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Proceeding of the below Conference Papers

GARI Paris Multidisciplinary Symposium
International Conference on Colour, Culture and Modern Art

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PREFACE

Global Academic Research Institute is proud to present GARI PARIS MULTIDISCIPLINARY SYMPOSIUM 2021 which is a series of successful research symposium. The Inaugural Session and the Technical Sessions were conducted in Hotel Campanile Paris La Villette, Paris, France In Collaboration with “Couleur-Espace-Culture” International Association 1901 Dr. Larissa Noury. The conference was organized into different disciplines which empirical, conceptual and methodological papers were received from academics, practitioners and public policy makers were accepted paying austere attention to the academic standards of the papers. To maintain consistency, authors were prescribed to follow the academic writing format of the GARI Publishers. The reviewing process was apparently transparent where papers underwent a double blinded review process by eminent subject specialists in respective areas. Thus, refereed full papers selected to be presented at the conference were published here. We do not assume any responsibility for any errors or omissions in the research papers which rests solely with the authors.

Special thank goes to Dr. Larissa Noury, President-founder “Couleur-Espace-Culture”, France; Dr. Carla Molinari - Leeds Beckett University, England; Dr. Marco Spada - Science and Technology University of Suffolk, England; Ilaria Sartini - University of Huelva, Spain. The organizing committee special Appreciation Online Research Publications Partner NLSL’s National Digital Library and Repository in Sri Lanka, an International Academic Affiliation with Jagadguru Kripalu University - India, Department of Community Medicine, Mysore Medical College and Research Institute - India, International Federation for Fitness Health, Physical Education & Iron Games - Saudi Arabia, Australasian Institute of Ayurvedic Studies - Australia, Kathmandu School of Law – Nepal, Noble School of Business, India, Vision Factory – Spain.

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Conference Committee
GPMS 2021

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<< Couleur-Espace-Culture >> Association loi 1901 – France



Our Association aims to devote itself to the fields of art, architecture, urban planning to defend visual ecology and the harmony of colors in the environment. The different fields and domains concerned, the theoretical and methodological development as well as the practical bases of environmental projects, are at the center of the professional interest of the activities of the Association CEC Couleur-Espace-Culture.

National Digital Library and Repository – Sri Lanka



The National Library is mainly research and a reference library and it is the main library and information Centre in Sri Lanka. It intends to provide library resources as well as information to all Sri Lankans through the National Library. Powers and responsibilities of the National Library were clearly spelled out for the first time and this was a fulfillment of a long-felt need. It has become a herculean task to organize and introduce this new institution to the country and to the general public.

Jagadguru Kripalu University - India



Jagadguru Shree Kripaluji Maharaj envisioned a university that not only provides quality education but also aims at all-round personality development of the students, turning them into leaders in their chosen fields. The faculty at JKU are experts in their respective fields, with an

intense desire to teach and guide the students to success. Regular interactions with industry leaders and opportunities to be part of various conferences and seminars broaden the students' horizons.

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Australasian Institute of Ayurvedic Studies – Australia



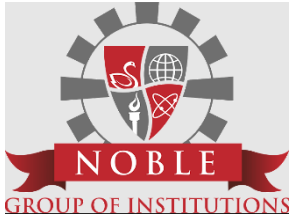
The Australasian Institute of Ayurvedic Studies is synonymous with quality and authentic education in Ayurveda. The Institute was founded in 1999 in Auckland, New Zealand and is proud to be the only training Institute in Australasia offering recognized Ayurvedic qualifications in both Australia and New Zealand.

International Federation for Fitness Health, Physical Education & Iron Games - Saudi Arabia



IFFPHPEIG was established in year 1995. It is one of the largest upcoming federations around the world. The Federation was established by the Honorary President Dr. Kaukab Azeem

Noble School of Business - India



Noble Institution will be a learning community that is focused on developing youngsters who will become leaders in an era of global competitiveness and technological advancements.

