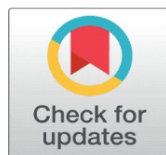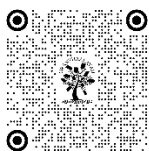# "DIVINE STITCH: EMBELLISHING HOME FURNISHING THROUGH GODNA ART"

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ABSTRACT

Old structures and heritage symbolise the culture of a place, giving it a unique identity. In Chhattisgarh, the Gond tribe traditionally practised godna, a form of tattoo art with deep cultural significance. Each motif in Godna holds a special meaning, often tied to religious beliefs and healing properties, making these tattoos highly valued. However, the traditional art of Godna is gradually fading away in modern times. By studying tribal art applied by the original designs of Godna, the study will indicate the value of Home Furnishing Articles. The furnishing articles will improve the design and quality of the indoor articles. The research paper will indicate how home furnishing items, explore and influence design trends, crossover designs, and public perception. By analysing principles of design, the paper explores that home furnishing items can incorporate elements of Godna art while meeting specific performance and aesthetic requirements. Ultimately, this research aims to contribute to the enrichment and innovation of Godna art motifs, thereby elevating the cultural value of related products.

Keywords: Home Furnishing Articles, Godna art, Cultural Heritage, Tattoo art

1. INTRODUCTION

Chhattisgarh, a state situated in central India, boasts a vibrant cultural heritage, and among its unique artistic expressions of "Godna" or "Godna Art." The Gond people of Chhattisgarh introduced tribal art known as "Godna art," characterized by body tattooing using natural colours and ancient techniques. This traditional tattooing practice is a part of the cultural heritage of Chhattisgarh, particularly among indigenous communities like Gonds, Maria, Baigas etc. The term "Godna" is derived from the Hindi word, which means 'to tattoo' or 'to pick' **(Thatavarthi, 2023)**. Godna art plays a crucial role in the social and cultural traditions of Chhattisgarh, carrying significant meaning for various tribal groups and other communities in the region. The art form involves the use of natural materials and tools to craft elaborate and symbolic designs on the skin **(Manzer and Sharma, 2023).**

The inclination to adorn the human form dates back to the Stone Age when people painted their faces and bodies. Despite the evolution of beauty standards, the innate desire for adornment persists. Throughout human history, there has been a close connection between progress in social, economic and industrial realms and changes in clothing styles **(Gupta, 2014).** This state boosts a rich history of artistic expression that has flourished over many centuries, contributing to the nation's unique traditional heritage. The Godna art patterns reflect social values, individual preferences, and historical backgrounds. The Godna art motifs are feature bold lines, geometric patterns, diverse themes, and other elements,

serving as a powerful means of expressing opinions. Fashion trends, home décor, environmental considerations, human psychology and evolving fashion standards collectively influence the choices of people.

Home furnishing refers to the way you decorate your home, involving the selection of items that add a personal touch to your living space. For example, if you have love for flowers, you might choose carpets or cushion covers adorned with floral prints. The goal is to achieve a cohesive and harmonious appearance throughout your home by ensuring that your decorations complement each other. Accessories may make a room sing but it recommends spending your money on the pieces that anchor a room, like a sofa cover for a living space, bedsheet in the bedroom, cushion covers for the sofa, dining table cloth for the dining room and curtains for the window. Home Furnishing Articles are developed through printing, weaving, embroidery etc.

Printing and embroidery are two popular methods for customizing clothing and fabric items. Each method has its characteristics and is suitable for different purposes. Each method has its strengths and limitations.

"Embellishing with Divine Stitches" is an artistic practice that involves enhancing various items through the application of textile painting and embroidery stitches inspired by Godna art, rooted in history and cultural significance, encompasses distinct techniques that often convey symbolic and aesthetic values. Within the realm of embellishment, Divine Stitches serve as a transformative element, enhancing the visual appeal of items like clothing, cushions, bedspreads, and other home decor pieces.

