

1<sup>st</sup> edition

# FUTURE MATERIALS IN FASHION: LIFESTYLE, TRENDS AND DESIGN

Summer Courses 2018

Professional level

**One week course**

**Calendar:** from July 16<sup>th</sup> to July 20<sup>th</sup> of 2018

**Timetable:** Monday to Friday, from 9.30 am to 1.30 pm and from 3 pm to 7 pm

**Language:** English

Some of the complementary activities might be organized out of school schedule, to agreeing before with students.

*For courses taught in English, an intermediate level is required, corresponding to TOEFL 450 (PBT) or IELTS 5.0.*

## Introduction

The intersection of fashion, science and technology are undeniably having a profound effect on the fashion industry. We presently live in a high challenging moment in society with rapid changes in a very short time. A new positive system is needed and where all action is designed to achieve minimum environmental impact to contribute to a sustainable fashion. We should embrace the future examining new materials and the possibilities of these new technologies might be and how designers, entrepreneurs and corporations intend to use them.

*What impact might we achieve with innovating fabrics to promote sustainable fashion consumption?*

Bearing in mind a more sustainable alternative, Future materials in lifestyle trend and design, is an intense one week course that focuses in applying new intelligent fabric to design development with active workshops and expertise collaborations. We will explore how we can apply creative concepts efficiently to develop innovative design results to anticipate our future needs and challenges for a more sustainable tomorrow.

Key themes include exploring lifestyle forecasting and future scenarios; work collaboratively with leading technological and research centre Materfad, showcasing a selection of advanced materials that represent a breakthrough in design, engineering and architecture; and applying innovative materials to propose fashion design products as an alternative solution.

## Objectives

- To explore current and future micro/macrotrends in culture, design and society
- To understand future scenarios and actively re-think future designs
- To gain better insights of Intelligent materials and fabric applied to design
- To value the creative process through active team work
- To enhance fast prototyping to clarify concepts and get valued feedback
- To actively apply future materials to transmit core concepts
- To gather and transmit concepts in the final report

## Methodology

The course combines a motivating structure which includes: case studies, dynamic workshop, experimental classes, field trips and professional lectures, providing a solid baseline for professionals to encourage a multi-disciplinary approach in their career.

This intense course begins with identifying key-concepts and opportunities in lifestyle trends, creating storytelling through online investigation, adopting an open-minded and experimental approach with core materials and finally implementing provided tools to co-create a viable product and a final report.

The course will take actively in the IED center but should be taken into account the tight schedule for selected field trips during the week. It is important to highlight the collaboration between IED and specific research centers such as Materfad (Diseny Hub Barcelona) among others in promoting the possibility to apply advanced materials towards the outcome of the course.

### **Student profile**

This course addresses creative professionals that come from a diverse range of disciplines in the fashion fields, who are attracted in enhancing their skills in future innovation and trends applying competitive thinking to design. Advanced design applications are needed.

### **Admission requirements**

The application for all IED Barcelona courses is made directly with the Orientation and Admissions Department Advisors or through an online Admissions Platform. Your Advisor will give you the credentials to access the platform once you want to start the Admission Process.

Documents required:

- ID (Spanish students) or Passport (international students) scanned
- University Diploma (Bachelor, Undergraduate Degree or equivalent) scanned
- Professional experience related to the course area/subject
- Motivation Letter in the course's language
- CV in the course's language specifying languages level and computer skills
- Advanced knowledge of Spanish or English as appropriate. For courses taught in English requires an intermediate level, corresponding to a paper TOEFL 550 or IELTS 6,5. For courses in Spanish requires a level B2. In case you don't have any qualification, it will be necessary to assess your level through an in-person or Skype interview
- Portfolio for creative courses

## Course program

### **Material Alchemy: Craftsmanship for the 21 century**

Showcasing the work by technologists and artisans, and on how these collaborative partnerships are evolving to redefine materiality in the 21st century in terms of material forecasting. A key insight into how materials will be utilized to shape our future environment with technological innovations revolutionizing the manufacturing industry.

### **Lifestyle Trends Investigation & Diffusion theory**

Overview of what trends investigation represents in today's society and market. A general overview of the micro, macro and mega trends that currently surround the area of fashion. How do trends spread, who are the people responsible for creating, manipulating and spreading trends? Tastemaker research, paired with on and off-line detection methods, creates a holistic picture allowing us to predict what is next on the horizon.

### **Mind Mapping Tool**

It is dynamic tool to create new ideas and connect branches of associated topics, minimizing resistance and giving value to shared work generating ideas. By working manually and visually, it makes it easier to interiorize the subject at hand, using more cognitive functions of your brain. Mind mapping tools helps to find new solutions and define decisions, it is a universal tool to treat organizational and creative tasks in an active and direct manner, efficient for individuals or teams.

### **Abstracting and Core concepts/Concept Innovation to Design Development**

It includes: verbalizing future scenarios, developing the brief, applying researching skills in the fashion design industry to create the final report.

### **Tactile Mood Boards**

A powerful technique used to visually communicate a concept, gaining clarity towards final presentation in projects.

### **Reflection & Storytelling**

Stories generate questions and questions expand the breadth and depth of stories, leading to many innovative thoughts and ideas. Storytelling becomes an important tool for feedback, which is the basis of the iterative process of prototyping that lead to solutions.