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Dr. Larissa Noury

PhD. in Art & Architecture, Artist, Architect & Designer-coloriste,
Professor of Itecom Art & Design High School; President-founder "Couleur-Espace-Culture"
Under Paris Multidisciplinary Symposium, there is an International Conference on Colour,
Culture and Modern Art In Collaboration with "Couleur-Espace-Culture" International
Association 1901 Dr. Larissa Noury and She is the Chair & International Partner of the
Conference.

Dr. Carla Molinari

School of Architecture, Leeds Beckett University, England

Keynote Title: Colourful architecture: Learning from Wes Anderson's films

Dr. Marco Spada

Lecturer in Architecture, School of EAST Engineering, Arts, Science and Technology
University of Suffolk, England; CoFounder Urban_Tales_Lab

Keynote Title: Antonioni's Red Desert and the Colour in the Representation of Factories

Ilaria Sartini

University of Huelva, Spain

Table of Contents

1. Is Democracy in Danger?: Salvaging Democratic Leadership from Authoritarian Populism <i>(Michael A. Genovese)</i>	11
2. Democratizing Global Governance: A Diplomatic Model <i>(Samuel Akoni)</i>	13
3. Financing through Special Purpose Acquisition Company (SPAC), the demarcation line of qualifications as Alternative Investment Fund <i>(Lukáš Weiss)</i>	14
4. Changes in the Discourse on Female Genital Mutilation in Germany <i>(Lea Kristin Kleinsorg)</i>	15
5. Women’s Labor Segregation and Gender Equality in the Mining Sector: the case of Huelva, Spain <i>(Ilaria Sartini, José Andrés Domínguez Gómez)</i>	16
6. Democracy – The critical political case of Republic of Albania <i>(Lorenca Bejko)</i>	17
7. Pathway for Adopting A Feminist Foreign Policy <i>(Pallavi Mahajan)</i>	18
8. Modernizing Pattern cutting to enable Traditional Saudi Designs to be made for New Consumers <i>(Faizah Almalki, Dr Simeon Gill, Dr Steve G Hayes, Lisa Taylor)</i>	19
9. Neutrality-Decoding Genderless Fashion for the upheld Sustainability of Fashion <i>(Dr. Galina Mihaleva)</i>	20
10. The Imagery of Lower Class in Domestic Society presented in Recent Award-winning Eastern Asian Films <i>(Pei-Yu, Wang, Yen-Jung Chang)</i>	21
11. An Analysis on Narrative Function of Musical Clips in The Wayward Cloud (2005) with Eisenstein’s Music Diagram <i>(Yi-Hsuan Wang, Yen-Jung Chang)</i>	22
12. The Meaning of Colour in Contemporary US-American Art Cinema <i>(Sven Weidner)</i>	23
13. Applying Mathematical Motif-Base-Patterns into Textile Surfaces: Cultural Meaning, Aesthetic Values, Marketing Effectiveness <i>(Shahab Jalalimanesh, Lin Xun)</i>	24
14. Sync: The Phygital T-Shirt. A test case for Decentralized Fashion Customization utilizing Blockchain Technology and Local Production <i>(Elizabeth Bigger, Luis Fraguada)</i>	25

Future Events

26

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IS DEMOCRACY IN DANGER?: SALVAGING DEMOCRATIC LEADERSHIP FROM AUTHORITARIAN POPULISM

Michael A. Genovese

*President, Global Policy Institute,
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ABSTRACT

