

4

I. 서론

4

가 (social network service) , SNS 가 FI 2010 (FI) 2020 SNS (social media)

II. 치유 디자인 개념과 특성

1. 치유와 치유 디자인 개념

21 (Anglo-Saxon) ‘healen’ (well-being), (lohas), (therapy) (Ko, 2015). (Kaiser) (curing) (high tech) (healing) (You, 2018). Park and Noh(2010) 가 Kim(2011) SNS 가 Kim and Jun(2014)

Table 1. 치유 디자인의 특성 키워드 도출.

()							
Ko(2015)		/ /	가	—		—	
Kim & Kim (2016)	—					—	—
Kim & Kim (2019)						—	/ /
Park & Noh (2010)		/ /	/ /	/	—		/

270

가 , , ‘ , ,

. <Table 1>

, ,

가

3. 치유 디자인 표현 방법

. Stevens

et al.(2016)

<Table 6> ‘ , ‘ ,

‘ , ‘ , ‘ , ‘ , ‘ , ‘ , ‘ , ‘ ,

. <Figure 2> 가

(Aga Brzostek)

, ‘ ,

(Kim, 2014).

가

, ‘ , 가

가

. <Figure 1>

『

(Casa Mila)』

(Montserrat)

(Kim & Lee, 2012).

가

. <Figure 3>

(Alessandro Mendin)

『 (Anna)』

가



Figure 1. Casa Mila.
From Casa Milà. (n.d.).
<https://www.casabatillo.es>



Figure 2. Self-snuggle seat.
From Dornob dornob.(n.d.).
<https://dornob.com>



Figure 3. Anna.
From Magnani. (n.d.).
<https://viagaribaldi12.com>



Figure 4. Maggie cancer care
centre.
From Erman.(2019).
<https://www.archdaily.com>

. Lee(2013)

(relationship

therapy)

. Kim and

Kim(2016)

, ,

. <Figure 5>

(Lovot)* ‘ ,

40

, ,

(Olsen et al., 2012).

AI

, ,

(Maggie cancer care

20

centre)

가 (Margaret Keswick

Jencks) 12 가 CCTV

. <Figure 4> (Frank Gehry)가 , ‘ ,

(Dundee) , 가 ,

가

, ,

(Lim & Nah, 2015). <Figure 6>

(Liza Lou) , (Campbell)

, ,

(customizing)



Figure 5. Lovot.
From Collins, (2019).
<https://www.cnet.com>



Figure 6. Campbell's soup tomato.
From Liza Lou, (n.d.).
<https://www.artsy.net>



Figure 7. Nike futuristic shoe concepts.
From TIM NEWCOMB, (2016).
<https://www.si.com>

III. 치유적 관점에서의 감성 FI 사례 분석

가 ,

<Figure 8>

FI

가 , FI

. Song and Kim(2005)

SNS가

2010 2020

SNS

<Figure

7> 'New exhibit at the Milan design expo 2016'

(Nike)

(running shoes)

가 .

SNS FI

297

가 5 가

(nature inspired) FI'. ' (friendly image) FI'. ' (playful) FI', ' (empty space) FI', ' FI(sympathy fashion illustration)', ' (handicraft) FI', ' (personal taste) FI' . <Figure 9>

FI

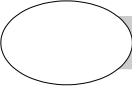
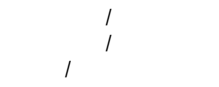

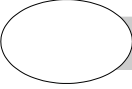
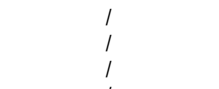

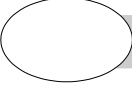
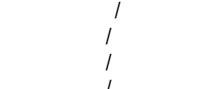





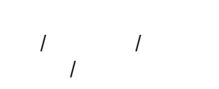


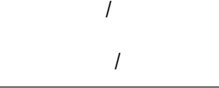

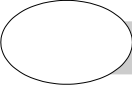


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			<ul style="list-style-type: none"> . () . .
			<ul style="list-style-type: none"> . 가 . .
			<ul style="list-style-type: none">

Figure 8. 치유적 표현 특성에 따른 치유 디자인 표현 방법과 특징.

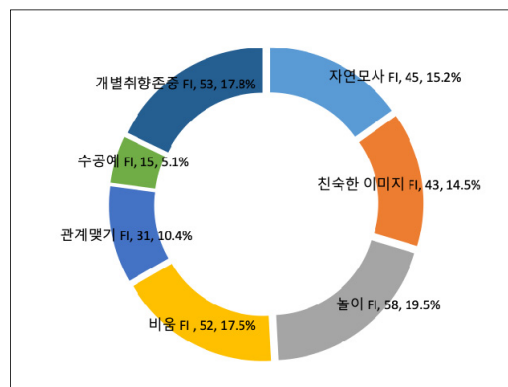


Figure 9. 분석 FI의 치유적 표현 유형 분포도.



