

# Meisizine Annu

By Ailin Seijanova





# Concept

I want to introduce the **Kazakh inheritance** to the world, as Kazakh culture is very vibrant and not a lot of people know about it. I especially want to concentrate on ornaments as they were an essential part of Kazakh nomads' beliefs.

Kazakhs' **mode of life was very well structured** – everything they needed was always with them. Food and material for their craftsmanship was **sourced from their flocks of sheep, herds of horses, cows and camels.**

The images, illustrations, and clothing in the museums of Kazakh nomads all show that they had either cross-body bags or were loading most of their belongings on their horses or camels. **Keeping their hands free was one of the ways to protect themselves** from enemies be they human, animals or natural hazards.









# Research & Inspiration

Going deeper into history, I want to **bring back Kazakh traditions**, as lots of people, including my family, still follow some of them. My primary research revolves around the **meaning of ornaments** and their use in the daily lives of Kazakh nomads.

## Animal Inspired

Animal inspired ornaments are very common in Kazakh culture as the main source of food and materials were animals. For nomadic lifestyle it was easier to have a source of food and materials that can move with people. Horns are the most common ornaments you can meet. It was considered that animals with horns are divine and are created to serve people. The shapes of the ornaments are very organic and bold.

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Horns represented force of life and wealth.

Horse is another animal very important to

Often used on jewelry



Inspired by nature and their surroundings Kazakh nomads were **finding blessing and curses in the world around them**. In order to protect themselves, they were using symbolized ornaments.

The ornament inspired by plants were representing unity development and the connection. It also represented the idea of fertility and renewal.

