

FESTIVAL WHERE
CRAFTSMANSHIP MEETS
TECHNOLOGY IN
FASHION

- LOCATION
- CONCEPT
- POTENTIAL PARTNERS

Part of the EU-funded project **FashionTex**

Amsterdam September 2024

Presentation by Augmented Weaving

FESTIVAL LOCATION



die fabrik
chemnitz

FESTIVAL OVERVIEW

Trade Exposition

- Star-ups from the Tech- & Fashion Industry showcasing their products and services
- Panel-Talks



Exhibition

- Digital & physical Work
- Work-in-progress/ creative journey
- Description

- Satelite Events (Amsterdam & Roma) tbd



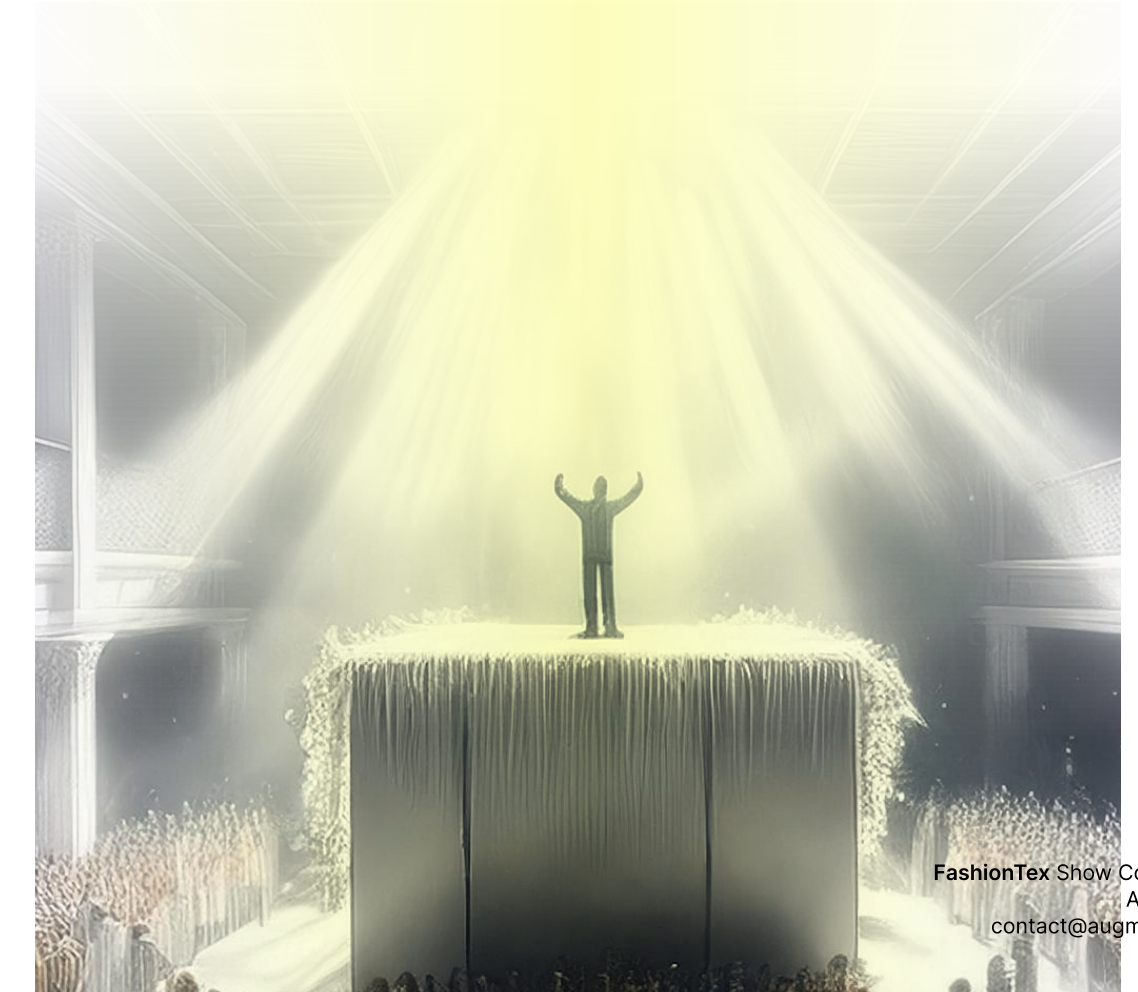
Show

- Digital outfits on animated avatars walking the runway including supporting visuals



