative combination of conventional techniques, organic components, and innovative expression of art.

The method of Rogan painting is a precise and intricate process that requires skill, patience, and careful attention to detail. Here is a detailed overview of the methodology involved in Rogan painting.

As said by the authors Ms Amita Pandya and Ms. Arpita Vishwakarma, "Rogan Painting on Cloth creates the appearance of needlework. The effect is created by applying paste to the surface, giving it an embossed and shiny appearance similar to embroidery. This traditional art in India is being supplanted by Western culture; therefore, it is

critical to guarantee that rogan painting, a traditional craft, is documented for the new generation to understand their history and tradition before it becomes extinct."

Other Authors, Ms. Batham Meena and Ms. Arora Chitra stated, 'Rogan becomes expensive because of the process it undergoes. The process of making colorful motifs by hand is laborious and time-consuming.'

There was a need to explore Rogan art into a new dimension that the designers liked to work on, so the Research Gap was: There was a lot of documentation done on Rogan art and painting. However, there is a lack of exploration of the traditional motif, and its application in contemporary garments. The work done by various researchers was about sensitizing youth and documentation of the craft. So the designers want to give this art, a new dimension in a different sector- where the youth are the target audience. As they are people, who are suffering from mental trauma and need special attention to overcome it.

2.1. Objectives of the study

To explore and analyze the application of a different color palette to the existing color palette.

To design fabric lengths by varying motif placements with fabric of different thickness.

To create awareness about craft. Despite its cultural significance and artistic value, Rogan painting may have limited market reach compared to more mainstream art forms. The niche appeal of Rogan painting may make it challenging for artists to find buyers or patrons willing to invest in their work, particularly outside the regions where the art form is well-known.

3. Methodology

Designers, at first, decided to explore and innovate new colours from the existing colour palette of the craft. They tried mixing colours with white and black to create different shades and hues of colours. At first, the motive was to use neutral colours to give new twist to the art as the existing colours were quite bright and colours, people like these are quite on the neutral and subtle side.

As the designs of the garments were quite boxy and oversized, we wanted to see if it is possible to do rogan art on such fabric lengths. As traditionally, the rogan art is quite intricate and mostly seen on borders of the garments. The motifs that the designers created were mostly line work and quite magnified to be done on the garments.

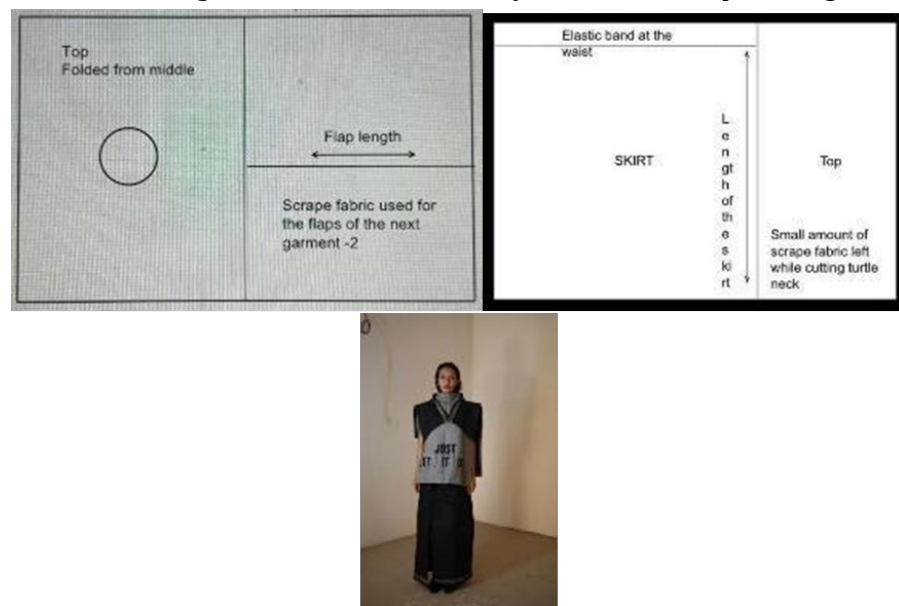


Figure 4: Placement for Cutting method of the garments.