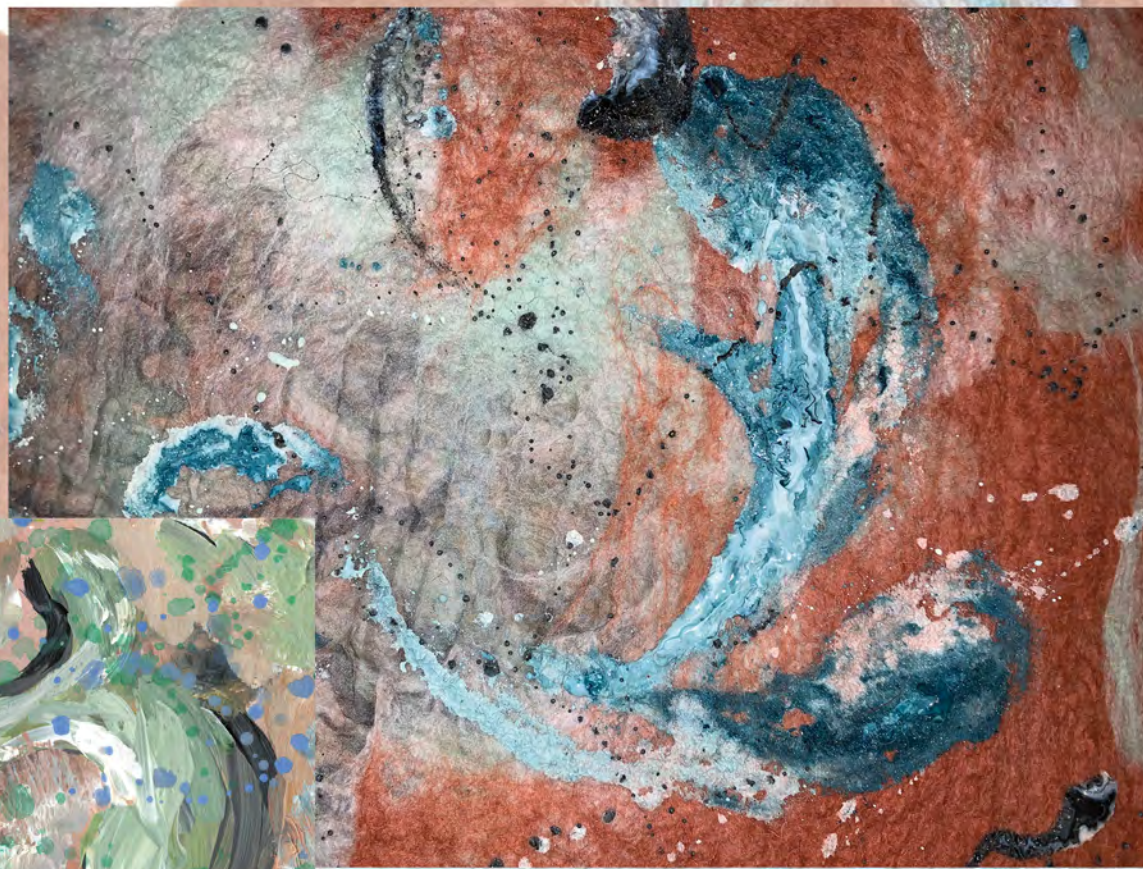
Flow  
Combination

Geometry inspired ornaments come from the actual technology of how they were applied to the objects. It was very much inspired by the way material was reacting to the application of ornaments. They were mostly used in architecture decoration, carpets, wood, and leather.

These ornaments are probably the most ancient of all the others presented here. They were used in many other cultures. The ornaments come from worship of the sky and the sun.



The project itself steps away from the traditional understanding of the Kazakh ornament. I added a **modern twist** to the project through shapes and colors. Using looser more organic shapes, while **experimenting with color** opened up new horizons of Kazakh ornament.



Putting it into painting, I discovered that the paint is more forgiving and gives **more room for experimentation**. Painted ornaments are put into patterns creating great motives when printed on fabric.



# Process



**Phase 1:** Layering out the shape and the patterns of felting with the silk organza.



**Phase 2:** Wet felting the pieces.



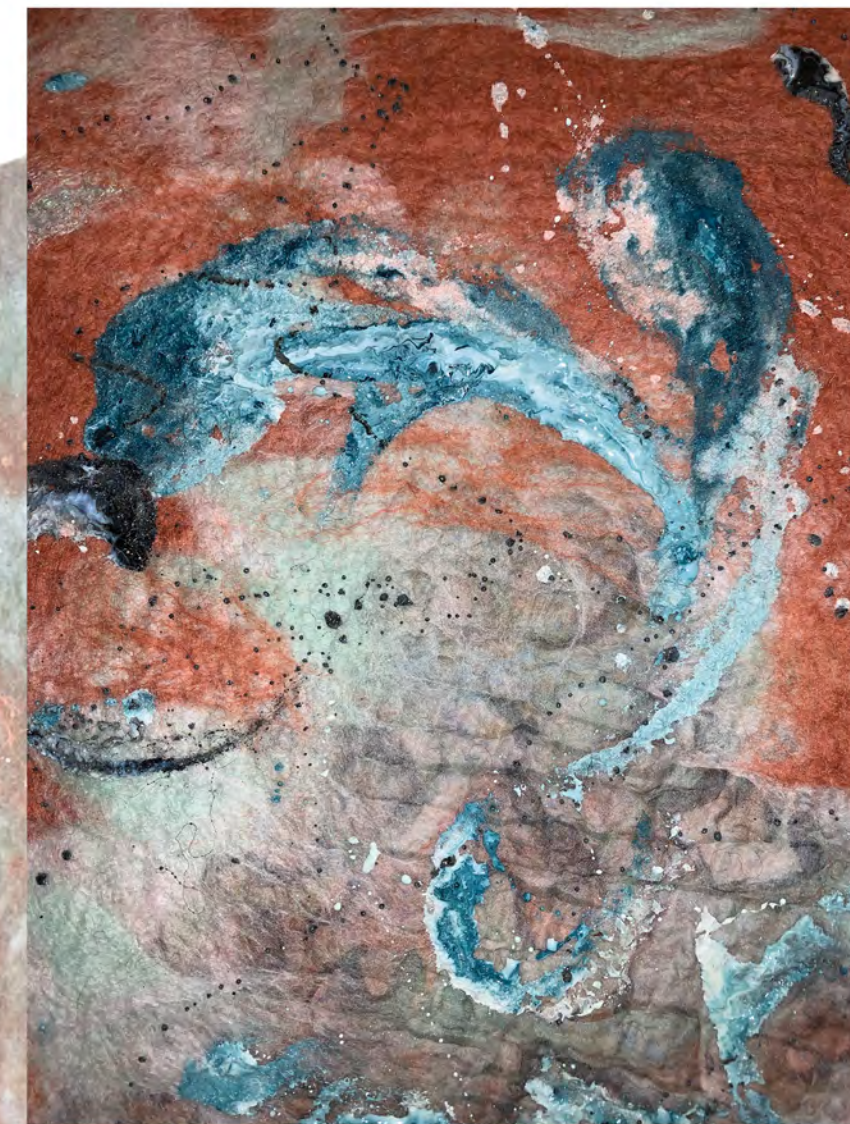
**Phase 3:** Let dry.

