

FASHION FUTURE

POLIMODA

amd

AUGUST 19 – 30 (PART 1)
AMD BERLIN
Course Descriptions:

The Future of Textiles

Marte Hentschel

Syllabus:

„In the past, shoes could stink. In the present, shoes can blink. In the future shoes will think“ Opening claim at the „Things that Think“ program of Massachusetts Institute of Technology (MIT)

According to Maslow's Human Needs Hierarchy, clothing is part of the basic biological and physiological needs. In fact, clothing was one of the first wearable extensible used and developed by humankind. After some pioneering prototypes of smart textiles and presence of functional clothing everywhere the time has come for enhanced, active and connectable functionality becoming part of what we wear at work and at home in the coming years. Although the development of smart fabrics is hard to predict with precision, the development of integrated micro-electronics, the research and advances in smart materials, the growth and technical advances in IoT (Internet of Things) and finally the incredible advances in machine learning, is paving the way to the fast development of integrated smart fabrics, that are able to combine functionality and fashion, to enhance the human capabilities.

Performance textiles and fabrics are generally defined as materials that have been expressly designed and produced to include or to enhance specific performance characteristics, such as increased warmth, durability or moisture resistance. These new or enhanced performance characteristics are typically achieved through the selection of specialized fibers, or the inclusion of such fibers along with natural or synthetic materials during the spinning, weaving or knitting process, or by the addition of coatings or other finishes to the finished fabric. A relatively new variety of performance textiles include fabrics produced with or incorporating nanotechnology. Embedding certain types of nanoparticles into fabrics during production can provide enhanced performance characteristics, such as increased stain or odor-resistance, all without significant impact on a fabric's weight or texture.

Bioengineering becomes a future craft in Textiles, too. A small but growing group of innovators is turning to the genius of nature in an attempt to put wastefulness and pollution in the apparel industry out of fashion, right at the source: They are using live organisms to grow pieces of biodegradable textiles, creating environmentally friendly materials in the laboratory—and are even producing some near-complete items without the need for factory assembly. That is, made from living bacteria, algae, yeast, animal cells or fungi—which would break down into nontoxic substances when eventually thrown away and could be a driving force of the sustainable transformation of the textiles industry.

Objectives:

This seminar gives an overview on past, current and future innovations in the fashion and textile industries both on technological and economical scale. Best practice cases from Fashion Tech, Smart Textile and Bioengineering help to assess the role of interdisciplinary collaboration in designing innovative ecosystems.

Workshop: Creating Bioplastic

Aniela Hoytink

Focus on creating bioplastic

Sustainable Circular Economy in Fashion and Textiles

Ina Budde

Imagine a future without waste. The idea of a circular economy for fashion has been gaining momentum in recent years: the aim is to design garments and systems so intelligently that today's products can serve as raw material of the future - without ever becoming waste.

The workshop will take a system thinking approach, introducing the key elements of circular product design along the whole product's life span. Starting with an inspiring kick-off to introduce sustainable and circular material innovations it will continue with hands-on product design and construction experiments: The participants will be invited to work on a product of their choice, analyze the specific challenges and go through ideation and rapid prototyping sessions to optimize the design for both longevity and recyclability. The goal is to understand sustainable design as driver for creativity and innovation by exploring modular and multi-functional design, as well as design for disassembly, longevity and reparability.

Ina Budde, MA Sustainability in Fashion, works as entrepreneur, designer and lecturer within sustainability. She is the founder of circular.fashion - a Berlin based sustainable change agency offering a Circular Design Software and workshops to support fashion brands in designing fully recyclable clothes. Her work received the GERMAN FEDERAL AWARD ECODESIGN 2017, NEXT ECONOMY AWARD 2015, LAVERA GREEN FASHION Award 2014 and was selected as sustainable innovator by LAUNCH Nordic and by the accelerator program FASHION FOR GOOD Plug 'n Play. Ina Budde is also the winner of the renowned Global Change Award 2019.

Sustainable Circular Economy in Fashion and Textiles

Ina Budde

In this workshop, Design students get an overview of practical tools, methods and creativity techniques they can use in order to generate ideas, develop prototypes and make market tests. In addition, they learn how to develop their own business models using these ideas. The program offers a mix of theoretical input as well as creative and practical group exercises, which encourage the participants to think and act like entrepreneurs when analyzing their ideas and business models.

The participants learn about the types of responsibilities and challenges entrepreneurs face on a daily basis. This offers them an opportunity to find out whether they can see themselves pursuing this career path in the future. In order to create an interactive learning environment, each participant can ask individual questions and share his/her own experiences and opinions within the group.

Is self-employment a viable career path for me? Do I have the required skills? What are my strengths and weaknesses? Who can I ask for help? How do I develop an idea further and turn it into an actual venture? What is a business plan?

Learning outcomes:

- Creating awareness for entrepreneurial thinking and acting
- Exploring the option of turning ideas into actual business ventures
- Specifying economics and business knowledge

Trend Forecast – Development of a Mega Trend

Anne Bernecker

Split over two days I would like to get the participants research into the mega trend Sustainability and create their personal future vision of it. Here I will advise to create a full outlook on consumer insights, innovation, technologies, fashion and arts & crafts in references to Sustainability. The outcome will be a personalized trend report about Sustainability and a matching mood and inspiration board, to link product development and design throughout the course to the shifting demands of the consumers.

Anne Bernecker graduated from Central Saint Martins in 1997 with a BA (Hons) in Womenswear and has since worked as a Fashion Designer for Versace, Markus Lupfer, Temperley London and others. Since 2000 Anne Bernecker also runs her own Trend Consultancy www.buerbernecker.com, with clients including, ECCO, WGSN and Stylus. She also runs a successful Street Style blog www.annebernecker.wordpress.com and has a sustainable Slow Couture collection „Reuse, Reinvent, Revive – Collection by Anne Bernecker“ www.annebernecker.co.uk

Extracurricular Activities:

Guided visit to art exhibition

Dr. Diana Weis

Potsdamer Strasse:
Galleries and Shops
Andreas Voss