

Interference stage and podium

Abstract. The article traces the collaboration designers, directors, artists in the context of the penetration of modern theater in fashion shows and on the contrary, the impact of fashion to create costumes.

Keywords: stage costume, fashion, theater, scenography, fashion shows.

Statement of the problem. Around the world today can be traced to the interpenetration of the stage and podium. Fashion clothing collections are becoming more spectacular costumes and stars, and sometimes theatrical costumes fit the trends. Designers are trying to turn their show into theaters and stars create a new style of dress.

Analysis of existing research. Stage and fashion have always influenced each other. History of costume, and culture in general, are known examples where leading actors promoted by fashion and its "parliamentarians", as they were themselves active supporters of, and stage costume and claims against him at that time had not yet been formed: the actors were in that were routinely. People took over the fashion scene with that would be similar to some well-known actress, her style. In modern encyclopedia "Fashion", ed.V.A.Volodina states that at the beginning of XX century. true liberation of women long skirts was to some extent influenced by the famous Alexander Duncan, who danced onstage in light short dress in antique style. This made it possible to outfit the dancer to move freely [1, p 385]. I.V.Blohina in his work highlights - one of the earliest known works P.Puare that brought success master, was a collection of dresses for French dramatic actress H.Rezhan. In an era of hard cast Shearing showed the audience cut kimono coat that became known as "Confucius" [2, p 341].

Over time, the requirements of stage costume change, he began to display time period. Actually, stage costumes became almost beyond fashion. Many authors examine separately theatrical costume - KV Gradova, RV Zakharzhevskogo, SP Isenko, RM Kirsanova, CA Stepanova - and apart fashion and fashion design - TA Berdnik, TV Vetlytskaya,GM Guseinov, YN Nerserov. However, information concerning the interaction of modern and fashion scene lacks.

The wording of Article goals: to examine the relationship and mutual influence of modern fashion and set design.

Results. Impressions clothing at the beginning, not had no musical accompaniment, no special lighting or staging as such. Defile then propagated fashion items. And since fashion week began to be held regularly, impressions gained new scenographic principles: compulsory registration was the space and provide visual spectacle frames. The primary goal of the season hits - Representation new fashion images. Fashion - a socio-cultural phenomenon, a representative whose function is to increase (advertising) designs fashion, style, value preferences, aesthetic ideals that are generated within the art of costume. For fashion podium - this was the scene as for theater arts. And then, and now has a different storyline.

At the end of the twentieth century, formed scenography fashion shows - fashion shows, theatrical performances identical. Today, fashion shows seasonal collections and fashion competitions of young designers maximum close to theater performances. Famous fashion houses seek to surprise the audience not only fashionable clothes and a plot showing: staging, background music, decorations, which also helps to better convey the creative idea to start a new collection. This is not just showing actual or exclusive items, it is - a demonstration of a certain lifestyle. And it is this focused selection and demonstration space, and music, and lighting, and scenery, and the length, location, height of the podium, and the choice of models, demonstrators (age, sex, type, nationality, hair color). All for the implementation of the planned insult. The audience seemed to try on the proposals themselves, correlates with their own emotions, impressions and experiences. Defile - just a moment, a game that does not last long. Various types of advertising, commercials, gloss, etc., and are subordinate to have "shaped illusion" repeated and reproduced.

Sample plot showing: Hermes established on the podium propeller A.Makkuin zvalyuvav the podium mountain of garbage. Models, demonstrators, all of which are a long time called "hangers", now dancing on the podium, freely moving theatrical show thumbnails. In addition, the designers bring to the podium and animals: dogs, cats, chickens and horses. For example, K.Laherfeld working for house Chanel, as a backdrop for one of the last shows (2009) used a huge haystack that emphasized folklore character collection. In another display of his collection of furs (2010), renowned designer specially ordered from north of the iceberg true that throughout the show melted and created a large puddle on the podium.

Dzh.Halyano made known his first show - show was abandoned peredmiskomu house where dusty chandeliers down to the floor, and the wind chased the leaves across the hall. It shows unusual is the hallmark of the designer and give him great popularity. Places for these events are selected more unusual for a fashion show: circus, train station, theater and opera. In one of the shows Galliano as models participated Lilliputians, bodybuilders, children, elderly, fat woman, graceful dancer (2006). Similar things designer secured the title of "King of shocking." The final point in theatrical performances, which are each showing Galliano, it is always original designer outlet to worship.

Do not lag in the production of the show and Ukrainian designers. L.Litkovska was willing to stain the new collection for visual effect - it is a model dressed in water, stained with red paint. A famous Ukrainian designer, provocateur O.Zalevskyy generally presents itself more as a director-choreographer than a fashion designer. Often the models in his shows are the stars of Ukrainian show business, some of whom bought the designer his stage outfits. It is the first and only weekly fashion catwalk deformed by rotating it 90 degrees and erecting stairs. So viewers can watch the fashion show models only side (2005).

The organizers of the famous international competition for young designers "ferry" (Kharkiv) is a fashion theater "Pineapple", the head of which M. Moiseienko. Because the competition is always offers a very interesting, innovative approaches to fashion shows. Professional models have fashion theater and acting

skills to help the director show showing some M.Moiseyenko convert collections miniature theater. Mandatory decoration of each of the "steam" is a spectacular new collection of M.Moiseyenko very shocking display that usually combines elements of fashion shows, theater and dance.

Staging a fashion show, music, professional models are very important in the overall perception of the show visitors. Final almost all Ukrainian competition confirmed that successful production can lead quite mediocre collection to win, and vice versa.

