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RENAISSANCE: A ROMANTIC STORY WITH A TWIST IN THREE DIMENSIONS

Purpose. *The purpose of this research paper is to explore the intersection of traditional Renaissance aesthetics and modern digital design techniques, culminating in the creation of a 3D design collection that convincingly conveys the essence of physical products in a digital format, thereby challenging perceptions of art and authenticity in the digital age.*

Keywords: *3D virtual prototyping, digital twin, digital and traditional intersection.*

Introduction. The intersection of traditional Renaissance aesthetics with modern digital design techniques offers a realm of creative possibilities and advantages. This paper embarks on an exploration of this convergence, as it delves into the fusion of two seemingly disparate worlds– the splendor of the Renaissance period and the cutting-edge capabilities of digital design in contemporary society. Drawing from extensive research on the Renaissance era, this study ventures into the specific realms of Renaissance paintings and medieval torture devices, merging them into a captivating moodboard. By harmonizing these historical elements with contemporary design trends, the study manifests a vivid and intriguing colorboard, from which fabrics that evoke the essence of the time were selected. Furthermore, the journey continues into the creation of all over textile prints and mono prints, meticulously inspired by the masterpieces of the Renaissance, most notably Rafael's Madonna Sixtina, and, in finer detail, the celestial angels adorning the painting's lowermost reaches. In this artistic endeavor, digital tools in 2D and mostly in 3D were employed to craft textile prints that captivate the essence of a bygone era while flourishing in the digital landscape of the modern age. This paper chronicles the processes and innovations in this synthesis, seeking to challenge conventional perceptions of art, authenticity, and the digital twin of physical products in our contemporary society.

Methods of research. Literature Review, Content Analysis, Material and Trend Analysis, Experimental Design, Digital Tools in 3D.

Results. Using Clo3D: A collection was created, that consists of ten outfits, in the 3D environment. Then a catwalk was created using the same program plus a video editing program. First every each of the outfits were rendered using Clo and then with the video editing program the videos of individual outfits were stitched up together. Then an intro and an outro were created and putted on the rest of the video. And last a song was picked that fit the aesthetic of the close and the overall atmosphere.

VStitcher: The procedure was similar, the difference was at the final video. This time there was no model but only the clothes that where floating on their own, giving a unique feeling to the video.

Conclusions. A comprehensive collection comprising ten distinct outfits was conceived and executed within the confines of a 3D digital environment (V-Stitcher). Subsequently, a virtual catwalk presentation was meticulously curated by leveraging the same 3D design program, in tandem with the strategic utilization of a proficient video editing application. To further enhance the overall narrative and viewer engagement, a captivating introductory sequence and a judiciously tailored concluding segment were thoughtfully crafted and seamlessly incorporated into the video production. Finally, the selection of a musical composition, closely aligned with the thematic aesthetic of the attire and the overarching atmospheric ambiance, was judiciously undertaken, contributing to the holistic experiential impact of the presentation.

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