For most of human history, democracy was a “four-letter-word”. With the fear that democracies could slip into anarchy, nations eschewed in favor of more centralized rule. But in the 19th and 20 centuries, democracies began to rise and take hold. By the end of the 20th century, democracies had become ubiquitous, as across the globe, democracy became the preferred form of government. “Liberal democracies” (limited government, rule of law, checks and balances) became the norm in developed countries, and the goal for many developing countries. But the 21st century has seen a challenge to liberal democracy from the rise of “Illiberal democracies” (governments in which an election chooses a leader and grants substantial unilateral powers to that leader, with few checks). Events of the past twenty years have led to the rise in opposition movements that have come to see liberal democracy as serving the interests of elites and not the masses. The solution? Empower strong leaders to act. Liberal democracies, once seen as the solution to problems have thus become the problem to be solved. Why this challenge, and why now? In the post-World War II era, liberal democracies were challenged by Soviet style Communism. That Cold War ended in 1989, and some saw “the end of history,” with liberal democracy “winning” the ideological battle and vanquishing all potential rivals. But in the post-9/11 world, a new challenge rose on the backs of globalism and the demands of the marketplace, the rise of white identity

politics (in both the US and Europe), the fears that immigration would dilute and supersede European cultures, rising inequality, the demands of diversity, the one-sided economic recovery after the 2007 international recession, the reaction to the Covid-19 crisis, and the belief that liberal democracies were not up to the task of governing and satisfying the needs and demands of “the people”. This led to popular protests throughout the industrialized nations and beyond. In the United States, it was seen in the rise of the Tea Party; in Europe it was seen in the anti-immigration protests and the rise of populist parties; in the UK it led to Brexit; and elsewhere it led to demands for streamlined governments that could act on behalf of the people. We characterize these pressures on government as a reaction to “hyper-change” and the demands of modernization. Those who are best able to manage in a knowledge-based world (elites, the well-educated, for example) have built in advantages that can be exploited to make significant gains against those less educated and less mobile. A class as well as a racial gap has led to divisive politics and threats of revolutionary change. The old order is under assault. What is most likely to take its place?

This paper takes a deep dive into the illiberal challenge to liberal democracy, examining how this authoritarian populist challenge has reshaped the politics of several nations, and is putting significant pressure on governments that maintain

liberal democratic systems. Acknowledging the validity of some of the claims of the populist critique, we nonetheless ask if this trend is, in the long term, healthy or dangerous. The evidence is persuasive. In country after country, citizens turn to strong leaders, political saviors, knights in shining armor. In Turkey it is Erdogan, in Russia, Putin. In Hungary it is Orban, in Poland, Kaczynski. In the Philippines, Duterte, in the US, Trump. Cross-national polls reveal a slippage in popular support for liberal democracy and a rise in citizens who want strong leaders to “shale up the system” and “serve us not the elites”. We are thus entering the “age of the imperial executive”. Across the democratic world, legislative assemblies decline as executives rise. Executives are “built for speed” while legislatures are deliberative bodies, slow to act and difficult to move. Legislatures thus face an adaptation crisis, while executives possess an adaptation capability. In a world of hyper-change, centralized leadership can move quickly and decisively, often leaving the legislature behind. Is this a temporary blip? Part of an evolutionary process, or part of a revolution in governing? Will the illiberal pressures become a permanent fixture of the political landscape? Governing in the best of times is difficult enough, but trying to navigate the choppy waters of globalism and hyper-change may be too much for liberal democracies to handle. But is Illiberal Democracy the answer to our problem, or another problem that we will soon need to solve?

Was “democracy” just another idea that has run its course, or are the central features of democracy still relevant in an age of globalization and hyper-change? In the larger picture, democracy occupies but a small fraction of the overall time we have applied governing mechanisms to human interaction. Was democracy a “nice try” but over the long haul, a failure? Are the few truly meant to govern the many? If ways are not found to bolster liberal democracy, more centralized governing mechanisms may become the norm, and with that, the will of the people would – at best – be enacted through the will of a single authoritative figure. Have we thus come “full circle” from the age of kings, czars, emperors, and strong men, to nascent form of political democracy, and now, back to the age of the strong, central leader? What do we gain, and what do we lose if these trends continue? And while it may sound overly dramatic, it seems we are in one of those truly consequential periods when we could rescue democracy, or begin to see it evaporate in the hands of strongmen. More efficient? Yes. More accountable and democratic? No. On this precipice of change, we face an uncertain future where the forces of liberal democracy will either revive or reinvent themselves, or an illiberal alternative will emerge. It was this illiberal political order that was defeated in the 18th and 19th centuries. But no system is permanent, and unless liberal democracies can better represent and fulfill the needs of their citizens, many will turn to the illiberal alternative.