Prize Ceremony

- tbd



FESTIVAL EMOTIONAL IMPACT

Exploration Awaits - Something exciting is about to happen - Spirit of Optimism

Mixed Realities - Challenging our perception - Exposed to the New - With a curious mind



FESTIVAL ARTISTIC DIRECTION

Real Glitch - Transition - Blurring Boundaries - Distorted Perception - In Between

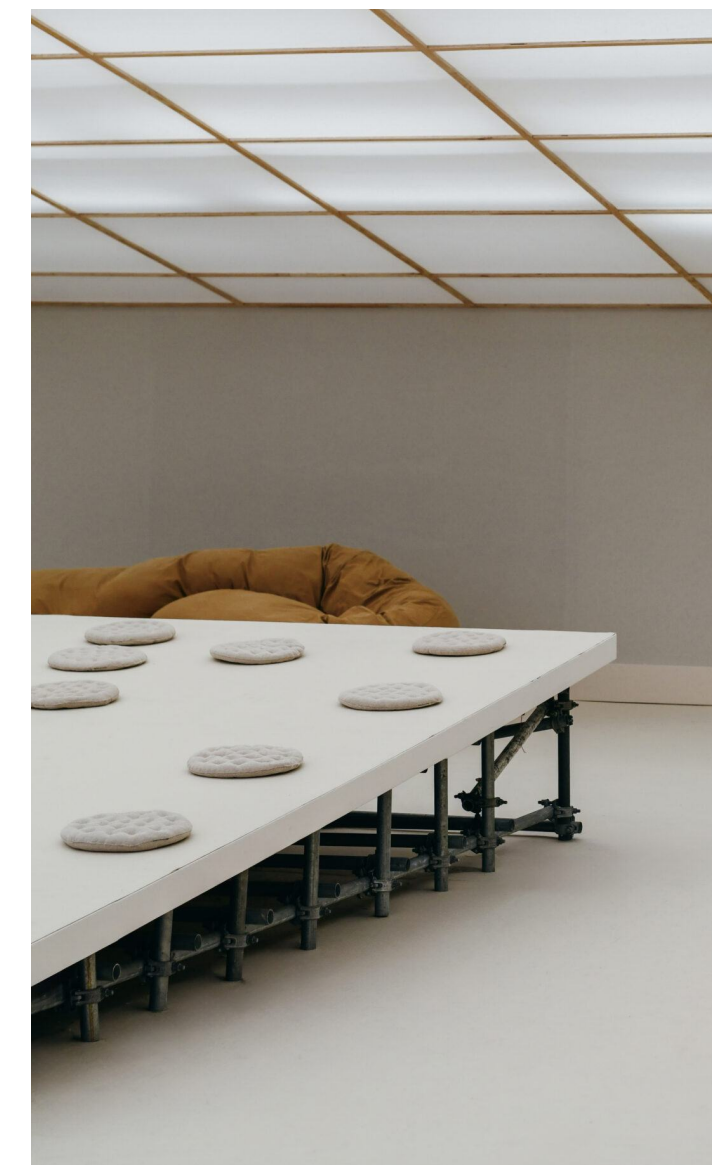
On the verge to something new - With one foot in one world with the other in another world



FESTIVAL ARTISTIC DIRECTION

Suspension of Gravity - Floating in the air - Weightless - Unusual perspectives

Plate Shifting - The ground is not straight anymore - Something new is about to happen - it inspires us to think differently - to behave differently



