

ACCEPTABILITY OF CRAFTED ARTICLES FOR INTERIOR DECORATION IN BADAGRY, LAGOS STATE-NIGERIA

Savage Olusegun Gabriel,

Department of Fine Art & Industrial Designs,
Lagos State University of Technology

Labode, Oladoyin Jamiu,

Department of Home Science & Management Federal University of Agriculture,
Abeokuta, Ogun State.

Olojo-Kosoko K. Kolawole,

Department of Fine Art & Industrial Designs,
Lagos State Univ. of Technology

Sowemimo Bukola O.

Department of Home Science Management Federal University of Agriculture,
Abeokuta, Ogun State.

Azeez Olayinka Rasaq,

Department of Fine & Applied Arts, Lagos State University of Education,
Ijanikin, Lagos

And

Gadonu Sewenu Peter

Department of Fine & Applied Arts, Lagos State University of Education,
Ijanikin, Lagos

Introduction

Industrial design is viewed as a synergy between applied art and science aiming at creating and developing aesthetic, ergonomic and functional values in produced artefacts. In the evolution of visual designs in Nigeria, a craft-based design practice has been most prominently featured with the culture acting as a motivating factor. The craft designs in traditional Nigerian settings consist of three dimensional elements such as the object form and the two dimensional features such as patterns, lines and colours. The visual designs on material artefacts have consistently infused culture-oriented aesthetics, thus adding to their local identity and commercial value for increase marketability.

Background of the Study

Crafted Articles are the result of people's desire to improve upon the world by utilizing nature's benevolence. Nature has made everything tangible and intangible available for the use of human beings. The tangible things include: trees, grasses, gravel, granite, etc. While the intangible is the idea. As such, crafted articles could serve as a driving force for sustainable development and industrialization in a given economy; for there seems to be a conscious non-awareness of the value, potentials and significance in normal everyday life. This is evidenced from people's purchase pattern and positive attitude towards crafted articles in spite of their high standard of workmanship and their durability. Interior design is a multifaceted profession that includes conceptual development, space planning, site inspections, programming, and research, communicating with the stakeholders of a project, construction management, and execution of the design (Gloser 2005).

In professional interior decoration a growing number of stakeholders consider research to be a critical factor that will lead to an expanded and specialized body of knowledge, Professional recognition, disciplinary status and legitimization and sustainability of the profession. Attaining these goals would mark the evolution of interiors design from its current position as an art based profession to the more highly valued position of research- evidenced based profession (International Interior Design Association 2003). A growing number of stakeholders also believe that graduate

education will play an important role in this evolution (Dickson and White 2004; Guern *et al.*, 2012; Thompson and Green 2002). Handicraft is defined as craft governed by the will of the artist, and a form of production in which the material used is an essential point of departure for the whole of the creative process; in which practical function plays an important part. "Design" includes things traditionally made by hand, but are now produced more rapidly and efficiently with the aid of machine and industrial organization.

According to Jowitt (2007), some Nigerians learn to look down upon Crafted Article which they erroneously despise as belonging to a past which they are too anxious to disown. His contemporary Ruskin, was of the view that the Crafted Articles if taken in the right spirit would improve mankind and he emphasized that if Crafted Art is practiced for the sole purpose of increasing profits, it would have a contrary effect and based his methods on examination of nature or study of those parts of nature which lend themselves to this process. John Kenneth Galbraith, a one-time president of the American Academy of Arts and letters, as reported by Aig-Imoukhuede (1988) declared that "... let no one minimize the service that the arts render to established industry. In the years since the world war, there has been no economic miracle quite like that of Italy ..." The trans-Saharan and trans-Atlantic trades depended largely on crafts exports which 'represented the highest level of existing technology of the time and after agriculture, contributed not less than forty percent of the economy. Viewing at the numerous prospects that craft can do to interior design, Aig-Imoukhuede, (1988), writes that, there should be no one minimizing the service that the craftsmen render to the creative art and interior decoration, therefore, it becomes imperative to make discovery analysis of the acceptability of crafted article as an asset for interior decoration making Badagry craft village as a case study. In fact, a 2017 survey conducted by the American Society of Interior Designers reports that there are 69,222 practicing interior designers. Of those, only 25% of interior designers work in the residential sector of design (ASID, 2019). When a designer is involved in the construction process, the role and scope of responsibility is vast; spanning the entire project from conception to post-occupancy, and is rooted in a leadership role amongst other team members.

