

Design innovation in traditional Balochi stitches



By

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This work has not been submitted in substance for any other degree or award at this or any other university or place of learning, nor is being submitted concurrently in candidature for any degree or other award.

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Undertaking about Originality of Work

This thesis is the result of my own independent work/investigation, except where otherwise stated.

Other sources are acknowledged by explicit references. The views expressed are my own.

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Abstract

The purpose of this thesis was to document and preserve the original methods of carrying out Balochi embroidery, and to see whether design innovation helped in reviving the dying art. The work illustrated how interesting ideas developed: from a single idea to several new ones, according to the changing trends and needs of society. It was a step-by-step process, which started off by teaching traditional Balochi stitches, after which the basic stitches were transformed into newer ideas, giving new meaning and definition to the classic ways. The process included traditional stitches, innovative stitches, color trends followed by a suggestion of product range that developed using these ideas. The stitches used were abstracted from traditional Balochi stitches, for example cross-stitch, couching-stitch, filling-stitch, herringbone-stitch to name a few, they were then transformed into newer ways by changing their: size, repetition and color. The chosen stitches were incorporated in Balochi motifs, which were also innovated by altering the original traditional designs into revised new ideas with the help of rotation, repetition and size variation. After finalizing and arranging the motifs into a design the colors were placed according to the color trends. This was how the research was conducted. Following these processes, new ways of innovation would open up ways for promoting Balochi artisans, in uplifting the status of their traditional embroidery.

KEYWORDS: Balochistan, Baloch Culture, Balochi embroidery, Balochi stitches, Balochi artisans, Design innovation, Tradition, Color trends, Cross-stitch, Couching-stitch, Filling-stitch, Herringbone-stitch, Motifs

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Chapter 1
Introduction

Introduction

Embroidering fabrics has been a traditional handicraft for many centuries across the world and the skill of creating its many forms has often passed down from one generation to the next. As far as Balochistan is concerned, many Balochi families still depend on traditional modes of production to make a living out of the hand-made embroidery business. However, with increased globalization, embroidered products are being mass produced for a commercial market, which has increased competition for local small-scale artisans such as those living in the villages of Balochistan, and has proven to be a threat to their traditional ways. This paper has aimed to shed light on traditional Balochi stitches to revive their importance in today's fast-paced commercialized society.