I combined my passion for **painting with wet felting**. I decided to use my **paintings inspired by Kazakh ornaments** and made a pattern out of them. **Printing them on silk organza**, I wet felted into the wool.





**Phase 4:** Applying colored Urethane on wet felted material.



Then I created a new technique using colored Urethane on wet felted material which had a **rubbery feeling**. The flexibility of the material made the pieces very **playful and artsy**, while adding **pops of colors** to the pieces and making them more textured.



**Phase 1:** Laser cut pieces from 14 gauge commercial bronze.



**Phase 2:** Finish the edges.



**Phase 3:** Press with crumbled tissue paper for the texture.

**Phase 4:** Hammer into needed shapes for the harnesses hardware.



**Phase 5:** Silver plate the pieces.





Let's  
Make  
It  
Hand-free

I was always focusing on making my products hand-free. In this project I decided to research and explore that aspect even deeper.

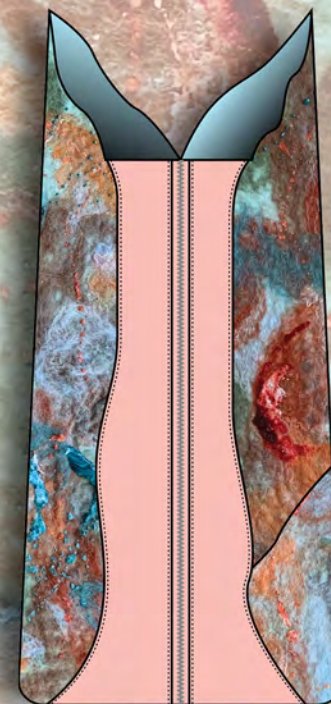
On this page is the pocket bag that I created. It is the bag that can be inserted into the pocket so no straps or band are needed to hold it.

When I was showing it to people the main concern was that the flap is very specific to a slant pocket, so I want to make the flap more suitable for all pockets.

Another concern was the fact that the bag is not protected from theft, so I want to make it more secured



The main idea of the project is **functionality and hand-free bags**, and the main way to achieve that is through **attaching my products to garments**. An example of that is the pocket bag that **attaches to pockets** and you don't need any straps or hands to hold it.



### Raushan Pocket Bag

It attaches to the pocket and can be worn without the need to use your hands. Also the pocket flap has an attachment to a belt loop for security reasons. The bag can also be easily attached to the belts of the collection.



### Tas Pocket Bag

Same as Raushan, it attaches to the pocket and can be worn without the need to use your hands. However, instead of belt loop attachment it can get attached to the thigh.