DEMOCRATIZING GLOBAL GOVERNANCE: A DIPLOMATIC MODEL

Samuel Akoni

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Turkey

ABSTRACT

Accusations of the democratic inadequacy of global governance institutions are hardly novel and have prevailed with increasing intensity since the turn of the millennium. The questions of why, and perhaps more importantly, how, democratic principles should be applied to the practice of global governance have similarly become staple in the existing literature. This has been in response to the increasing impact the actions of governance institutions have on a global citizenry that is significantly and unquestionably removed from the relevant decision-making processes. However, the majority of propositions for democratization at the supra-state level tend to be revolutionary in that they hinge upon a fundamental alteration of existing governance institutions and/or pay scant attention to the individuals who actually participate in their attendant processes. This article attempts to surmount these two challenges by proposing a model of democratic global governance that simultaneously aims to work within, as opposed to against, the present system, and pays particular attention to the role of diplomats in this democratization. Utilizing a combination of cosmopolitan and deliberative democratic theories, as well as a reformulated understanding of the practice of diplomacy, the proposed model encapsulates a possible path for the democratization of global governance through its implementation in particular issue areas/governance regimes as they relate to specific communal goals.

Keywords: global governance, cosmopolitan democracy, deliberative democracy, civil society, diplomacy

**FINANCING THROUGH SPECIAL PURPOSE ACQUISITION COMPANY (SPAC),
THE DEMARCATION LINE OF QUALIFICATIONS AS ALTERNATIVE
INVESTMENT FUND**

Lukáš Weiss

Masaryk University,

The Czech Republic

ABSTRACT

Special Purpose Acquisition Companies (SPACs) create opportunity of simple capital raising from the public through an initial public offering (IPO) of shares (and warrants) on a stock market to finance a planned merger, acquisition or similar transaction of one or more operating companies not listed on the stock market, thereby indirectly bringing them to the stock market. SPACs growth and popularity in recent months are not surprising in the context of the market economy. An impact of the current economic growth and increasing demand for alternative investment opportunities such as private equity or venture capital, even for less qualified or creditworthy investors, can be mentioned. Further flexibility, lower regulatory, financial, and administrative complexity of the SPACs stands out especially when directly compared to established operating companies in the context of an initial public offering of shares on the stock market. At last, the current absence of clear European public law, interpretation, and established legal practice, must be mentioned. When structuring SPACs, the question whether and when SPACs fulfil objective criteria of an alternative investment fund (AIF), respectively activities indicating the characteristics of alternative investment fund management. The Alternative Investment Fund Managers Directive (AIFMD), which has been transposed into the national legal systems of European countries is prime example. SPACs are, in fact, similar in their basics to the alternative investment funds whose investment strategy is directed towards private equity or venture capital. The aim of this paper is to answer the presented question, which is crucial for an actual financial market practice. If the intended SPACs investment structure fulfils the criteria of an alternative investment fund, it can only be implemented under the rules (and restrictions) arising from respective regulation. Any misconduct is then severely sanctioned. This paper brings is a closer reflection on mentioned question in the context of current regulation and available interpretation and practice.