The elaborate and culturally infused patterns crafted through Divine Stitches not only contribute a decorative layer but also imbue the fabric with a profound sense of heritage and spirituality. This artistic approach goes beyond mere embellishment, as it weaves stories, symbols, and creative expressions into the fabric, creating items that carry both visual allure and cultural resonance.

Whether it's clothing adorned with meaningful stitches, cushions showcasing intricate patterns, or bedspreads transformed by these unique techniques, Embellishing with Divine Stitches adds a distinctive touch to everyday items. The practice not only elevates their aesthetic appeal but also preserves and celebrates the traditional craft of Godna art, ensuring its continued relevance in contemporary design.

The research intends to play a role in distinctive cultural heritage by meticulously recording and investigating its use in household furnishings. A comprehension of the artistic facets of Godna art and its desirability in home decor has the potential to enhance aesthetic experiences. Through digitisation, Godna art motifs were developed. Economic dimensions may involve scrutinizing market demand, the livelihoods of artisans and the overall economic viability. The research aims to innovate new Home Furnishing Articles through embroidery and printing methods. The study is motivated by a blend of cultural, artistic, economic, and social considerations, seeking to illuminate the diverse aspects of Godna art within the realm of home furnishings.

2. OBJECTIVES
1. To survey the market trend to know about the present status of Godna art
2. To collect consumer preferences for Godna art
3. To collect the various motifs of Godna tribal art
4. To design digital motifs for Home Furnishing Articles
5. To evaluate the acceptability of Home Furnishing Articles

3. DELIMITATIONS
1. The study was delimited to Banasthali Vidyapith
2. The study was delimited to 100 respondents

4. METHODOLOGY
MARKET SURVEY
4.1 LOCALE OF THE STUDY
The study was conducted at Banasthali Vidyapith, chosen feasibility for its suitability for the researcher. A survey was carried out to assess the acceptance of Godna art, collecting customer preferences. The questionnaire was given to respondents to gather data for future research.

4.2 PREPARATION OF QUESTIONNAIRE

A survey was developed to assess people's awareness of Godna art. A questionnaire tool was also devised for respondents to provide their answers. In the present study, a sample of 100 participants was selected for the investigation.

4.3 EVALUATION OF QUESTIONNAIRE

The investigator developed a questionnaire tool, assessed its effectiveness and gathered the responses. The data was analysed by weighted mean score.

COLLECTION AND SELECTION OF GODNA ART MOTIFS

4.4 PROCUREMENT OF MOTIFS

The motifs for Godna art were chosen from diverse sources like literature, web materials and books, a total of thirty motifs were collected. These motifs primarily featured geometric patterns. Most preferred motifs were selected, which is obtained from the consumer preferences. A total number of 15 motifs were selected for the further process. These chosen motifs were later converted into a digital format through scanning, with adjustments made to their proportions to facilitate further processing.

4.5 SELECTION OF MOTIFS FROM TARGET RESPONDENTS

Experts evaluated fifteen motifs using a developed preferential index. They were instructed to rank each motif within various categories based on their preferences. Using a point continuum scale, experts recorded their preferences as most preferred, preferred, and least preferred. The weighted mean score for each motif was calculated, and rankings were assigned accordingly.