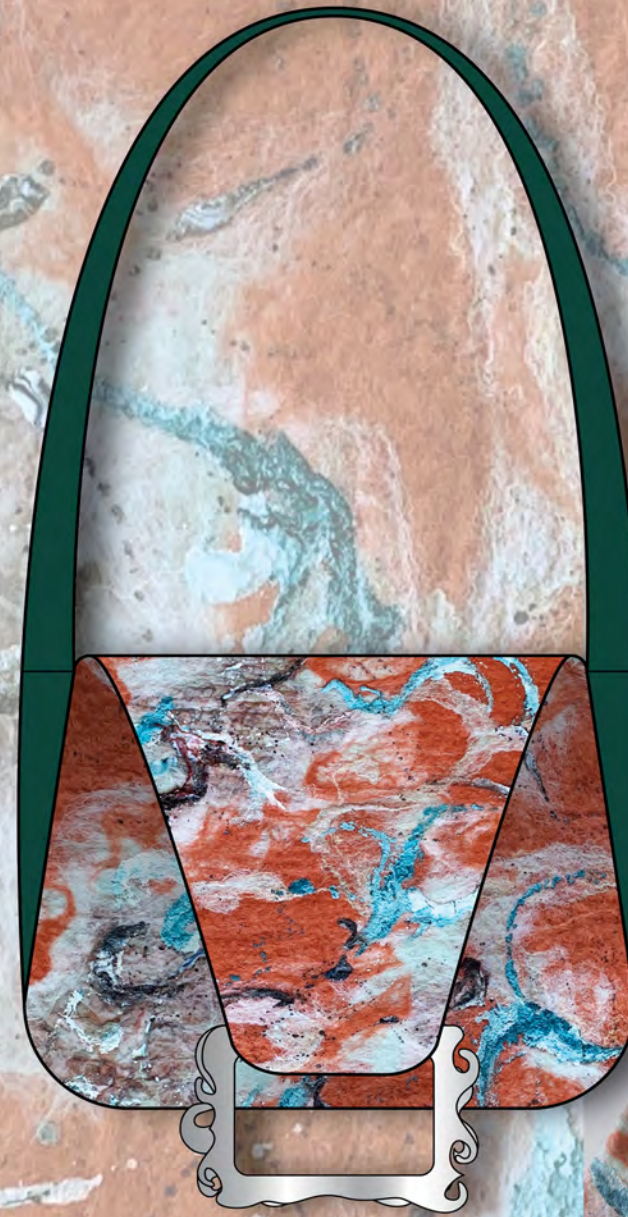




## Kolsai Bag

The Kolsai Bag is a transformer bag as it can change its shape using the snaps in the middle.

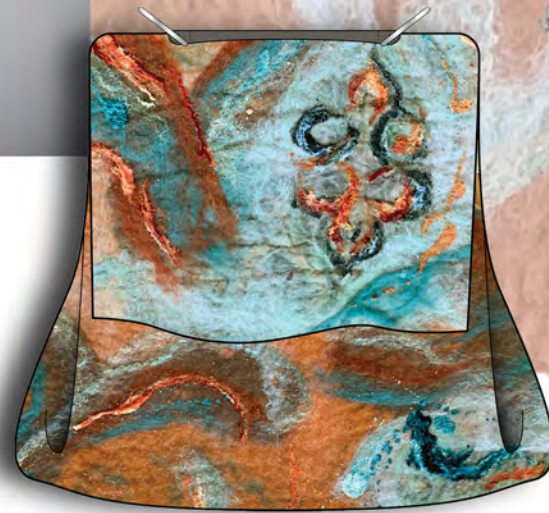
Same as Dones Bag, it comes with a belt attachment and a detachable strap, which can also be used as belt.



## Dones Bag

The Dones Bag is middle sized bag, which can also be worn in a couple of different ways.

It can just be carried around by the handle on top. It also comes with a belt attachment and a detachable strap, which can also be used as belt.



## Tau Bag

The Tau Bag is perfect for practical reasons. Not only, it is big enough to fit a laptop, but it is also very comfortable to use.

Its strap will not hurt the shoulder, as it is 2" wide. The bag can also be worn in two different ways - by the handles and by the strap.