Key words: Special Purpose Acquisition Companies (SPACs), Alternative Investment Funds (AIF), Alternative Investment Fund Managers Directive (AIFMD), Initial Public Offering (IPO), Private Equity (PE), Venture Capital (VC)

CHANGES IN THE DISCOURSE ON FEMALE GENITAL MUTILATION IN GERMANY

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Germany

ABSTRACT

The World Health Organization defines female genital mutilation (FGM) as "all procedures that involve partial or total removal of the external female genitalia, or other injuries to the female genital organs for non-medical reasons" (2018). The practice is a violation of human rights. Nevertheless, around 200 million girls and women are affected. For a long time, the topic was reserved for women's and human rights organisations. They are now observing that FGM is increasingly being taken up by right-wing populists. Increasing flight and migration movements in recent years have led to a rise in the number of those affected by FGM also in Germany. The debate on FGM in Germany intensified as a result. The party Alternative für Deutschland (AfD) and other right-wing populists who gained influence since the increased flight and migration movements have also taken up FGM as a political issue. By linking the discourse on FGM with right-wing populist ideas, they change - this is my working hypothesis - the field of sayability, i.e. the knowledge of FGM, which is valid at a certain point in time in a certain social context. The results of this shift in the discourse are negative effects in the form of resentment, reservations and prejudices against those affected. Henceforth, these represent the valid knowledge based on which people act, survivors are treated, medically cared for and supported. I use the Critical Discourse Analysis of Siegfried Jäger as a theoretical and methodological basis to analyse the changing political discourse on FGM.

Keywords: Female Genital Mutilation, Discourse, Right-wing Populism

WOMEN'S LABOR SEGREGATION AND GENDER EQUALITY IN THE MINING SECTOR: THE CASE OF HUELVA, SPAIN

Ilaria Sartini, José Andrés Domínguez Gómez

Universidad de Huelva,

Spain

ABSTRACT

Nowadays, the mining industry, despite the increasing number of female workers, is still a highly masculinized sector. In the European Union, one of the most important areas of production and export of metals and minerals is Andalusia, a region in Southern Spain, where most mining pits are concentrated in the province of Huelva, which since Roman times has been an important centre of metal extraction. In Spain, the national employment rate of women in the mining industry is at 8%, also because they were excluded by law from the sector until 1996. In 2007, the Spanish government approved the Ley Orgánica para la Igualdad efectiva de Mujeres y Hombres, LOIMH (Law 3/2007 for the Effective Equality of Women and Men), which provides for the equality plans meant to work on and reduce women's horizontal and vertical segregation in companies. The fields of action of the equality plan include the reconciliation of work, personal and family life such as paternity leave and co-responsibility, and gender-based violence in the workplace. Based on the premise that often there is a difference between formal equality and effective equality, in this study we analyse this gap in the firms of the mining industry in the province of Huelva, Spain.

Key words: Gender Equality, Mining Sector, Social Justice, Women's Labour Segregation

DEMOCRACY – THE CRITICAL POLITICAL CASE OF REPUBLIC OF ALBANIA

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ABSTRACT

Democracy is the voice of the people in action; it is the voice of those who have something to say. Democracy is not just an inherited tradition or gift, which is brought before others to admire as if it were a precious spoil. Democracy in Albania Albania officially the Republic of Albania is a country in Southeast Europe on the Adriatic and Ionian Sea within the Mediterranean Sea. It shares land borders with Montenegro to the northwest, Kosovo[a] to the northeast, North Macedonia to the east, Greece to the south and maritime borders with Greece, Montenegro and Italy to the west. The rapid development of Albania thus suffered only a brief interruption. Tirana is today a pulsating, somewhat confusing metropolis, but the chaos of the transformation years has increasingly created an urban structure. Berisha returned to power in 2005, voters frustrated by socialist corruption made him prime minister. Democracy is action, so it must be practiced. Democracy is something to be implemented. And, like the habit of any sophisticated action, it must be taught since we were young so that it will never be forgotten. The post-90s period, especially for Europe, is a qualitatively new period. Before World War II, party competition in western countries like England, after the collapse of communism in 1991 in Albania within a decade many processes were carried out with great speed, which in Eastern European countries lasted more than a century. The communist regime left behind an underdeveloped agrarian land. There were also remnants of forced state industrialization, but the plants were unable to cope with competition and were in ruins. All of the infrastructure was in a state comparable to late 19th century Central Europe.