The inception of the modern day form of design has probably caused a traditional form of art and craft design culture and thus reduces the rate of acceptability of crafted article as an asset for interior decoration. Furthermore, from the research's perspective on viewing all that is to be about crafted article design, it was discovered that no serious effort has been made by scholars and researchers to study and document craftwork. Inclusion of an interior designer in single-family residential home construction increased, overall in the United States, by 8% between 2017 and 2018 according to ASID (ASID, 2019). However, at present, design value is measured by intangible and intrinsic variables which is problematic. Without a direct link connecting design with extrinsic home value, the contribution design practitioners make is being overlooked in the home value equation. Thus it becomes imperative to do a discovery analysis of the acceptability of crafted articles as an asset for interior decoration making Badagry Craft Village as a case study.

Broad Objectives of the Study

The broad objective of the study is to assess the acceptability of crafted articles for interior decoration in Badagry, Lagos state.

Specific Objective of the Study

- i. The specific objectives of the study are to:
- ii. identify various crafted articles produced for home decoration in Badagry.
- iii. assess the attitude of people toward the production and appreciation of crafted article.
- iv. assess the preference for crafted articles for interior decoration in Badagry.

Significance of the Study

This study assesses the acceptability of crafted articles in Badagry local government. This study also identified the crafted articles produced in Badagry. It looks into the cultural attachment and interior articles evolution and change in design over the years. It also gives a general over view of crafted articles in the Badagry local government area, and also highlights the fact that crafts articles serve as a social and cultural exposure that promote cultural practices. The study creates awareness between the craftsmen and the general public of the values, and attitudes embodied in the decorative aspect of people in Badagry. Crafted articles serve as a of the major means of sustenance for the inhabitants of Badagry. Craft practice in Badagry serves as one of good source of sustainability in the area of craft and arts that express the individual intent expressed. It can be an enriching ground for government to explore in the area of craft development and economic empowerment.

Craft and Design

For the purpose of this paper, visual and materials culture is viewed as a direct application of Industrial Design with relevance to the productions of indigenous artefacts which are accomplished with technical expertise and covering wide areas of applied art and design, such as Jewellery, interior design, ceramics, household wares, architecture, textile design, leisure goods and woodwork.

Table 1: Descriptive statistics of the identified crafted home decoration.

Craft decorative designs	Frequency (N)	Percentage (%)
Basket weaving	82	68.3
Metal work	79	65.8
Handloom carpet	69	57.5
Pottery and glass craft	109	90.8
Wood craft	120	100
Paper craft	59	49.2

Table above is a list of identified crafted home design by the respondents showing that all 120(100.0%) of the respondents identified with wood craft while majority 109 (90.8%) identified with pottery and glass craft, 82(68.3%) identifies with basket weaving and 79(65.8%) with metal work among the home decoration in the study area. Furthermore, above half 69(57.5%) of the respondents identified with handloom carpet and almost half 59(49.2%) identified with paper work for home decoration in the study area. The importance of designing interiors helps the person to learn a lot about the space, and how people feel comfortable while being at a specific place and using its facilities. Designing interiors makes people look at things around them in an open minded view. Designers see things from different perspectives due to their studies and work atmosphere (Long 2000). Crafted article changes an area into a beautiful, pleasant and friendly design environment and further involves choosing colour schemes, floor coverings, furniture, artwork, and accessories that could attract anyone. Most of the studies identified herein focused on multi-family, urban complexes due to the ability to exact specific variables consistently across the board. A question posed by Leung, Ma and Zhang asks, "How much do the market values of housing reflect its interior design? Does the interior design interact with other housing attributes?" (Leung, *et al.*, 2013)

Table 2. Descriptive statistics of respondent's attitude of people towards the production and appreciation of crafted article.