Figure 13. Tracy Turnbull.
From Tracyturnbull11. (n.d.).
<https://www.instagram.com>



Figure 14. Judit Garcia-Talavera.
From Judit Garcia-Talavera. (n.d.).
<https://www.juditlatragedia.com>



Figure 15. Gucci girls-up now.
From Fridawannerberger. (n.d.).
<https://www.instagram.com>



Figure 16. Lucky girl.
From Bodiljane. (n.d.a).
<https://www.instagram.com>

. <Figure 15>

(Frida Wannerberger) 2017 (Gucci)

(cruise)

(high fashion)

가

3) 놀이 FI

FI

, ‘

, ‘

<Figure 17>

(Moschino)

(Sarah Beeton)

FI

(signature)

. <Figure

FI

16>

(Bodil Jane)



Figure 17. Sarah Beeton.
From Sarah Beeton. (n.d.).
<http://www.sarahbeeton.com>



Figure 18. Gucci gang.
From Kzgabriella. (n.d.).
<https://www.instagram.com>



Figure 19. Beth Fraser.
From Befraser. (n.d.).
<https://www.instagram.com>



Figure 20. Julie Houts.
From Jooleeloren. (n.d.).
<https://www.instagram.com>

<Figure 18> 가 (Kezia Gabriella)

가 2017

FI ,

4) 비움 FI

. 가

FI

가

, ‘

, ‘

<Figure 21>

, 가

<Figure 19> (Beth Fraser)

(haute couture)

가

. <Figure 22>

(Richard Kilroy)

. <Figure 20>

(Julie Houts)

. 『 가 (How to sneak yourself in the front row)』

가

. <Figure 23>

(London Etical)

(Katherine Hammett)

가

(Amelie Hegardt)가



Figure 21. Premier vision.
From CECILIA CARLSTEDT. (n.d.).
<http://www.ceciliacarlstedt.com>



Figure 22. Margiela stitches.
From Richard Kilroy. (n.d.).
<http://richardkilroy.com>

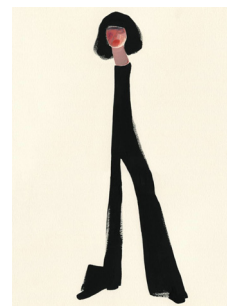


Figure 23. The incredible Katherine Hammett.
From Amelie.hegardt. (n.d.).
<https://www.instagram.com>

가 . 6) 수공예 FI
-19(COVID-19) 가 FI ‘
, (lace), (knitting), (stitch),
(Josephine Rais), (patchwork) ‘
‘가 , ,
. <Figure 25> <Figure 28>



Figure 27. Poodle love.
From Bodiljane. (n.d.b).
<https://www.instagram.com>



Figure 28. Hand stitched illustration.
From Paula Sanz Caballero. (n.d.).
<https://paulasanzcaballero.com>



Figure 29. Girl in VOGUE.
From GIRL IN VOGUE. (2013).
<https://hannahcecilia.wordpress.com>

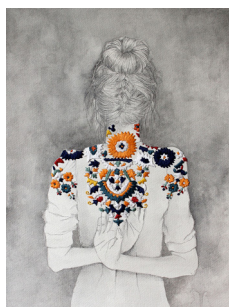


Figure 30. Izziyana Suhaimi.
From Carson. (n.d.).
<https://www.textileartist.org>



Figure 31. Broom jumpers.
From Bisa Butler. (n.d.).
<https://www.claireoliver.com>

(Paula Sanz Caballero)

(quilting)

. <Figure 29>

(Hannah Cecilia)

. 『VOGUE』

7) 개별 취향 존중 FI

FI

. <Figure 30>

(Jérémy Combet)

(tapestry)

(Izziyana

Suhaimi)

(Barnes, 2016). <Figure 32>

. <Figure 31>

(Bisa Butler)

가



Figure 32. Jérémie Combet.
From "Jeremycombet". (n.d.).
<https://www.instagram.com>



Figure 33. Lulaby.
From HERSELF. (n.d.).
<http://herselfmagazine.com>



Figure 34. Skull.
From LAURA LAINE. (n.d.).
<http://lauralaine.net>



Figure 35. The future of travel.
From Bijoukarman. (n.d.).
<https://www.instagram.com>

<Figure 33>

. <Figure 34>

(Laura Laine)

『Skull』

. <Figure 35>

(Bijou

Karman)