### **Professional Lecturers Themes**

Future Scenarios  
Shaping the future  
Design Innovation  
Exploring the imperfect future to build a better one

### **Workshops**

Manual Thinking  
FABLAB

### **Field Trips**

Visit to MATERFAD: Center for investigation of Advanced Materials

<http://ajuntament.barcelona.cat/dissenyhub/en/materfad-materials-centre>

Visit to IACC FABLAB: Center for advanced textile and fashion development

<https://iaac.net/>

Visit to HUNCH: Design and experimentation office

<http://hunch-office.com/>

Visit to MANUAL THINKING: Teamwork tool for organizing thoughts, ideas and projects

<http://manualthinking.com/>

Visit to Documentation Center: Design Hub documentation center

<http://ajuntament.barcelona.cat/dissenyhub/en/documentation-centre>

### **Course Coordinator**

Each Summer course program content and syllabus have been designed by the appointed course coordinator, a specialist in the subject, together with the Master Area Academic Department. The Course Coordinator also plays an active role in assisting to incorporate professors and developing relationships between companies and institutions in order to create links to the course program.

### **Maya McCarthy**

Maya McCarthy completed her artistic studies between Rome and Madrid before building up experience as an interior decorator for publisher Maeva and Feria del Libro del Retiro, as well as stylist for Spanish newspaper El Pais. She has previously worked as a fashion designer for: Chitton, Carolina Herrera, Purificacion Garcia, Zara, Sfera and Don Algodon and Bershka. Currently she is Module Responsible of Fashion Culture in the BA Honours for 'Fashion Design' and 'Fashion Marketing & Communication' in IED Barcelona. Her passion lies in discovering the emerging visual influences of the 20th century in our present times. She also shares this passion at IED in the Fashion Costume master and Fashion Marketing Communication Master.

<https://www.linkedin.com/pub/maya-mccarthy/86/264/392>

### **Teachers team**

#### **Christina Bifano**

Design and trends researcher, educator, textile designer and fashion historian with a passion for combining all interests into one. During her 11 years in Barcelona she has provided insight and inspiration reports ranging from fashion to food to international and local clients. She focuses on both online and offline research techniques, and currently enjoys collaborating with Antique & Boutiques as a local trend tour guide.

<http://about.me/christinabifano/#>

#### **Gudy Herder**

A trend expert specializing in Interior Design & Lifestyle, Gudy Herder's mission is not only to reveal trends but help her clients to understand which are relevant to the companies portfolio. Gudy's tactile mood boards are a powerful tool when it comes to visually communicate a concept; aimed for creative professionals who want to gain clarity or use this technique as a way of presenting their projects.

<http://www.eclectictrends.com/profile-gudy-herder/>

#### **Robert Thompson**

Materfad expert on new materials.

Training manager.

#### **John V. Wilshire**

Founded of Smithery, a London-based Innovation studio which helps companies Make Things People Want, rather than Make People Want Things. He works across Strategy, Prototyping, Design and Culture change, finding a lot of use for an eclectic background in economics, market research, music, marketing and media.

He also teaches on courses like Google Squared acts as Strategy Principal at Gravity Road, helping offer unique strategic advice on key clients and projects.

Previously he was Chief Innovation Officer at PHD Media and Strategic Planning Manager at Viacom Outdoor.

### **Susana Zarco**

Interdisciplinary designer. Since 1999 she has been collaborating with *Emiliana Design Studio* in multidisciplinary project development, particularly those regarding design and coordination of exhibitions. She creates in 2006 the studio and brand *Lots of Loops*, and since 2011 she's running the *Barribastal* project, developing creative activities for educational associations through the workshop format. She's currently teaching at IED Barcelona, coordinating the One Year Global Design and The Summer Course in Global Design, she's also teaching in Workshops and Masters Courses.

### **Jerrit Jan Veldman**

Manual Thinking is created by Luki Huber and Jerrit Jan Veldman, who initially developed the tool for internal use in their product design studio situated in Barcelona. The tool has taken shape and has been tested during extensive collaborations with clients where organization, creativity and teamwork have been essential for success. It is a tool plays a central role in this process, enabling newly formed teams with participants of different backgrounds and nationalities to work with each other in an effective manner.

<http://manualthinking.com/>

### **Blake McEldowney**

Blake is the Co-Founder and Creative Director of Zinc, a Design & Innovation Lab in Barcelona. Blake brings 20 years of experience of human centered design and innovation, working around the world across many different categories. His clients included HP, Vodafone, Microsoft, Panasonic, Novo Nordisk and many others, and many of those projects were about designing integrated physical & digital experiences. Blake was the Creative Director on the collaboration with Bloom, responsible for the design of both the wearable devices and the mobile App.

<http://www.zinc-group.com/>

### **Andrés Colmenares**

Colmenares is a digital strategist and trend analyst has worked on a variety of consulting, design, and marketing projects over a period of 10 years in Europe, South America and the United States. Colmenares has worked with global brands as well as government and academic institutions. He established the current WABI-SABI Inspiration Lab with his partner Lucy Rojas.

<http://if.wabisabilab.com/curious>

In collaboration with



[es.materfad.com](http://es.materfad.com)

*The Management of the Istituto Europeo di Design reserves the right to change the Course Program according to the didactic aims requested.*