Key words: Albania political case, World war two, transformation action, political crisis, eastern European countries

PATHWAY FOR ADOPTING A FEMINIST FOREIGN POLICY

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ABSTRACT

Adoption and development of a national feminist foreign policy have been recognized to be prominent to accelerate the attainment of Sustainable Development Goal-5 of Gender Equality. The credibility of the feminist foreign policy is especially significant because it interjects the highly patriarchal and male-bias nature of international development, diplomacy, and foreign policy where women and gender are ignored. Following Sweden's pioneering example, which declared its feminist foreign policy in 2014, five other countries – Canada, Luxemburg, France, Mexico, and Spain, have adopted or committed to adopt a feminist foreign policy. While there is growing attention to the development and implementation of a feminist foreign policy in research and policymaking, research on the modalities of the adoption, 'The critical factors that led the countries to adopt a feminist foreign policy', is somehow less explored. This dissertation explores this gap and aims to throw light on the research question - 'When and why do countries adopt a feminist foreign policy?'. The dissertation further aims to support, by exploring the research question, the growing momentum of adoption of feminist foreign policy globally. In exploring and examining the critical factors that led the countries to adopt a feminist foreign policy, the dissertation tests the findings through Mexico's adoption of the feminist foreign policy. Mexico has been used as a case study because, as the first and the only (till now) global south country¹ to have adopted a feminist foreign policy, it challenged the historically laid hypothesis that progressive feminist policies are deliverables of only the global north developed countries because of the availability of resources. Testing the findings (critical factors that lead countries to adopt a feminist foreign policy) in Mexico's case will give a universal backing to the findings, bridging the global north² and global south divide. Furthermore, this dissertation also aims to open avenues for further research on the topic to help devise an effective advocacy strategy that would promote countries to adopt an effective feminist foreign policy.

¹Global south countries refer to developing or poor countries of the world which are mostly located in the southern part of the world.

²Global north countries refers to the developed and rich countries of the world which are mostly located in north part of the world.

MODERNIZING PATTERN CUTTING TO ENABLE TRADITIONAL SAUDI DESIGNS TO BE MADE FOR NEW CONSUMERS

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The University of Manchester, UK

ABSTRACT

Traditional costumes are important to cultural identities and display a sense of heritage design developed over generations. The types, shapes, colours and functions of traditional garments demonstrate cultural heritage and skill, though are often time consuming to produce. The structure of traditional designs is often less simple than modern flat drafting approaches methods of creating patterns and garment shape and require draping and direct engagement with the wearer throughout the process. This research identifies the key components of the pattern cutting system for Sawwan garments and how it has evolved with respect to Saudi dress and how this influences the traditional Sawwan garment designs. Through observation analyses, comparing the traditional sawwan method to modern and practical work identified features can provide a framework for using modern technology to develop these traditional garments. This paper documents the methods for creating a modern technology enabled approach to embed traditional Saudi styles into a garment which is functional and can be worn in a modern context retaining elements of traditional styling and cut.

Key words: Garment shape, Sawwan approach and Modern pattern making approach

NEUTRALITY-DECODING GENDERLESS FASHION FOR THE UPHELD SUSTAINABILITY OF FASHION

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ABSTRACT

Sustainability of fashion has become an emerging movement within the fashion industry today, that aims to focus on zero waste action and environmental depletion while emphasizing ethical treatment of workers; slow down on global production and consumption process and form an industry that will be more sustainable for a better environmental future. For the conservation of the environment, considering the growing consumer awareness around sustainability, choosing ethical fabrics is a must for fashion collections. Environmentally friendly clothing is increasingly considered trendy. On the other hand keeping clothes in circulation for as long as we can, and validating the idea of gendered clothing as we currently know it is one of the best routes to a more sustainable future. Main objectives of this study to justify the sustainability concern of Genderless fashion collections and to propose design thinking method for sustainability using Sustainable Design Techniques using a case study of research project on genderless collection -Neutrality. The research is based on the rigorously study with the reading materials Decoding Genderless Fashion and practice-based execution of eight piece collection. Neutrality is made from ethical fabrics, called - Kantha. The textile technique Kantha meaning of, taking the old and repurposing it into something new, useful and protective'' is used as a metaphor for a sustainability of fashion rebirth for better future.