Assessment	SA	A	D	SD	Mean	Rank	Total
Craft practice is a vocation	54.0	28.0	15.0	3.0	2.8	1	100
Craft practice is a profitable vocation	38.0	30.0	20.0	12.0	2.2	2	100
There is high demand in craft work	30.0	35.0	10.0	25.0	2.0	3	100

Marketers have no problem in selling craft work	25.0	35.0	15.0	25.0	1.8	4	100
The price of craft work doesn't seem expensive to afford	30.0	30.0	25.0	15.0	2.0	3	100
Total	177	158	85	80			500
Percentage Total	35.4	31.6	17	16			100

Result in Table 2 above shows that above half (54.0% and 28.0%) agreed that craft practice is a vocation with the mean value of 2.8 and ranked first based on the attitude of people towards the production and appreciation of crafted article, while 38.0% and 30.0% of the respondents agreed that craft practice is a profitable vocation with the mean value of 2.2 and 30.0% and 35.0% of them agreed that there is high demand in craft work with the mean value of 2.0 in the study area. The result shows that based on the assessment of identifying craft practice by the home decorators, it is a vocation practice that is profitable and has high demand for beautification for home decoration in the study area. According to Labode (2009), design is a plan or convention of construction of an object. Poire (2004) opined that craft and design of African indigenous decorative items are versed and can be mass produced to meet international standards if the crafts are properly packaged during production process and could attract more patronage for the decorative items. Interior design is the art and science of enhancing the interior of a building to achieve a healthier and more aesthetically pleasing environment for the people using the space (Pegler 2012)".

Summary of Findings

The study finds that:

1. Craft decoration is less expensive; craft decoration improves our culture values and Craft design makes homes more beautiful and natural and regarded as significant as the preference of people over crafted decoration.
2. Macramé, handloom carpets, painting on paper and weaving have high acceptability level,
3. Basket weaving metal work, tapestry, macramé, models and miniatures, pottery and glass craft and wood craft have medium acceptability level
4. 4.Mosaic work, paper sculpture and plaques have low acceptability level
5. Giving low preference to crafted work, patronizing of imported crafted work over homemade craft work, Negative attitude towards craft men, giving low publicity to craft work and Bad negative attitude to craft man are regarded as significant as the negative attitude of people to the production of crafted article
6. Giving public to patronize product is regarded as significant as the act of encouraging vocational crafted work.
7. Craft practice is a vocation, Craft practice is a profitable vocation, there is high demand in
8. Craft work and the price of craft work doesn't seem expensive to afford are regarded significant as the assessment in identifying vocation in craft practice.

Conclusions

The paper has been able to discover that some found objects and traditional materials can be used in fascinating work to produce a good art work for interior art. The past studies have been able to discover that some found objects and traditional materials can be used in fascinating work to produce a good art work for interior art. Innovations are necessary to boost economic returns, and this project has satisfied this need. It could be seen from the projects carried out by the researcher that, practically, in all occupation interior decoration techniques have created a new relationship between man and his work. For effective entrepreneurship and participation, appropriate design techniques are required to boost economic returns. The design techniques must be appropriately applied. The interior decorators attempt to recognize the potential of particular interior designs and try to help their development in a gradual way.

There is a great potential and viable market for interior decoration. Interior designers, entrepreneurs and manufactures are therefore encouraged to wake up to the challenges of research, experimentations and exploration in the system to bring the needed innovation to contemporary crafted article for interior decoration designs to be elevated Global level.

Recommendations

Based on the results in the research finding it is recommended that:

1. Craftsmen should make use of all marketing techniques available to create awareness on their products.
2. Craftsmen should work more on their communication with customers, involve customers in the design process and give them updates as frequently as possible.
3. The government should promote locally made craft articles.

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