FESTIVAL MODULAR EXHIBITION SYSTEM

Modular scaffolding-like system - Built into the space - Units that can be clustered or free standing - Combination of Metal and Wood

Limitation to 3 different modules - for students to choose from - depending on what they exhibit - Physical and digital display - including screens

For local reference:
Examine possibilities of collaboration with Wood Design faculty at WHZ Schneeberg



FESTIVAL

CHOICE OF 3 MODULES (examples tbd)

MODULE 1

- 1 Screen
- 1 Pedestal
- 1 Mannequin

MODULE 2

- 1 Mannequin
- 1 Table
- 1 Wall
- 1 iPad

MODULE 3

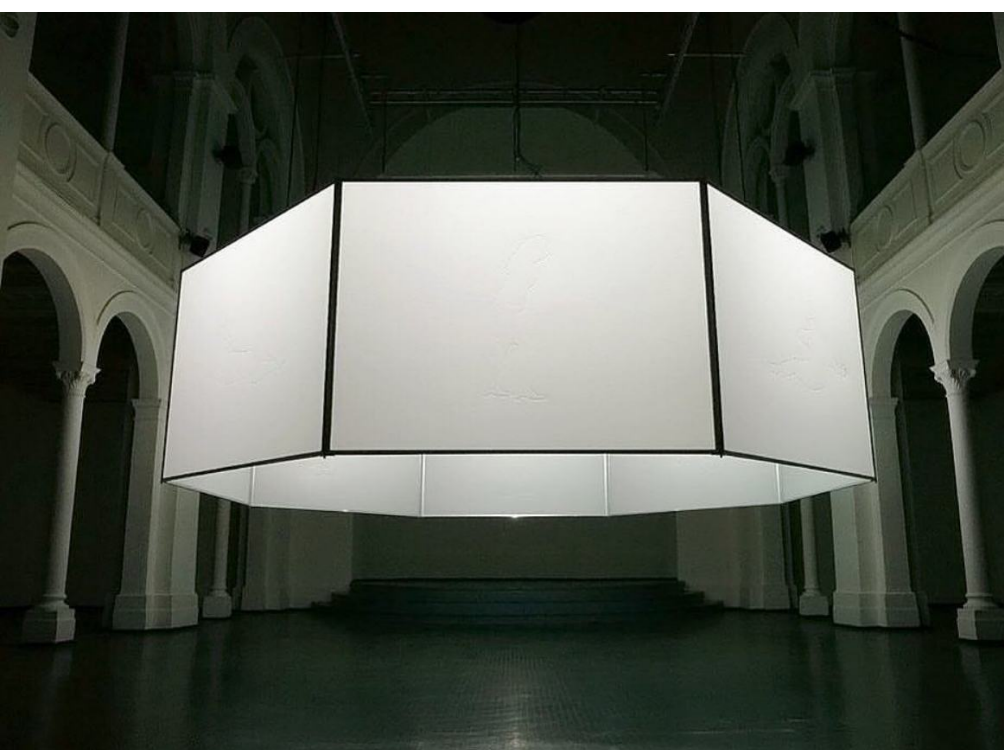
- 2 Screens
- 1 Wall
- 1 Low Pedestal



FESTIVAL DIGITAL FASHION SHOW

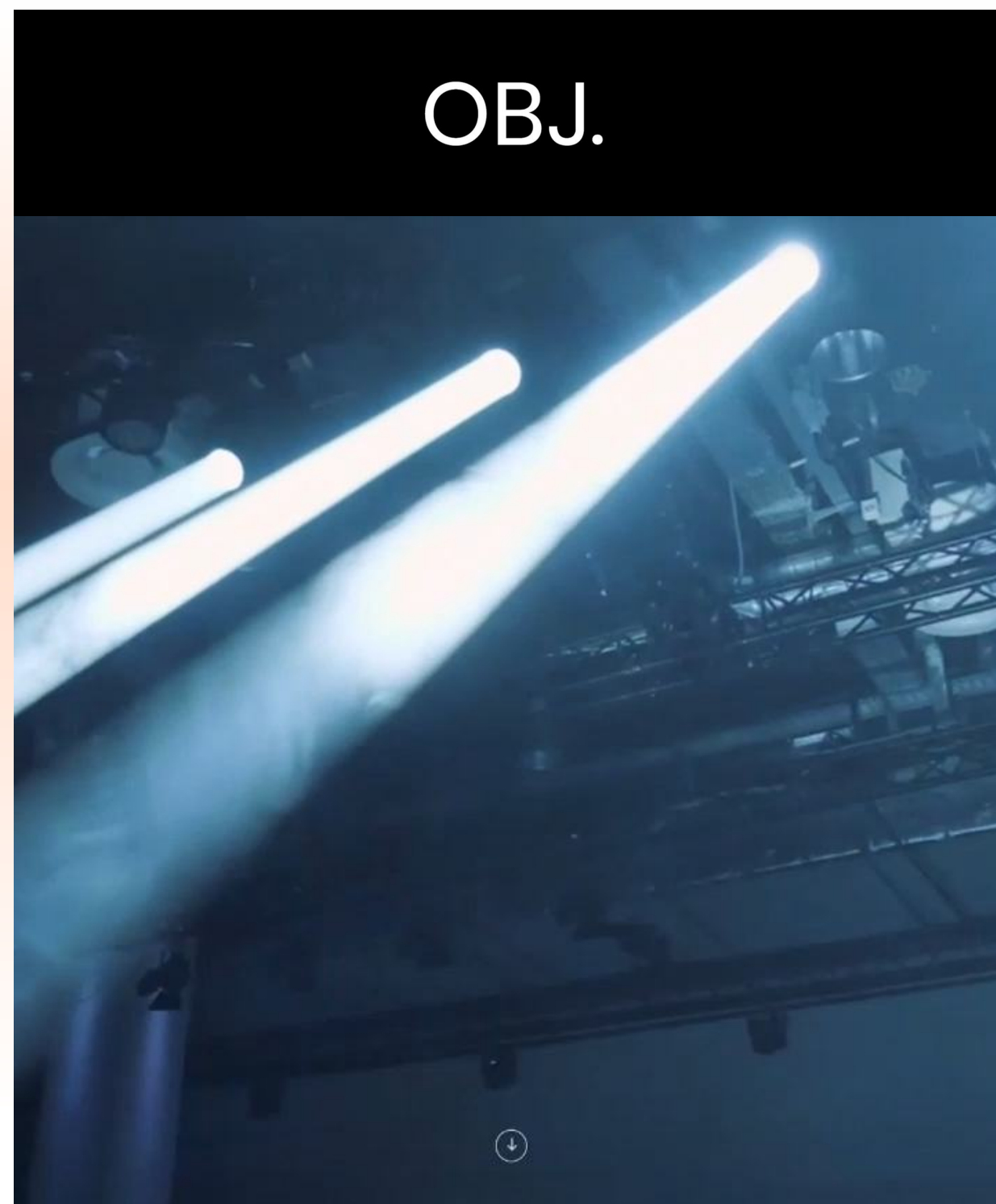
Grandeur - We are looking up - Forgetting the time -

