

# Emotional Consideration of Textile Application in Indoor Soft Decoration under the Background of Gig Economy

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## Abstract

**The silent rise of Gig economy in the information age has brought about new changes in the living environment demands of its practitioners. Starting from the characteristics of Gig economy, this paper studies the emotional basis of soft decoration of interior textiles for Gig economy, and summarizes the application strategies and manifestations of timing textiles for such design objects, so as to provide a reference direction for the design of interior soft decoration in the new economic environment.**

## Keywords

**Gig Economy; Emotional Design; Soft Outfit; Textile Application.**

## 1. Introduction

The continuous development of information technology has spawned a large number of new industries, new forms of business and new modes, and promoted the remodeling of the career ecology. The Gig economy, which used to be non-mainstream, has become popular. Workers take advantage of fragmented time to balance personal preference and efficiency, and a trend change about industrial development and talent structure is quietly taking place. The emergence of new economic model will inevitably bring new market demand model. Compared with traditional practitioners, Gig economy groups have huge differences in their demand for living environment in terms of material basis, emotional appeal and aesthetic performance.

Soft decoration refers to the post-decoration that can be moved, touched and "soft" in the interior environment design. It is the second display and layout of the interior. As a kind of soft material full of vitality, home textile plays a very important role in indoor soft decoration. Under the new economic model, people's aesthetics are constantly changing. The art form of soft decoration of home textiles is also changing and developing, from the traditional plane form to three-dimensional sculpture art and even space installation form. Compared with other decorative objects, soft decoration shows better expression. The emergence of new consumer groups is rapid. So far, the research on Gig economy practitioners is still confined to the economic model and talent structure, while the systematic research on Gig economy practitioners as consumer objects of soft decoration design is still lacking. The research on the soft outfit application of home textiles under the environment of Gig economy is conducive to broadening the interior environment design elements of new design objects, and more importantly, for the market consideration of the consumption behavior of this emerging group.

## 2. Emotional Basis of Soft Decoration of Interior Textiles

"Odd Jobs" has been around for a long time. The "Odd Jobs" of the feudal society and the temporary, piece-paid workers of the early industrialization of capitalism are the early forms of the "Odd Jobs." The term "Gig economy" comes from the short-term performance jobs that jazz musicians were hired to do in the 1920s. Since the 1990s, with the continuous development

of Internet technology, more and more people are engaged in non-fixed jobs. Especially after the outbreak of COVID-19 in 2020, Gig economy has become a powerful supplement to the traditional economic model. The special form of Gig economy, "shared employees", has emerged, which is of great benefit to stabilizing the employment environment during the epidemic. Odd Jobs in the Internet era are divided into income and working hours. There are three types of Odd Jobs: low-skilled Odd Jobs, high-skilled Odd Jobs, and sideline Odd Jobs.

## **2.1. Characteristics of the Gig Economy**

Gig economy is also rapidly gaining popularity in the context of informatization. Gig economy has penetrated into various industries, profoundly changing the traditional employment relationship and helping unemployed people to find new jobs through the Internet. It has the unique characteristics of the Internet era.

### **2.1.1. Digital Characteristics**

Modern Gig economy is based on digital technology and the Internet. The supply and demand parties make resource intensive and demand matching through the network platform, which makes this form of employment more diversified and effective. Gig economy workers are inevitably digital, and their understanding of the real world is more digital.

### **2.1.2. Liquidity Characteristics**

Gig economy is in line with the value system of enterprise cost control and risk prevention due to its on-demand matching properties. For Gig economy workers, this means they need to constantly change their workplace, which leads to uncertainty in their choice of place to live.

### **2.1.3. Flexibility**

Gig economy workers have a great deal of freedom in choosing their working hours and places. Working from home is often an important way for them to choose their working time and place.

## **2.2. Gig Economy Appeal of Soft Decoration of Interior Textiles**

The characteristics of the modern Gig economy give practitioners more attributes. Practitioners are no longer simply Odd Jobs, but professional skills, financial independence, personal independence, aesthetic independence, and so on. They have the characteristics of digitalization, fluidity and elasticity, so when choosing soft decoration of textiles, they must consider more their own emotional appeal, convenience of living place and diversity of aesthetics. By integrating factors that affect people's emotions into soft decoration design, the so-called emotional soft decoration design refers to endowing soft decoration with emotional connotation on the basis of its functions. Decoration can express a kind of emotion. This kind of emotion can correctly convey to people and resonate with human emotions, thus touching people's emotional world and encouraging people to accept and love this kind of soft decoration.

### **2.2.1. The Modern Appeal of Design**

Traditional soft decoration design needs to use textile to highlight the design characteristics. In the Internet environment, the pursuit of soft outfit design for the environment is getting higher and higher. In the field of modern life, we should not only use the traditional form of soft outfit design, but also keep innovating to design more textiles with innovative characteristics. In the rapid development of textile technology, various cotton, hemp, wool and other materials are gradually applied to the production of textiles, producing more new materials see [Figure 1](#), such as bamboo charcoal fiber, flash fiber and other materials, to enhance the impact of visual level, but also promote the development of soft outfit design. At the same time, considering the recyclability and biodegradability of materials, textile materials have the characteristics of zero pollution and high cost performance, which should be popularized and applied.