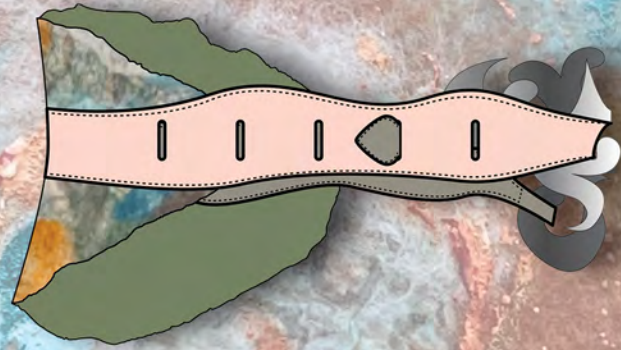




## Belts

The belts are not only a great way to bring a note of culture to any look, but also perfect from a practical perspective.

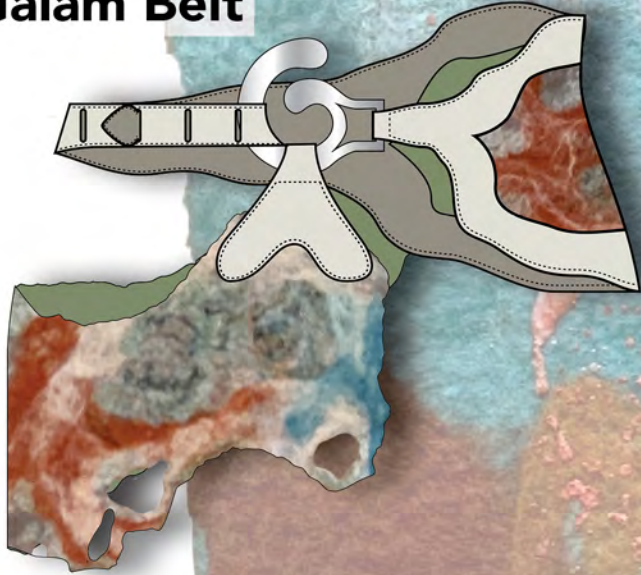
Tobye and Kolsai bags can be attached to both belts through the belt attachment. The Raushan pocket bag can be attached to the belts through the belt loop strap.



**Zhaz Belt**



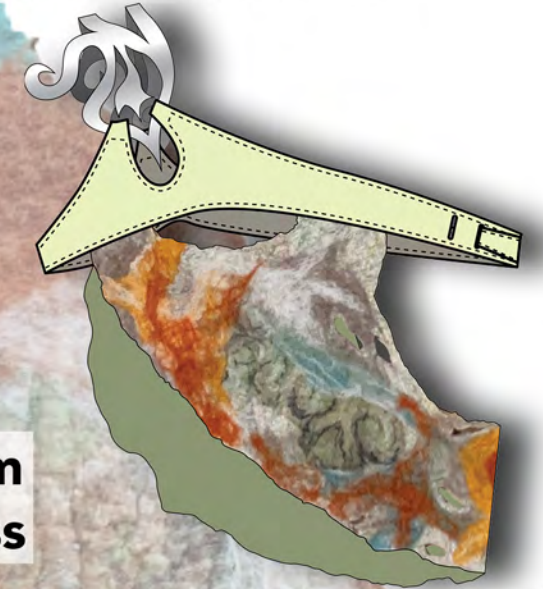
**Galam Belt**



## Shoulder Harnesses

The shoulder harnesses are also a perfect way to enhance any look. Moreover, they are quite practical as well.

Tobye and Kolsai bags can be attached to both harnesses through the straps, which can be looped through the metal pieces.