Key words: sustainability of fashion, genderless, ethical fabrics, Kantha

THE IMAGERY OF LOWER CLASS IN DOMESTIC SOCIETY PRESENTED IN RECENT AWARD-WINNING EASTERN ASIAN FILMS

Pei-Yu, Wang, Yen-Jung Chang

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ABSTRACT

The purpose of this paper is to study the imagery of lower class in domestic society presented in recent award-winning East Asian films and to analyze the ideology revealed through narrative and images in films. Text analysis is applied to study four award-winning films released from 2017 onward, including *The Thief's Family* (2018) produced in Japan, *Parasite* (2019) produced in South Korea, *Dying to Survive* (2018) produced in China and *The Great Buddha Plus* (2017) produced in Taiwan. These four films obtain domestic and global attention for their compelling content. All four films present people who live in hardship, even have to engage in illegal acts for surviving. Eastern Asian countries have rich cultural and political variation including capitalist and communist systems. The result of the analysis on the imagery of four films indicate that the imagery of people's living condition in lower class are very similar. They wear ordinary clothes and live in humble spaces located at remoted suburban district. They make terrible decisions to survive or avoid disasters. Interestingly, the ending of the films produced in countries with two political systems shows significant different ideological attitude toward the society and government, as well as the possibility to changing or flipping of classes.

Keywords: Eastern Asian film, imagery, class, society, culture

AN ANALYSIS ON NARRATIVE FUNCTION OF MUSICAL CLIPS IN THE WAYWARD CLOUD (2005) WITH EISENSTEIN'S MUSIC DIAGRAM

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ABSTRACT

Musical films have already been developed for long time in Hollywood. However, there is only a few musical films that have been made in Taiwan. Tsai Ming-Liang's musical film *The Wayward Cloud* (2005) not only won awards internationally but was also the film produced in Taiwan with the highest gross at the year. In the film, there are five musical clips presented in different ways and all five songs have special meaning of domestic culture and history. This study applies the concept of the music sequences diagrams theories from well-known Russian film director S. M. Eisenstein to deconstruct clips to analyze the relationship between narrative structure and song structure. The result indicates that all five musical clips are highly relevant to the storyline in this film. On the one hand, musical clips in this film strengthen the storytelling of the film. Also, the images in these clips function to contrast and satirize the entire narrative. Also, through the application of music diagram, this study carefully analyzes the relation between images and music in musical clips. Finally, the 1960s popular songs chosen by director Tsai evoke historical and cultural memories of local audiences.

Keywords: musical film, narrative function, music diagram, *The Wayward Cloud*

THE MEANING OF COLOUR IN CONTEMPORARY US-AMERICAN ART CINEMA

Sven Weidner

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Germany

ABSTRACT

The famous German film critic Frieda Grafe says that it is more useful to paraphrase colour than to describe it. She continues coming to the conclusion that one hand emotions that are caused by colours can be foreseen; on the other hand they are purely subjective, influenced by visual, tactile and emotional recollections. Grafe points out the complex ambiguity of colour; and indeed in different cultural contexts colours have completely different meanings while certain colours are associated with predetermined attributions. In movies colour does not solely influence our feelings or create atmosphere of joy, discomfort, fear or hope. When the legendary Bette Davis is holding a cigarette in her hand that is covered by a white shiny glove, that is apparently contrasting to her black fur in the American film classic *All about Eve* (1950) we not only know it is cold: we see a woman of elegance a character that knows how to dress. And when Michael Mann presents in *Collateral* (2004) Los Angeles as a filmic space where mainly cold variations of blue are dominating, partially totally desaturated, the dystopian idea is inevitable. On the basis of film excerpts from *Far From Heaven* (Todd Haynes, 2002), *Wild At Heart* (David Lynch, 1990) and *Moonlight* (Barry Jenkins, 2016) we will explore how colour is used as subtle as well as obvious aesthetic strategy and how it interacts with other stylistic elements. In the three different genres –Melodrama, Road Movie, Family Drama- colour develops its special and genre-specific power and meaning. In a close analysis we will work out how each of the discussed directors focuses on colour. Sound, montage, *mise en scène*, dramaturgy, narrative structures –will also play an important role in the analysis.