4.6 DIGITALISATION OF DESIGNS

The chosen patterns were converted into digital format using Corel Draw and Adobe Illustrator software. Respondents then evaluated the digitalised patterns using a 5-point rating scale, ranging from "Satisfactory" to "Outstanding". The motifs receiving the highest ratings were selected for the research work.
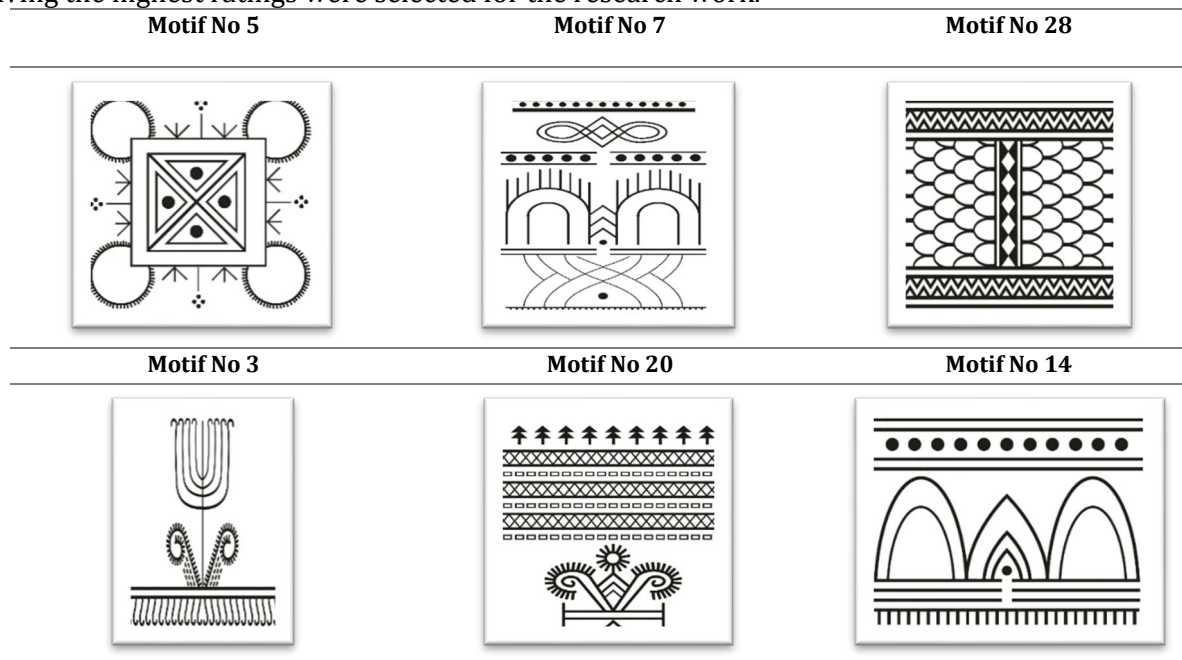
Motif No 5	Motif No 7	Motif No 28

Motif No 3	Motif No 20	Motif No 14

Fig No 2.3.

## 5 DEVELOPMENT OF HOME FURNISHING ARTICLES USING GODNA ART MOTIFS

Incorporating Godna art motifs into the design of home furnishing items like curtains, pillow covers, bedspreads, sofa covers, and tablecloths can bring a distinctive and culturally enriched aesthetic appeal to the products. Most preferred motif is use to create the Home Furnishing Articles and the articles are evaluated on the bases of 3-point scale which is Uniqueness, Suitability of the motif and Overall appearance. Most favoured article is used for the further process.

6 RESULTS AND DISCUSSION

This research aimed to create digitalised motifs of Godna art, conducted in two distinct phases. The investigator adhered to the study's overall preferences to fulfil the requirements. Consequently, the outcomes of each phase are presented in three sub-sections, analysing consumer demand and crafting prototypes accordingly. The findings are detailed in the following sections:

