



## Press release

### FashionTEX in Prague: A Creative Hub for European Fashion Education

Third Meeting of the Initiative Led by the European Cultural Forum +++ Strengthening Collaborative Networks +++ Review and Outlook on the Makerspaces

From March 11 to 14, 2025, representatives from all eleven partner universities of the European FashionTEX project gathered at the Fashion Design Studio of UMPRUM Academy in Prague. This marked the third in-person meeting of the initiative—following Lisbon and Amsterdam—and once again became a space of intense exchange, professional dialogue, and shared vision. The visit to Prague not only highlighted the importance of collaborative networking on an international scale but also impressively demonstrated how digital transformation, educational innovation, and cultural diversity can be intertwined within fashion design.

A productive mix of structured workshops, conceptual discussions, and open-format sessions advanced key developments within FashionTEX. In addition to organizational and financial fine-tuning, the focus was particularly on digital visibility, preparations for upcoming festivals, and further development of the Makerspaces. Notably, the Makerspace planned in Schneeberg—set to open in September 2025—took concrete shape during the meeting in Prague. Janis Gailitis from the Art Academy of Latvia not only shared insights from the already successful Makerspace in Riga but also emphasized the importance of sharing proven concepts and methods:

"I'm very pleased with the status of the Makerspace in Riga. It was a long phase of planning and implementation, and I'm looking forward to welcoming students in 2026. I'm also happy to support the Schneeberg Makerspace with my experience to help make it a success."

The significance of the Makerspace as a vital link between theoretical education and practical application was once again underlined. Its specific design—regarding technical

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equipment, expert involvement, and logistical processes such as transporting digital designs—was planned collectively, underscoring a strong sense of shared responsibility.

Fresh inspiration came from two outstanding experts in the digital fashion scene: digital artist and lecturer Isabell Udo, and textile researcher Anita Michaelusko of Augmented Weaving. Both enriched the meeting with unique perspectives on the intersection of technology, fashion, and aesthetics. Anita Michaelusko demonstrated how digital fashion concepts can be translated into physical contexts. She also praised the initiative's ambition: "I'm proud of how far the partners have come, and I'm honored to be a part of this project. I'm excited about the Makerspace implementations and the next generation of fashion designers."

Isabell Udo, founder of Future Front Row and now also a lecturer at the Amsterdam Fashion Academy, presented a guideline for students' digital thesis projects and highlighted the importance of international platforms for young creatives:

"I truly believe FashionTEX is showcasing emerging talent to the world on an international stage. It's fantastic that students are being given a chance to enter the fashion industry at such a high level."

A particularly memorable moment was the presentation by Professor Antonio Lopresti from Koefia Academy in Rome. Using AI and software such as Clo3D and Blender, he created a digital avatar that interacted with him in a performative video. His aim: to show that digital tools are not just technical instruments but can also serve as powerful artistic media—a manifesto for the creative potential of digitality:

"Digital tools make many things possible, though they're not always easy to use. But we're excited to tackle the challenge together as the FashionTEX family," said Antonio Lopresti.

The value of in-person meetings was also emphasized by Bernhard Reeder, project leader at the European Cultural Forum, which initiated FashionTEX:

"In-person meetings like the one in Prague are a core element of FashionTEX. This is where concepts are born—but more importantly, where trust, dialogue, and joint visions for the future of fashion education take root."

## About FashionTEX

FashionTEX is a European Union–funded higher education project dedicated to the digital transformation of fashion education. Its aim is to develop new ways of sharing knowledge, create innovative teaching formats, and promote collaborative, cross-border approaches to prepare design students for the opportunities and challenges of the fashion world of tomorrow.

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Eleven universities from ten countries—including Latvia, Estonia, Croatia, Poland, Germany, Portugal, Italy, Ukraine, Lithuania, and the Netherlands—are working together to develop cutting-edge curricula, digital tools, hybrid learning environments, and interdisciplinary methods. The main areas of focus include 3D design, virtual collaboration, sustainability and circular economy, and critical reflection on technological developments in the fashion industry.

At the heart of the project is the creation of local Makerspaces—open studios that offer creative freedom to experiment with digital technologies such as Clo3D, AR/VR, 3D scanning, or AI-based design. These spaces are complemented by the annual FashionTEX Festival, which showcases student work and fosters dialogue with industry, politics, and the public.

With its transnational approach, FashionTEX seeks not only to transform didactic models but also to help establish a new European understanding of fashion education.

More information: [www.fashiontexas.eu](http://www.fashiontexas.eu)

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