

**MOME** Moholy-Nagy University of Art and Design Budapest

Doctoral School

Petra Bánsági

### **Quality to Sustain**

*The Optimalization of the Values of Traditional Shoecraft through the Innovation of the „Budapest“ shoe model*

Supervisors: Zsuzsanna Jankovics DLA

Ágnes Prékopa PhD

### **Theses of DLA Dissertation**

My dissertation sets out to examine footwear culture from the aspect beyond vogue revealing its deeper layers, the essence of which is manifested in my masterpiece.

The masterpiece aims to exhibit the changes of human foot, woman and man studied separately, during the entire lifetime through two series of seven pairs of men's and women's shoes and to show how lasts can be built through optimalizing series of specific sizes. The lasts built on the basis of experience gained from the studies allow making the traditional "Budapest" models by a disappearing handicraft shoe making process.

#### **Thesis 1:** *The changes of civilised man and woman foot during the lifetime*

To raise the experience gained from studying human foot and – on the ground of history footwear - on an academic basis through showing the build-up of human foot and introducing the biomechanics of walk with the help of technical terms. Differences in sizing foot and calculating measures arising from differences in traditions. Showing different foot-types focusing on their special features and spread. The time horizon of foot changes: the historical ground of evolution and the processes of the individual affecting foot. Defining ages and meansizes ordered to them through finding the hubs of these processes. Building a system through optimalizing the gender and age specifics of foot.

#### **Thesis 2:** *Bespoke lasts*

To build a system of lasts adjusting to the characteristics of the age group to support healthy development of foot and to maintain its health on the basis of

evaluating data of specific feet and their changes. Applying scientific methods and standard work as a stage of transposing all the information on feet into shoes. Giving form to the specifics of different foot shapes and needs and translating them into lasts. The foot and the type of the shoe determine the form of the last, which is to be made on that. Presentation of the steps of designing, explanation of decisions. When building a system of lasts the primary goal is to protect the arch of the foot and to ensure its perfect function in all its motions, free from deformation. The secondary goal is to make durability given by the technology and design meet. Presentation of fashion-adoption appearing differently in different age groups and detailed explanation of developing forms connected to particular groups.

**Thesis 3:** *Traditional shoecraft*

Summary of the experience of the one and a half decades' period spent in the shoecraft. The "depth psychology" of a disappearing craft, presenting the national traditions and footwear of the persons in the craft. Introduction of those maintaining the values of the quality work, local handicraft design along specific features and the timely set of forms and patterns, explanation of their preferences. The traditions and the strategy of some successful local businesses operating in the narrow market. Introduction of the Hungarian "local values" and revealing national characteristics. Alternatives and opportunities to handicraft in respect of the globalization. All the techniques of the trade and special methods applied in the masterpiece are discussed in detail in order to reveal and lay down all the values of the traditional technology offering an alternative to the present-day shoe designing. Conscious selection of particular elements of knowledge and skills collected in the trade during a century that can be a useful lesson to those working in contemporary design. Using the elements to shape an object.

**Thesis 4:** *The traditional model of "local value"*

The etymology of the "Budapest" model and its validity in the present-day international shoe market. The name - as the synonym of quality shoe - is well known throughout Germany. Tracing and presenting the background of the phenomenon so that the Hungarian designers will get familiar with the contents of fashion history. Analysis of the details and technological representation of the model beyond its symbolic message, presentation of the variety of its lines and decorating processes. Some of their end values are shown in the masterpiece of 14 pairs of shoes made by myself in order to provide access to deeper layers of typical lines, curves and design.