**Koktem Harness**



**Kuz Harness**





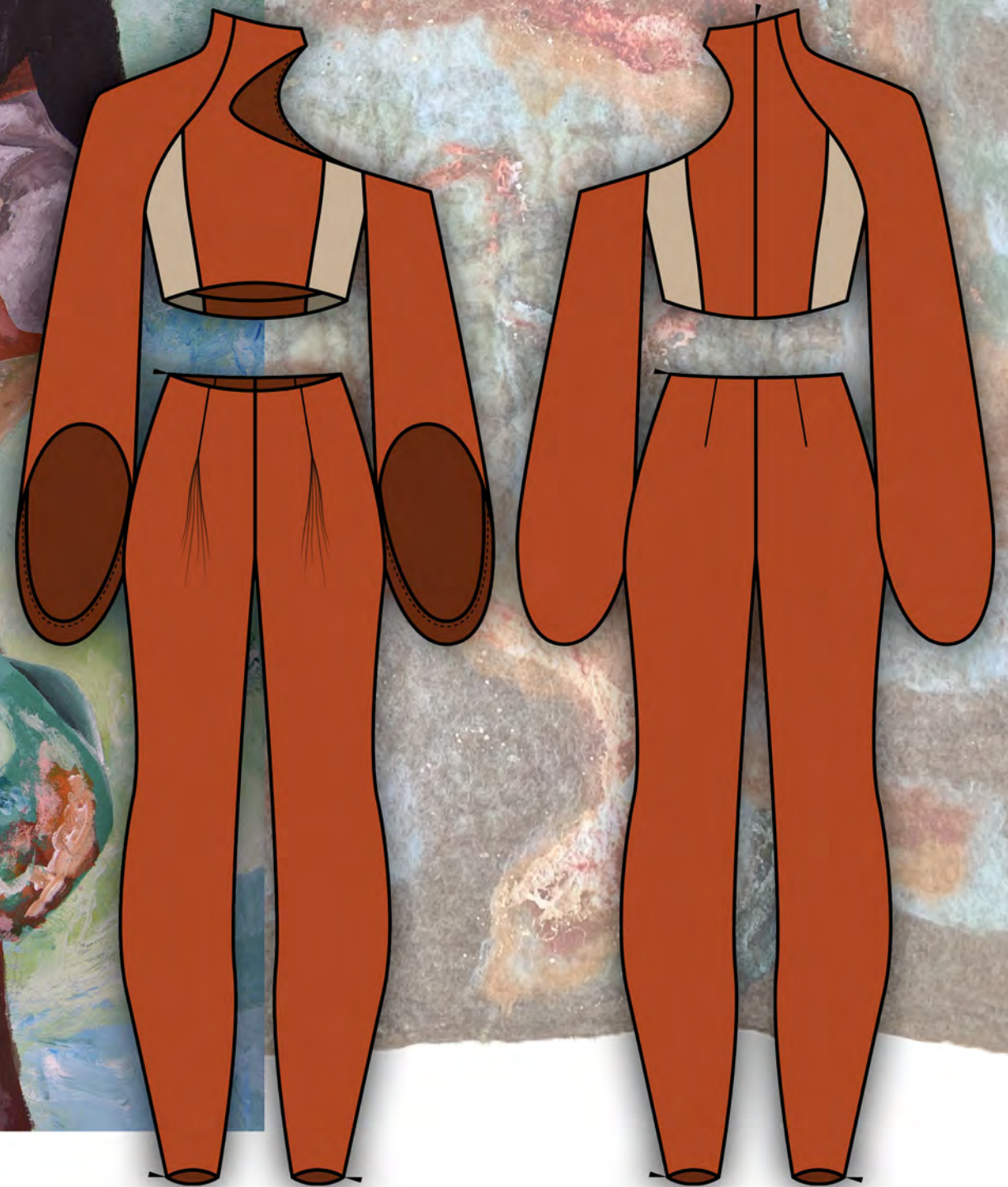


Another important aspect of the costumes was that they had to be **comfortable for dancing**, as the **advertisement music video** is a big part of the project.

The story of the video is about **two sisters**. They represent the Kazakh culture and our dance to the song **"Er Turan"** by contemporary music band **"Turan"**, who are now **reviving the traditional Kazakh folklore music**.