6.1 RESULTS OF THE PRELIMINARY SURVEY

A researcher developed a questionnaire to understand consumer preferences, incorporating numerous questions. Subsequently, the investigator gathered data from respondents and conducted statistical analysis to discern consumer preferences in the study.
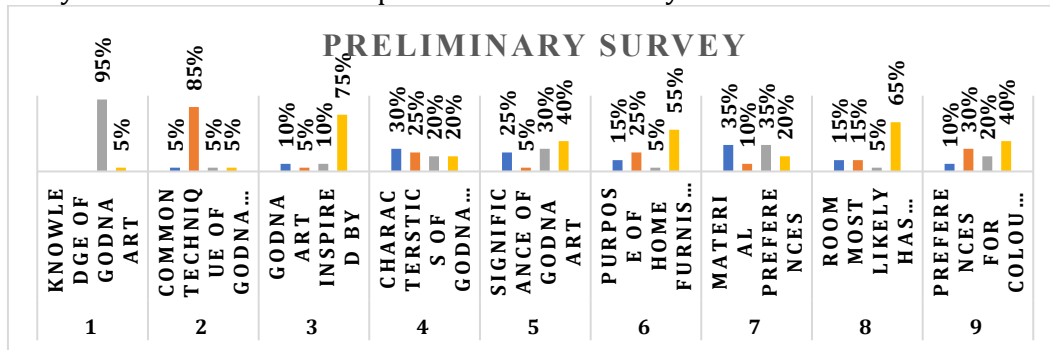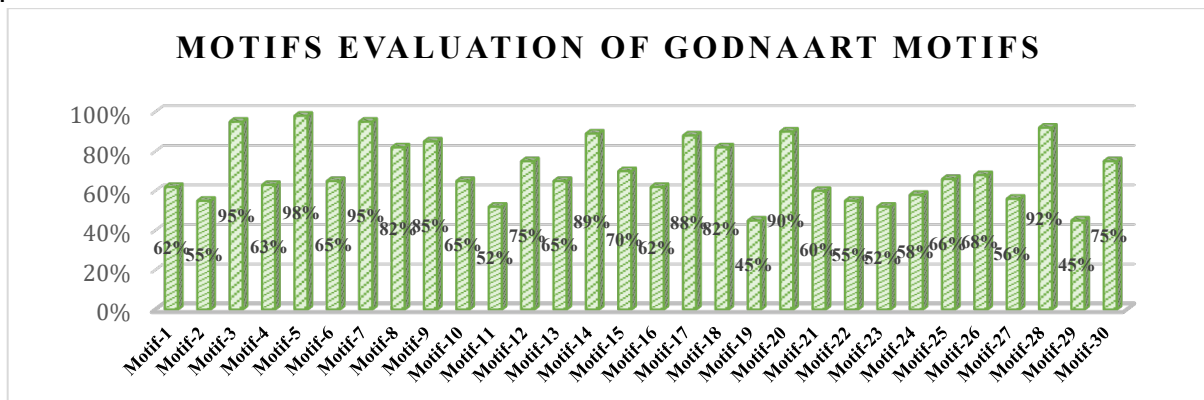

Graph 5.1.1.

According to **Graph 5.1.1.** 95% of individuals are aware of Godna art. When it comes to modern fashion, 85% of people know the techniques of Godna art. 75% of respondents know the form of the Godna motif, 30% of respondents know that Godna art is made with geometrical patterns 25% of respondents know that Godna is made by realistic portraits, 40% of respondents know the significance of Godna art that it is used for religious purpose, storytelling and it represent the Social status of the person, 55% of the respondents know the use of Home Furnishing Articles. For fabric preferences 35% of the respondents like cotton fabric, 10% rayon fabric, 20% canvas fabric and 10% khadi fabric. 65% of the respondents want to enhance their living room, bedroom and dining room by using Home Furnishing Articles. for colour preferences, 30% of people like the Home Furnishing Articles in red and white colour combination and 40% of people want in green and pink colour.

6.2 RESULTS OF THE DIGITALIZED MOTIFS

Thirty motifs were created through the process of digitalization. These digitalized motifs were presented to the participants to understand their preferences and assess them. After that, fifteen motifs were chosen to undergo further processing.

Graph 5.2.2

Graph 5.2.2 indicates that preferences for traditional Godna motifs included motif number 5, scoring the highest score (98%) and ranked I, followed by motif number 7 (95%) ranked II, 28 (92%) ranked III, 3 (92%) ranked IV, 20 (90%) ranked V, 14 (89%) ranked VI, 17 (88%) ranked VII, 9 (85%) ranked VIII, 8 (82%) ranked IX, 18 (82%) with rank X, 30 (75%) with rank XI, 12 (75%) with rank XII.