2. 감성 FI 치유적 표현 방법과 특성 논의

<Figure 36>

FI

FI

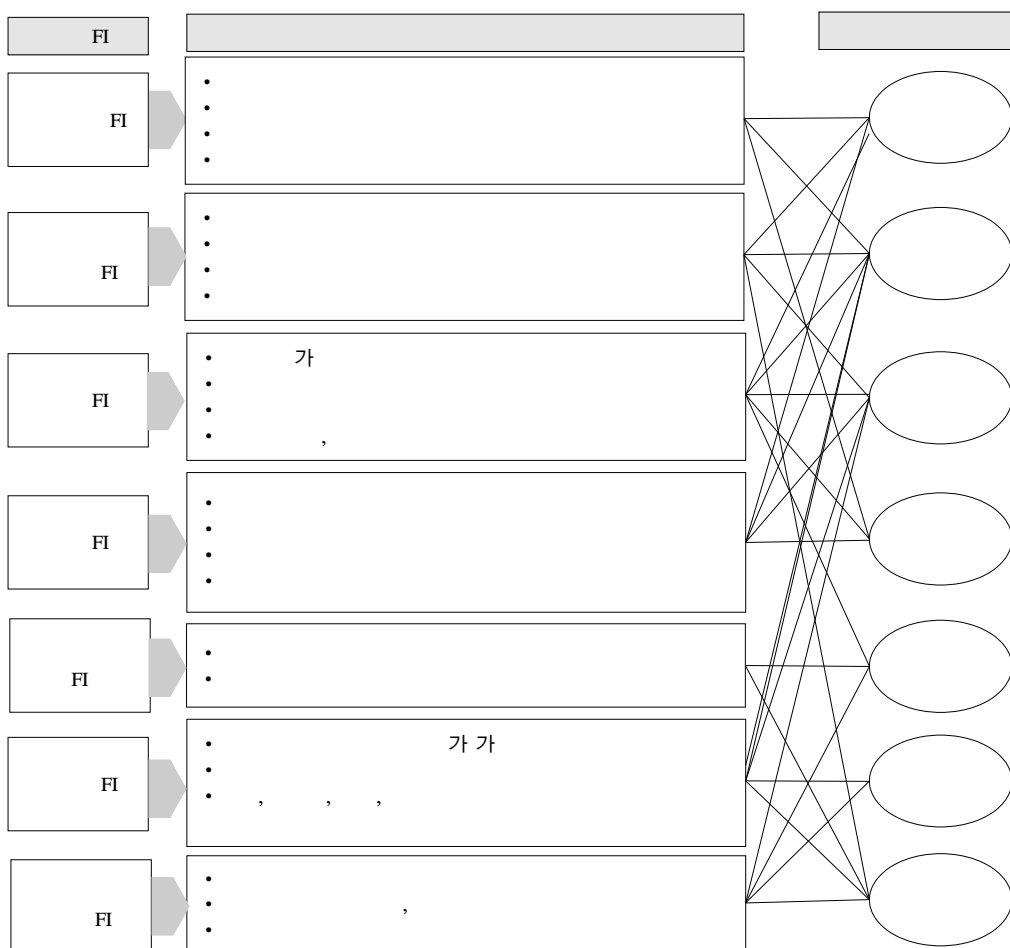


Figure 36. 치유적 표현 특성에 따른 감성 FI의 표현 방법 정리.

IV. 결 론

가 FI FI

Amelie.hegardt. (n.d.). *Instagram*. Retrieved November 12, 2020, from <https://www.instagram.com/p/BnTeXh4nLZ/>

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The Healing Expression of SNS Based Emotional Fashion Illustration

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Abstract

In the era of the 4th industrial revolution, technological innovation accompanied the problem of alienation of humans along with material abundance, and accordingly, 'healing' for the restoration of humanity emerged as a social issue. This study aimed to find out whether the healing expression characteristics of SNS based fashion illustrations can contribute to a healing expression method that serves comfort and pleasure through interaction between users. These characteristics are applied in duplicate to the emotional FI types, and emerged as various healing expression methods that gave pleasure and comfort to the users. As a result of the study, it was found that the characteristics of healing expression were 'nature friendly', 'comfort', 'pleasure', 'relaxation', 'empathy', 'handicraft' and 'respect for individual taste'. The FI types according to the healing expression methods were classified into 'Nature inspired FI' which expressed with the nostalgia for nature, 'Friendly Image FI' which comforted the damaged emotions of people with an intimate image in daily life, 'Playful FI' which stimulates human emotions with humor and makes people feel pleasure and freedom, 'Empty FI' which focused on the inside while filling the empty space with imagination, 'Empathy FI' which expressed a story of harmonious relationship even though they were different, 'Handicraft FI' which gave comfort to people who were tired of daily life with luxury beauty filled with time and sincerity, and 'Respect for individual tastes FI' which expressed originality with multi-sensibility.

Key words : emotional fashion illustration, healing expression, SNS based