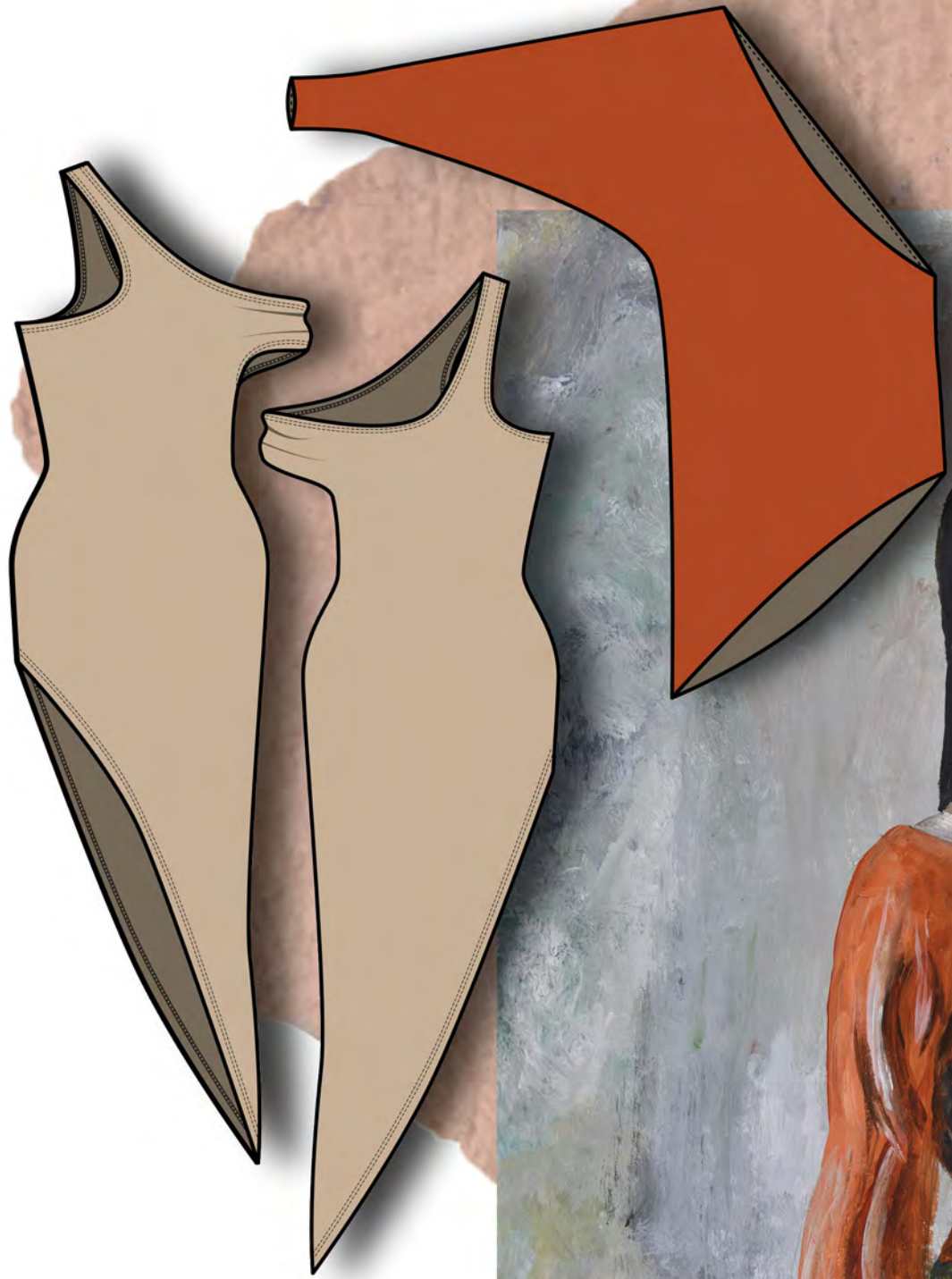


The costumes for the video are **meant to style** my products. The monotone garments will **enhance the aesthetic** of vibrant and colorful accessories, while providing them with all the needed functionalities and style.





The dancers **Aiman and Sholpan Shakenovas** are twin sisters. People like them would be my main users, so it was important that they **understood and represented my project**. The costumes were inspired by them, as I designed them only after talking to the sisters.



Through colors and the shapes of the garments, I conveyed the **traditional fluidity of motion** in the Kazakh dance in the **modern society**.



# Megizine Araku

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