**Figure 1.** Modern sense of application of new textile materials

### 2.2.2. Unique Appeal of Design Style

Gig economy practitioners have certain requirements for the interior style of living environment, emphasizing the uniqueness of style. The addition of textile decorative elements is a very effective measure. Scientific use of textile soft decoration materials is closely related to its main decoration style and interior layout, which can make the visual effect of space more prominent and form a unique decoration style see [Figure 2](#), which is helpful to determine The style of the interior space, and other decorative materials can be used to effectively foil.



**Figure 2.** Unique matching of textile and main style

### 2.2.3. The Design of Comfort Appeal

Textile itself has characteristics such as softness, flexibility, and its application in the design of the indoor soft outfit, can weaken the hard outfit design of the cold hard feeling, make whole and interior space more downy, again in terms of color, material properties to rational selection of textiles elements, to the user to create a natural and pure and fresh, warm living space. Gig Economy workers can relax on comfortable, soft textile products in a home environment. Textile elements also have the application functions of shading and adjusting indoor brightness to create a soft and comfortable space.

### 2.2.4. Aesthetic Appeal of Design

Integrating textile decorative elements into interior decoration design not only pays attention to comfort and beauty, but also emphasizes safety and environmental protection., can well meet the above requirements. The textile on the market now is made mostly by green environmental protection material, have sufficient safeguard in safety respect. Designers through the reasonable configuration of textiles, can provide users with more practical and beautiful

interior decoration effect. In addition, the unique natural color of some green textiles can stimulate the designer's sense of innovation to a certain extent, which is difficult to achieve the effect of other soft clothing. It is an important source of design inspiration for designers, which can further improve the aesthetic of soft clothing design.

### **3. Gig Economy Application Strategy of Soft Decoration of Interior Textiles**

Based on the soft decoration emotion of Gig economy practitioners, two application strategies of function and situation should be followed when choosing soft decoration of textiles.

#### **3.1. Functional Application Strategy of Soft Decoration of Interior Textiles**

##### **3.1.1. Quality Strategy**

Applications must meet the quality requirements of design objects. Textile applications in the Gig economy environment determine that the design needs to improve the quality level of textiles. The quality level of textiles mainly refers to the final effect of textiles in interior decoration. If this condition cannot be met, textile decoration will lose its original decorative function and cannot meet the needs of users, thus losing the design significance of soft decoration design.

##### **3.1.2. Market Strategy**

Indoor soft decoration design needs to aim at product positioning, innovate the design concept and improve their own professional and technical level. In the context of Gig economy, the design concept of integrating textile materials and home furnishing styles is taken as the key content to meet the diversified needs of users. Textile decoration can form a harmonious relationship with living space, mainly because designers take home style and user's actual needs into full consideration when allocating textile decoration elements. Only when the textile decorative elements can fully meet the above conditions, can effectively achieve the degree of integration between the two, to achieve the desired design effect.

##### **3.1.3. Environmental Protection Strategy**

The possibility of textile material pollution exists in the process of soft decoration design. Therefore put an end to the secondary pollution of materials, starting from the source of textile materials, as far as possible to use natural raw materials made of textiles. In the process of soft decoration design, it is also necessary to pay attention to the rational use of green products and deal with the remaining materials, so as to reduce the impact of soft decoration design and construction on residents, ensure the standardization of the textile industry market and improve the quality of textiles. It is also an important functional application strategy of soft decoration of textiles.

#### **3.2. Application Strategy of Soft Decoration in Form**

##### **3.2.1. Color Matching Strategy**

The plasticity of textile is very strong, different color collocation produces different psychological suggestion to people. Interior decoration fabrics pay attention to the environment and style of the collocation, bright colors, is pleasing to the eye, give a person light and comfortable feeling. Design styles for comfortable homes in the Gig economy can adopt common natural hues that can be paired with other furniture to create a more warm and romantic atmosphere. However, the soft decoration of Gig economy emphasizes the building of home and office environment. Therefore, textiles are needed to create a simple and serious environment to calm and concentrate people and improve work efficiency. Therefore, it is appropriate to choose cold-colored decorations.

### 3.2.2. Supporting Design Strategy

To create a good indoor environment, we need the decorative beauty of textile monomer, and also put forward requirements for supporting fabrics. We need to make full use of different fabrics to create a rich and colorful living interior space. Interior textile decoration is a relatively large system, its supporting design engineering is more complex, such as sofa and bed function is different, shape, color and texture are also different, but they also have common functional characteristics, that is to rest for people. Textile articles exist in each corner of the bedroom, kitchen, table, bathroom, etc., should be adapted to the environment and can be active environment.

