

**FashionTEX
Program with
Educational
AI & Textiles"**



**2025 Expands
Pioneering
Project: "Code,**

DigiMoK invites all residents of Chemnitz to try out new things from May 7 to May 9, 2025, in front of the Chemnitz Opera +++ as part of the European Cultural Awards ceremony on May 9 +++ from November 5 to November 8, 2025, at the FashionTEX Festival in Chemnitz, in the courtyard of "die fabrik"

As part of the European Capital of Culture year, Chemnitz 2025, FashionTEX is evolving into a unique platform for digital fashion, textile innovation, and cultural education across Europe. With the project "Code, AI & Textiles," an initiative of the Digital Mobile Classroom (DigiMoK), funded through the Digital School Initiative Saxony by the Saxon Ministry of Education, and in cooperation with Deutsche Telekom AG, the FashionTEX Festival in November 2025 introduces a strong new format that combines traditional textile design with modern technologies like programming and artificial intelligence.

Digital Education Meets Design Culture

"Code, AI & Textiles" brings digital education into motion—and directly to the heart of textile innovation. On May 8 and 9, 2025, DigiMoK will be available from 9:00 AM to 6:00 PM right in front of the Chemnitz Opera. "We invite students as well as residents of Chemnitz to exciting and engaging workshops, where they can dive into the fascinating world of Artificial Intelligence (AI), robotics, and coding! Under the motto 'Try it out and have fun!' participants will be actively involved in the learning process," says Thomas Schmidt, Managing Director of Helliwood media & education in fjs e.V.

In the afternoon, a varied and open program will follow for interested individuals. Here, participants can program their own small art projects and stitch them onto fabric using the latest technology or try out new fashion styling with a smart mirror. These interactive sessions offer a unique opportunity to experience the creative fusion of art and technology firsthand and implement one's own ideas. Additionally, with support from Deutsche Telekom, expert discussions will take place on the use of digital media in schools. On Friday afternoon, exciting interviews with many interesting guests will occur during the Cultural Awards Gala, offering valuable insights into the latest developments and trends in art, technology, and education.

FashionTEX as a Stage for the Connection of Craft, Technology, and Design

The collaboration with DigiMoK seamlessly aligns with the thematic focus of FashionTEX: as a festival, laboratory, and networking platform, FashionTEX brings together actors from fashion, art, education, and technology. "Code, AI & Textiles" makes digital empowerment in fashion design accessible in a concrete, low-threshold, and creative way—across generations.

Live at the FashionTEX Festival 2025

From November 5 to November 8, 2025, the project will be part of the FashionTEX Festival at DieFabrik Chemnitz. Visitors will encounter the DigiMoK, a mobile digital space where they can experiment, program, and design. The offering will be complemented by an exhibition on AI in textile design, as well as talks and educational formats on the future of digital fashion.

As an official part of the Chemnitz 2025 program, FashionTEX serves as an open platform for a new generation of textile design—bridging gaming, craftsmanship, digital tools, and social participation. "Code, AI & Textiles" exemplifies this approach and opens up new perspectives for textile education and practice in Europe.

The Digital Mobile Classroom is an initiative of Helliwood media & education in fjs e.V. and is funded by the Saxon Ministry of Education as part of the Digital School Initiative Saxony.

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Wir danken unserem Hauptpartner und Präsentator HALLMANN Holding für die Unterstützung des kulturellen Dialogs in Europa

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Bankverbindung: Hypovereinsbank IBAN: DE 92 8502 0086 0018 422700 BIC: HYVEDEMM496

Sitz der Gesellschaft: Dresden VR 5499, Steuer-Nr.: 201/140/21149