In addition to showing a new collection for fashion week often resembles a magical show or theatrical performance by well-known personalities (singers show domains, comedians, actors), and dress the performers on stage fit the fashion trends (often through the work of designers and stylists). Thus, the fashion shows are becoming increasingly similar to theatrical performance and sets new singers trends. As to the latter, many pop stars and fashion designers create quite successful creative tandem. Stage Costumes Star is one of the most striking manifestations of creative designers.

World fame JP Gauthier brought concert attire famous singer Madonna, with emphasis tipped bustier (1990). Another famous designer client is an Australian pop singer K.Minouh. For his world tour in 2008 ordered a star Gaultier costumes, successfully highlighted her stage image. As one of the best can be called Geisha costume.

As a modern example of fruitful cooperation in the world can give work a new star of modern design Waldemeyer Moritz (Maurice Valdemeyyer) kings GUI Year OK Go (Fig. 1). Moritz Waldemeyer been recognized as one of the most innovative and exciting designers of his generation, his creative work - a combination of technology, art, fashion and design. The band OK Go asked the designer to request the establishment of costumes that would, literally, lit up the stage. Thousands svitoyidnyh flashlights, jackets sewn in four performers, each of them turned into a moving laser show. Served as inspiration for Waldemeyer lights of slot machines in Las Vegas casinos. When the band performs on stage, flashlights, sewn into jackets, are in a sequence that creates the letters O, K, G, O - like slot machines scroll symbols [3].



Figure. 1. Innovative costumes Gig rock band OK Go. Designer Moritz Waldemeyer .

The most shocking modern world performer with good reason considered Lady Gaga (Lady Gaga). The singer is constantly surprising the audience with their

incredibly fancy stage costumes: the deformation of the silhouette, unconventional materials, Masquerade masks, avant-garde make-up, artificial blood, flaming costumes and more. On one of the music awards Lady Gaga appeared in a red lace dress, which passed on the face, creating the effect of lace mask. And the last performance of the singer wearing a dress of raw meat, caused a disturbance of the animal protection organizations and became a sensation in the fashion world. It should be noted that in the scenic wardrobe pop singer attended even by folk costume motif that mimics the Russian gzhel. She brought in pop music effects theatrical buffoonery and art performance. However, a successful stage singer's style owes famous designers and image makers A.Makkuinu N.Formichetti.

As for the Ukrainian practice in one of his collections for Ukrainian Fashion Week, designer led O.Telizhenko the podium popular ethno-rock band "Haydamaky" (Fig. 2). The collection was called "Wild Space" style, which the author called "ethno-couture" [4]. By the time the band was in search of a new conceptual visual image, so the new designer collection at the same time became the new concert costumes "Haydamaky." Red and black suits that combine the elements of rock, and ethnic millibars, harmoniously merged images in ethno-rockers.

In general cases where performers dressed in their costumes performances "from the podium" occur frequently. A new trend is the use of seasonal collections and in theatrical productions. Famous director Meng Jinghui (Meng Dzhyhui) set piece «Love Utopia» («Utopia Love") for the Chinese experimental theater. To play a complex piece of dramatic mood director chose costumes from the collection of Prada Spring-Summer 2010 (Fig. 3). Brilliant, sharp detail jackets and dresses, Japanese prints, gray cardigans, dressed in white shirts, according Dzhyhui "were rich not only in virtuoso design and full of sense and deep thoughts" [5]. There is a trend of maximum simplification of stage costume, the substitution of his everyday clothes. To some extent this is due to the fact that contemporary art is no longer wake elitist, but turns into a massive, universal, adapted to read all. So this art and set design, costume particularly taken "off the street".



*Rice. 2. The band "Gajdamaki."
Costumes collection Olesya Telizhenko "Wild
Space" season
Autumn-Winter 2010 - 2011 p.*



*Rice. 3. Play Meng Jinghui «Love Utopia».
2010
Actors dressed in costumes from the collection of
Prada Spring-Summer 2010.*

In 2009 it was possible to follow the global trend of using motifs and materials specific to the stage costumes of theater and opera, with seasonal collections of famous brands like D & G, Lanvin, Prada, Dior, Alexander McQueen, Burberry, Etro, Armani, Miu Miu, Alberta Ferretti, Balenciaga. For L.Norsoyan designer inspiration to create a collection sustain A.Netrebko opera "La Traviata." It should be noted that some of the dresses from her collection in style pret-a-porter de luxe look like a complete stage outfits.

Conclusions. Interaction stage and podium is constant, they constantly inspire and enrich each other. Modern fashion shows seasonal collections and fashion competitions of young designers become more spectacular. Stage costumes of famous personalities even creating new styles. A large number of well-known designers are using their creativity, working with theater, cinema and variety that is almost impossible to work on commercial products, where the main function is utilitarian needs and consumer groups.

Prospects for further research. Separate direction and costume design stage podium clothes is the use of folk motifs, which determines future direction of research.

Literatura

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Аннотація

Гурдина В.В. Взаимовлияние сцены и подиума. В статье рассматривается сотрудничество дизайнеров одежды, режиссеров, исполнителей в контексте проникновения театра в современные модные шоу и наоборот; влияние моды на создание сценических костюмов.

Ключевые слова: сценический костюм, мода, театр, сценография, дефиле.

Анотація

Гурдіна В.В. Взаємовплив сцени і подіуму. У статті розглядається співпраця дизайнерів одягу, режисерів, виконавців в контексті проникнення театру в сучасні модні шоу і навпаки; вплив моди на створення сценічних костюмів.

Ключові слова: сценічний костюм, мода, театр, сценографія, дефіле.