

REMAKING OF ADINKRA CULTURAL CLOTH THROUGH INNOVATION

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ABSTRACT

Adinkra is a collection of cultural symbols that have been used for designing Adinkra cloth from antiquity. Over the years, modern consumption dynamics have resulted in the decline of Adinkra cultural cloth usage. The purpose of this study is to transform Adinkra cloth through innovation and explore a form of textile production using digital printing technology to print new cloth using single Adinkra symbol designs. A comparison of the new cloth with the original revealed that digital printing accommodated different colors better, making the cloth more colorful than the original. Also, different color shades appeared differently on the new cloth based on specific fiber and fabric constructions. This study is the first to transform the cloth from its original state by using a single symbol as the design for modern printing technology.

KEYWORDS: *Adinkra Cloth, Designs, Innovation, Digital Printing, Textile Fabrics*