



## What is Re-Fream? (short version)

Re-FREAM is a collaborative research project where selected artists and designers team up with a community of scientists to rethink the manufacturing process of the fashion industry. The goal is to develop new concepts for the future of fashion by means of new processes and aesthetics that are inclusive and sustainable. Awarded artists will receive a grant of 55,000 Euros.

## Re-FREAM @ ARS ELECTRONICA 2020

Fashion is a constantly ongoing development process, reflecting the mutable Zeitgeist of a complex society; it is the art and the related design discipline that most effectively transmits the languages and messages of our contemporary culture. Fashion can, thus, also be a fundamental attitude of any human to act on the surrounding reality in order to shape it and essentially be a “change-making” action.

The research project Re-FREAM is exploring the interaction between the domains of fashion, design, science, craft and technology, promoting a space for co-creation and research, where experimental projects will be connecting artists with scientists and technologists for better human centered and sustainable solutions.

The Re-FREAM Garden shows the results of 10 co-creation residencies and illustrates the potential of combining art with technology, crafting and sciences. The Re-FREAM Garden also looks at fashion from an uncomfortable perspective and opens up new spheres for sustainability and diversity with various talks and positions of artists.

### **Programme:**

**KEYNOTE & DISCUSSION** (Sept 9th 2020) - STARTS Lighthouse pilot Re-FREAM kicks off this session with a keynote questioning our attitude to the clothes we wear and how we can rethink the systems and conditions of their production. The keynote is followed by three teams of artists and technologists presenting the outcomes and prototypes of their co-creation in one of the three scientific hubs (Linz, Valencia, Berlin) within Re-FREAM.

**FASHION & TECHNOLOGY TALK** (Sept 9th 2020) - Dr. Otto von Busch is associate professor of Integrated Design, School of Design Strategies and will held a keynote about “uncomfortable clothes”.

**PRESENTATIONS** (Sept 9th - 11th 2020) - Our 10 artists of the first round of Re-FREAM and their co-creation teams give you insights in their 9 months co-creation experiences, showcasing live making-ofs of their prototype processes and sneak peeks in the labs. They



show their final outcomes and explain the potential of their projects to contribute to a more responsible future of fashion.

**EXHIBITION** (online & on demand) - 10 Re-FREAM residencies show the outcomes of their 9-month journey on co-creation between art and technology. Each project team presents its projects and prototypes, research results and experiences in co-creation. Documented on video, you will see the outcomes of the prototype processes as well as services and products that have the potential to revolutionize the fashion industry.

## Re-FREAM awarded artists presenting at ARS ELECTRONICA 2020

- Yokai Studios GmbH /AT Re-Think Manufacturing
- Elisabeth Jayot /FR Fragments Garments
- Fabio Molinas /IT- Leather for Vegetarians
- Youyang Song/GE - Cooking New Materials
- Jef Montes/ NL - Marinero
- Ganit Goldstein/(UK - WeAreAble
- Giulia Tomasello/IT - Alma
- witsense team /IT- LOVEWEAR
- Julia Koerner/AT - Digital Vogue – Between Synthetic and Organic Processes
- Jessica Smarsch /NL- Constructing Connectivity

## What is Re-Fream? (long version)

Re-FREAM is a collaborative research project where selected artists and designers team up with a community of scientists to rethink the manufacturing process of the fashion industry.

Over a nine-month period, these hybrid teams will embark on a co-research and co-creation journey guided by a specific art/tech collaboration methodology in which they will employ some of the most powerful technologies from some of the world's most cutting-edge labs.

With a focus on the future of urban manufacturing of fashion, the research will be carried out at three different European scientific hubs (Berlin, Linz, Valencia). Each hub is dedicated to one area of research: additive manufacturing, smart textiles and sustainable finishing. We call them challenges.

In our co-creation spaces we provide access to technologies such as 3D printing (PolyJet), micro-nebulization, ozone or calendering technology, laser cutting, injection-molding etc.

The goal is to develop new concepts for the future of fashion by means of new processes and aesthetics that are inclusive and sustainable. All research results, co-creation processes

and the technological tool box will be shared openly to build up a self-running and sustainable innovation community with artists and technologists.

## New horizons for the fashion industry

“Re-Fream offers the perfect scenery to bring out art-driven innovation with an emphasis on fashion. The ten selected artists express the ideas and dreams of a new generation of creatives, where beauty blends with sensibility and function, and our clothes are more adaptable, smart, and sustainable. Their inspiring visions create a magical balance between art and technology and opens up new horizons for the fashion industry.”

*Isabel Berz, IED - jury member*

## Re-FREAM partner

The project involves an international consortium of experienced partners regarding technology, research, fashion, and design, as well as art-tech transfer expertise.

- Project Management: [CREATIVE REGION Linz & Upper Austria](#)
- Hubmanagement Linz: [CREATIVE REGION Linz & Upper Austria](#)
- Hubmanagement Berlin: [Wear It Berlin GmbH](#)
- Hubmanagement Valencia: [AITEX \(Asociación de Investigación de la Industria Textil\)](#)
- Technology Partners:
  - Care Applications S.L.
  - Consorzio ARCA
  - Empa
  - Fraunhofer IZM
  - Haratech
  - IED (Istituto Europeo di Design)
  - Profactor
  - Stratasys
  - University of Art and Design Linz / Department Fashion & Technology

Re-FREAM is a pillar of the STARTS Programme (Science + Technology + Arts), an initiative of the European Commission under the Horizon 2020 research and innovation programme.



## Application for call 2020 is open

Re-FREAM is looking for artists and designers to co-create innovative fashion concepts together with researchers using novel production technology. Artists and designers from all over the world are welcome to submit their proposals for the second call.

Apply until September 30, 2020: <https://www.re-fream.eu/apply/>

**Re-FREAM**

Apply  
until  
September 30th

Re-Thinking of Fashion in  
Research and Artist collaborating  
development for Urban Manufacturing

[www.re-fream.eu](http://www.re-fream.eu)

  
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## Logo & Banner Download

<http://www.re-fream.eu/wp-content/uploads/2020/07/Re-FREAM-press.zip>

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