### 3.2.3. Cultural Construction Strategy

The digital nature of Gig economy practitioners determines their sensitivity to hot events when purchasing textiles. The national strategy of cultural self-confidence determines that interior textile design will be the soul of culture and culture will become its eternal charm. The design of interior textile should accord with and guide people's healthy state of mind, and lead people's psychological activities deeply, including aesthetic psychology and acceptance psychology. In theme design, should first have a certain cultural connotation, and highlights the contemporary spirit of the age, the second is to determine the theme of the perfectly interpreted in various ways, therefore, the product culture content of competition will be the key to their future indoor textile market competition, maintaining and inheriting the traditional national culture spirit are the focus of the modern textile pattern design. Chinese elements on the international textile exhibition has become a common element, from five thousand, the Chinese nation has a long history of traditional culture and the spiritual civilization of new generation of absorbing nutrients, used for today, continuous research, development, complement each other, from many aspects, such as colour, fabric, design and function design can meet the demand of modern aesthetic and consumer products, Inheriting and carrying forward the traditional Chinese culture of five thousand years.

### 3.2.4. Fashion and Personalized Strategy

Gig economy practitioners are also modern. While considering price and quality, they pursue fashionable and personalized design styles for psychological and emotional acceptance. Combining unique aesthetic ideas and new technologies, inheriting and individualizing traditional technologies and handicrafts, using a variety of materials and techniques to create personalized products, so that textiles become the combination of aesthetics and functions in the modern sense. The popularity rhythm of household expenses textile is affected by the popularity of clothing fashion, and it is also accelerating ceaselessly. The popularity elements on clothing design are also gradually displayed in the popularity trend of indoor textiles. Therefore, only paying attention to the development and change of the whole fashion field and grasping the fashion trend is the inevitable strategic choice for interior textile design in the Gig economy environment.

## 4. Performance Forms of Indoor Textile Soft Outfit under Gig Economy

With the rise of Gig economy in the Internet environment, people pay more attention to the style and personality of articles. More and more textile designers have broken the application habit of interior textile decoration while inheriting tradition through innovation and using unique aesthetics and new technologies. In addition, with the continuous development of textile design and production technology, Its expression form and application scope are also developing and broadening.

#### 4.1. Shielding Category of Indoor Textiles

The indoor textile that involves screen in household environment includes drapery, curtain kind, screen to wait, had the function of separation, cover, block line of sight to household interior. Various types of interior textiles have different practical functions. For example: valance means attached to all kinds of covers, fans, doors and large textiles on the display rack, for separating the interior and creating a space atmosphere has an obvious function; Curtain type is mainly square, used in the window edge, to prevent wind and dust, and there is an obvious function of indoor and outdoor communication, is basically composed of two aspects; Screen is carved with lumber integral frame body mostly, with the textile of all sorts of graphics that decorate is built for the center and become, can divide into isolated type ground screen and adornment sex screen from dimension and practical effect.

Such indoor textiles are widely used in the Gig economy environment. While traditional shielded fabrics tend to be difficult to move and lack innovative means, shielded textiles are affordable, lightweight and easy to use, which Gig economy workers can often discard or take with them when changing workplaces. At the same time, textile design means rich, weaving, printing, embroidery and other decorative means can be used to express the design concept.

#### 4.2. Indoor Textiles for Daily Use

Household environment involves the indoor textile of daily use category to include sheet, bedding, pillowcase to wait a moment, will be comfortable keep out cold as a purpose, then will dress up with clever graph decorate, for make a sweet and comfortable household atmosphere namely.

The application of such textiles in the Gig economy is a necessity for the home environment. Unlike traditional decoration scheme, Gig pa work the characteristics of the time and place requirements, often more reference when designing daily category textiles design paradigm see [Figure 3](#) in the workplace, creating different from traditional household environment decoration, which greatly enriched the daily class indoor textiles design form.



**Figure 3.** Home color scheme for the workplace paradigm

#### 4.3. Decorative Category of Interior Textiles

The indoor textile that involves adornment category in household environment includes to rely on to have type practical desk surround, desk cover, chair cover, cushion for leaning on, back cushion to wait, also included the adornment tapestry that pure adornment thinks.

The personalized aesthetic nature of Gig economy practitioners determines that they have their own unique demands for the selection and arrangement of home environment. There is a huge market space for interior textiles popular in a small range. Decorative interior textiles formed

by hand weaving ,see [Figure 4](#), personalized customization, etc. To a great extent, the performance of the residents for personalized home furnishing environment layout demand.



**Figure 4.** Hand-woven tapestries in the home environment

#### 4.4. Upholstery Class of Indoor Textiles

In the home environment, the category of hard decoration involves floor MATS, window MATS, carpets and so on. It is laid out and hard mounted surface, for people to sit on the use, has its necessary function; The form is mainly square, large-scale form; Material has cotton, wool, velvet and so on.

The layout of home furnishing environment in the Gig economy is similar to the previous indoor textiles of daily use. The design paradigm referring to the workplace is often adopted to distinguish it from the traditional indoor soft decoration design scheme.

### 5. Conclusion

The rise of Gig economy in the Internet environment, its practitioners are bound to have digital thinking, fixed workplace and flexible working place and time, providing excellent research materials for soft decoration design. Applying textiles to soft decoration design is an inevitable choice to consider the emotional design demands of consumer groups in the new economic environment, which is in line with the general rule that design objects should be studied in the design process.

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