Runway 2.0 - taking it next level - tradition meets future -



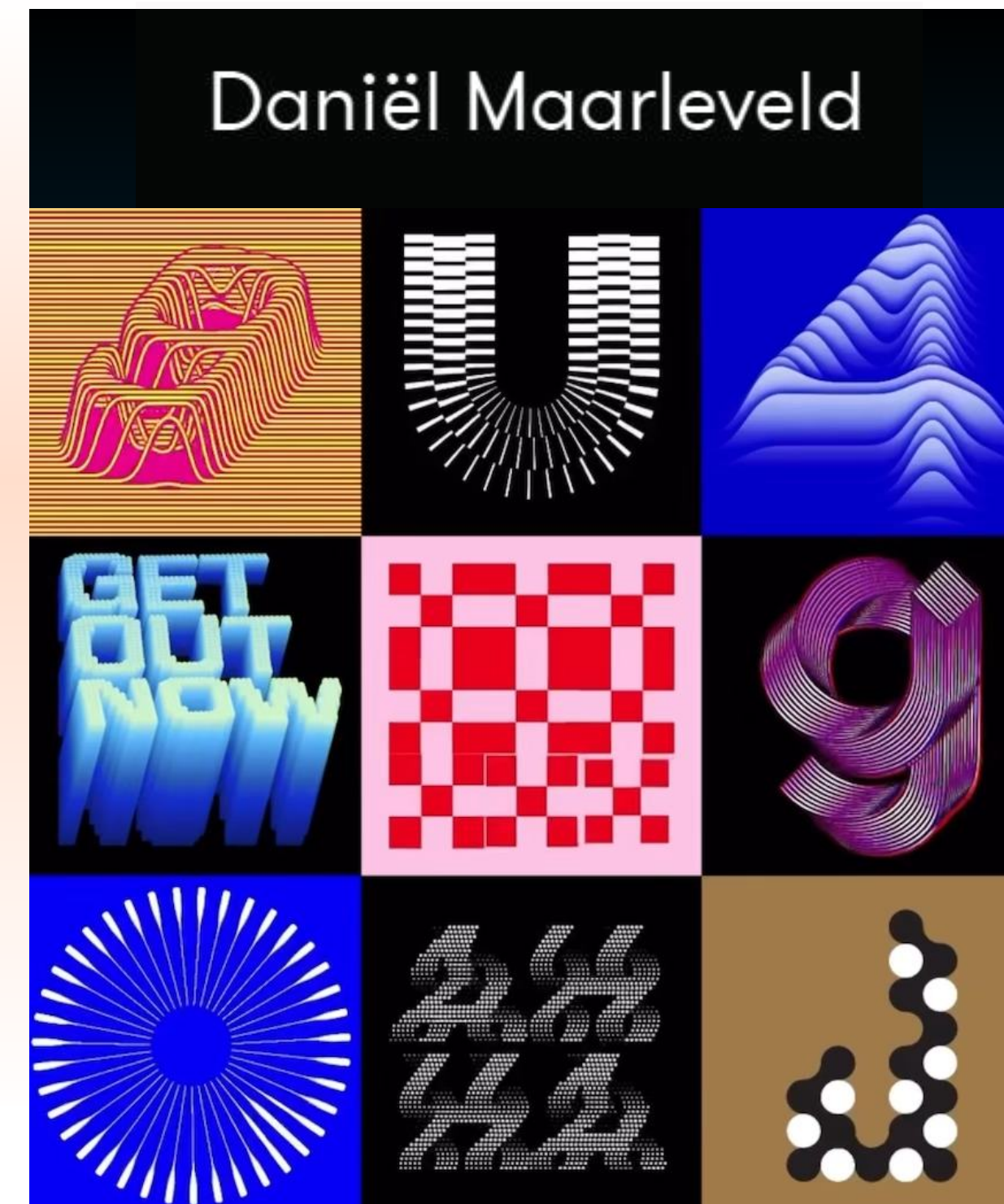
FESTIVAL POTENTIAL EXTERNAL PARTNERS

Show Production



Turning digital into physical experience in the arts and event industry.

Visual Identity



Independent designer based in Amsterdam, with a strong interest in generative design and kinetic typography.

FESTIVAL

PRIZE CEREMONY (tbd)

Award

- What should the criteria for assessment be?
- Who will be the judges?
-
- Two different prizes needed?
- For basic and advanced course students?

FESTIVAL

SATELLITE EVENT (tbd)

Locations

- Amsterdam?
- Rome?
- ?

