



Europa-Universität
Flensburg

Fakultät II

Institut für Ästhetisch-Kulturelle
Wissenschaft und Praxis

Bachelor-Thesis im Studiengang
B.A. Bildungswissenschaften (PO 2020)

Fach: Textil + Mode

Titel

Angabe bei BA: Theoretische Thesis oder theoretisch-praktische Thesis

Vorgelegt von: Vorname, Name

Matrikelnummer: xxxxxx

Vorgelegt am: xx.xx.xx

Straße,

PLZ Ort

Email-Adresse

Erstgutachter*in:

Zweitgutachter*in:

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Working title:

Contemporary Applications of Myanmar Embroidery

Introduction

Embroidery has been practiced by all ethnic groups for centuries as a traditional art and craft in Myanmar. Myanmar comprises eight majority national races. Among them, The Bamar are the largest national race constituting 70% of the whole population. Their traditional embroidery known as “Shwe Chi Thoe” has been carried out since the 19th century in the Mandalay region located in central Myanmar. The word "Shwe Chi Thoe" means "gold thread embroidery" which is applied metallic threads in creating intricate designs on fabric. In recent years, Burmese embroidery has gained international recognition as a form of contemporary art and fashion. As the Bamar ethnic group occupied most of the population in Myanmar, Burmese embroidery is recognized as Myanmar embroidery in the international market.

Several Myanmar artists are creating new works utilizing traditional embroidery techniques to reflect modern daily lives. Furthermore, Myanmar designers such as Yangoods and Hla Day are integrating traditional embroidery motifs into modern fashion and accessories in creating pieces. Today Burmese embroidery has evolved from traditional techniques and motifs to encompass a wide range of innovative applications for economic purposes.

Problem Statement

Despite the increasing integration of new techniques and materials in Myanmar embroidery due to the market demand, there is a lack of research on the innovation of product design and techniques. While embroidery is often promoted as a tool for economic development and social empowerment, there is a need for a more in-depth understanding of the factors that maintain its artistic and cultural values. This project aims to explore the application of new embroidery designs in daily utilities and to identify the innovation of techniques in creating embroidery works.

Research Questions

1. How is Myanmar embroidery being used in contemporary art and fashion?
2. How do designers and artists innovate traditional embroidery techniques and materials to create new forms of expression?

Methodology

The propose projected will be conducted by making interviews with the local embroiderers to inquire about the changing techniques and materials used in creation pieces. Additionally, the photos of new embroidery products within the last 10 years will be sampled to acquire the development of creating artwork. Then, data about traditional embroidery techniques from related texts and works will be collected to explore the customary process. The collected data will be analyzed by using a mixed-method research methodology.

Timeline

04.05.2023: discuss with Professor the project idea in detail.

11.05.2023: making interviews with local embroiderers and collect the required references.

18.05.2023: collecting the essential data (photos of artworks, new product designs within the last 10 years)

01.06.2023: Analyzing the collected data and making a draft PowerPoint.

08.06.2023: finalizing the PowerPoint and preparation for the presentation.

15.06.2023: Final presentation at the class.

22.06.2023: Evaluation and Feedback with Professor.

26.06.2023: Starting the writing part.

30.08.2023: Submitting the paper.

References (example)

GoMyanmar. "The Art of Embroidery." Myanmar Handicrafts, 17 July 2015, myanmarhandicrafts.wordpress.com/2015/07/17/the-art-of-embroidery.

Etc.