6.3 RESULTS OF THE DESIGNED HOME FURNISHING ARTICLES

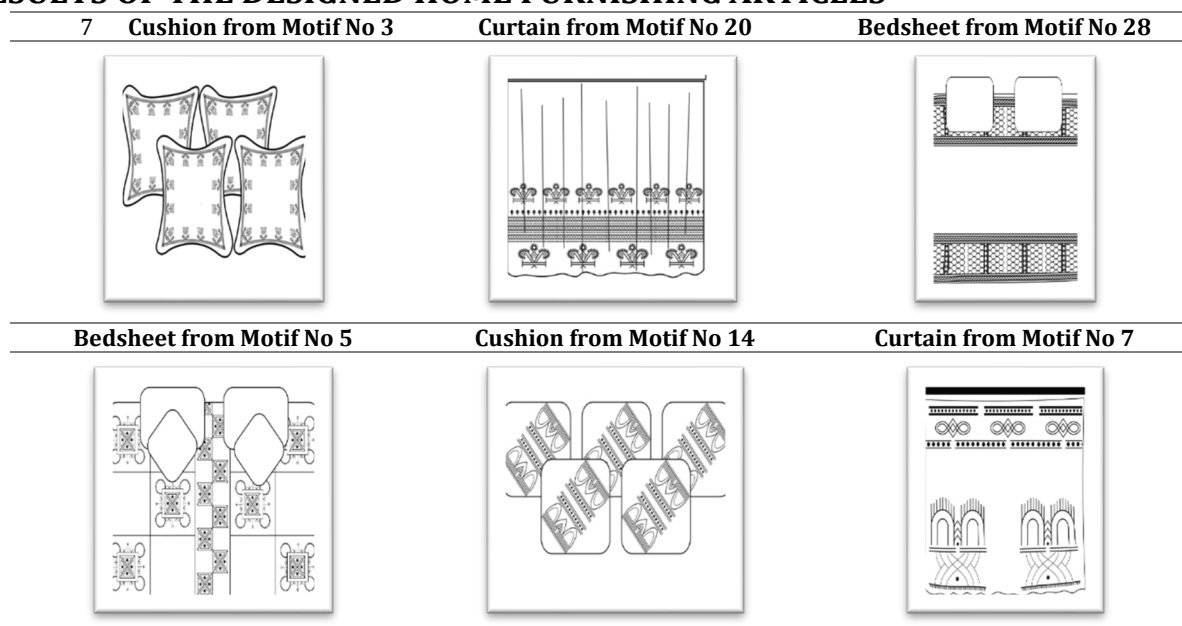| 7 Cushion from Motif No 3	Curtain from Motif No 20	Bedsheet from Motif No 28
Bedsheet from Motif No 5	Cushion from Motif No 14	Curtain from Motif No 7

Fig 3.

The evaluation of the designed Home Furnishing Articles was based on a 3-point scale considering Uniqueness, Suitability of the motif, and Overall appearance. Based on these criteria Bedsheet designed from motif no 28 and Cushion designed from motif no 14 are most preferred. The design of these articles is highly liked by the respondents. Designs are depicting abstract, shapes, lines, circles, ellipses, triangles, rectangles etc.

7. CONCLUSION

In conclusion, incorporating Godna art motifs into home furnishings through the "Divine Stitch" concept presents a distinctive and culturally infused approach to enhancing living spaces. This blending of traditional artistic elements with contemporary decor doesn't just serve a practical purpose; it adds richness, character, and a spiritual essence to the environment. By using Godna art to adorn items such as curtains, pillow covers, bedspreads, sofa covers, and tablecloths, the concept of Divine Stitch acts like a symbolic thread, intertwining cultural heritage with modern design principles. Through the Godna art motifs, the design of the two articles is mostly liked by the respondents. The designed Home Furnishing Articles have received positive evaluations, particularly excelling in Uniqueness, Suitability of the motif and overall appearance. These factors collectively contribute to the creation of home furnishings that not only stand out but also seamlessly integrate into the desired living space, enhancing its overall aesthetic appeal. The thoughtfully designed patterns, inspired by the essence of Godna, introduce an element of artistic expression into the home, turning it into a canvas that narrates a story and showcases the allure of indigenous craftsmanship.

CONFLICT OF INTERESTS
None

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