Rogan art, being a labor-intensive and time-consuming art form, is very expensive, making it less appealing to common people. By giving a contemporary touch to this traditional art by only taking the roots of the 'Tree of Life' as

inspiration, the motifs for the collection were created. This, not only gave a modern touch to the craft but also led to a reduction in the prices of the products. This also increased the popularity of the craft amongst the youth.



Figure 5: The inspiration for the collection- roots of “Tree of Life”



Figure 6: Exploration of Rogan art with lines and psychedelic form

4. Sustainable aspects of the collection

Our other main focus was sustainability and how we could add sustainable aspects in our collection. With the emergence of fast fashion and the increasing rates of fashion consumption, the fashion industry's business models shifted towards cost reduction methods and techniques while ignoring essential factors such as the environmental cost of the fashion industry. We ensured that minimum waste was produced during the production stage. The fabric waste generated in the cutting stage of the fabric is estimated to be almost 15% of the total fabric used in manufacturing. However, most developed methods achieved minimal waste rather than zero waste due to different variables affecting the design decision-making process. Even though there are some efforts to manage waste of the fabric leftovers, the problem remains due to the mismatch between the investment required to manage fabric waste and the value of leftovers which can come at the cost of manufacturers. While designing our garments, we kept in mind to have garments that are least constructive and have boxy silhouettes. When working on a zero-waste redesign of an existing garment, we know the overall desired form, but we attempt to build something similar without producing as much trash - so the design 'issue' is waste. The notion is that a comprehensive strategy that includes aesthetics, function, production, and waste reduction is too difficult or undesirable, or that it can be accomplished solely through pattern cutting and marker creation once the design has been chosen. Using zero-waste approaches altered the sequencing of a standard fashion production process. They characterize the design process as a 'nearly trial-and-error method', where 'when working in flat pattern format, the zero-waste ideas functioned; however, once created into a 3D garment, the fit, silhouette, or shape was wrong. As a result, designers and pattern cutter are required to repeat steps until the outcome in 'theory' and the outcome in 'practice' [3].

5. Result and Conclusion

Combining Traditional Rogan art with contemporary designs led to a reduction in the prices of the garments. The motifs were majorly inspired by the roots showcased in the 'Tree of Life' painting. Also keeping in mind that the traditional essence of Rogan art is not lost, we also integrated some of the classic motifs used in Rogan paintings. Along

with the traditional motifs, designers decided to use existing traditional colors of the craft to ensure that the original essence is still there in the garments.

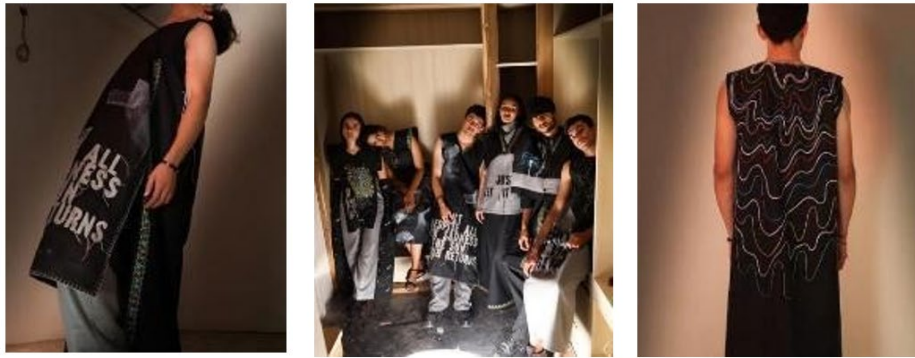


Figure 7: The collection of Rogan art in Kairos 2024

Using this art on formal-casual wear, it also created awareness amongst the targeted clients of the collection i.e. the youth. By educating youth about Rogan art, we contribute to the preservation of this ancient cultural tradition. Increased awareness fosters appreciation for the art form's historical significance, ensuring that it continues to be valued and passed down to future generations. Exposure to Rogan art can encourage youth to explore innovative approaches to artistic expression. By blending traditional techniques with contemporary ideas, young artists can create new and unique artworks that reflect their own experiences and identities.

The quotes incorporated on the garments with the help of embroidery not only helped people suffering from mental health issues but also gave employment to women in rural areas as the embroidery can be done by them.

At the end, very minimum amount of fabric waste was produced, which was used to make bucket hats, making the garments aesthetically pleasing overall.



Figure 8: The use of sustainable aspect for creating accessories from the fabric

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