Keywords: Film Aesthetics, US-American Film, Colour in Film, Film Analysis, Costume Design, Film Genre

APPLYING MATHEMATICAL MOTIF-BASE-PATTERNS INTO TEXTILE SURFACES: CULTURAL MEANING, AESTHETIC VALUES, MARKETING EFFECTIVENESS

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ABSTRACT

Textile is one of the earliest human production and symbol of civilization. Textile design is an art form which associates with practicality and aesthetics. The main elements used for decorating textile surfaces are motifs and patterns. Mathematical ratios are an integral part of pattern design which are applied in various patterns. Mathematical-based patterns also draw much attention in textile design. However, since applying precise mathematical patterns is not easy, designers often set elements in non-mathematical methods. The presented paper proposed quad-spiral floral structures to create textile patterns. Python programming language is used for accurately tiling motifs into squares based on the Fibonacci numbers sequence. Specifically stylized floral motifs that appeared on textiles surfaces during the late Ming dynasty in China are extracted and restructured for creating patterns. New patterns are formed and extended by mirroring techniques to demonstrate the final prototypes based on mathematical number sequences and reorganized motifs. Textile experts evaluate the usability and feasibility of the presented designs, and the profitability and marketing effectiveness of final prototypes are positively approved.

Keywords: Mathematical Patterns, Textile Design, User Study, Function and Aesthetic, Design Methods

SYNC: THE PHYGITAL T-SHIRT. A TEST CASE FOR DECENTRALIZED FASHION CUSTOMIZATION UTILIZING BLOCKCHAIN TECHNOLOGY AND LOCAL PRODUCTION

Elizabeth Bigger, Luis Fraguada

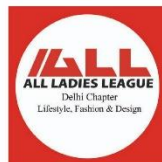
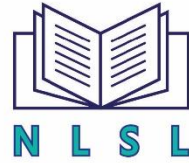
Datable Studio, Spain

ABSTRACT

The phigital NFT climate t-shirt test case proposes a new fashion pipeline emerging from digital spaces, local production, and physical fashion. The test case discusses advanced garment tools and processes for interactive 3D garment design, the processes which utilise blockchain technology to create an NFT from the garment design, the additional NFTs which include parametric sewing patterns, and local construction processes, which together create a global lingua franca for practicing fashion localism. The test case furthermore discusses the ecological footprints of the tools and processes involved at each step to address climate impact directly from the garment design stage. The non-fungible token or NFT is an opportunity within the global pandemic for initial testing of decentralized fashion production. Utilizing parametric patterns developed in Rhinoceros 3D CAD software, an interactive 3D design and digital files were produced and analyzed. The 3D virtual garment was then minted on the Tezos blockchain (which uses a proof-of-stake consensus algorithm), via the experimental Hic et Nunc website. The collectors of the NFT were sent a second token minted on the same blockchain. The secondary token contained the layouts for 6 sizes of the t-shirt formatted for digital textile printing. Once the size is chosen, the layout is sent to regional textile printers and then constructed by local tailors within one's home village or city. The methodology of the phigital fashion process diverges from tradition to reconnect consumers with production processes both globally and locally, acknowledging the ecological footprints along the way.

Keywords: Digital Fashion, Non-Fungible Token, Decentralized, Blockchain, Customization

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