



Re-FREAM

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

Guide for Applicants

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1. Re-FREAM Mission and Vision

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 experience some of the most powerful technologies from some of the world's most cutting-edge labs across three thematic hubs: additive manufacturing, smart textiles and sustainable finishing. The goal is to develop new concepts for the future of fashion by means of new processes and aesthetics that are inclusive and sustainable. Re-FREAM is part of the STARTS initiative (Science + Technology + Arts) under the European Commission's Horizon 2020 research and innovation programme. Awarded artists will receive a grant of 55,000 Euros.

2. 2nd Open Call

Re-FREAM is a research project that invites artists and designers to connect with scientists on common ground to rethink the manufacturing process of the fashion industry. This supercollision of ideas will give way to unforeseen ideas and a new aesthetic that is human-centered, inclusive and sustainable.

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.

Re-FREAM invites artists and designers to submit an idea to the following research [challenges](#):

- re-think fashion from analog to connected
- re-think fashion from 2D to 3D
- re-think fashion from linear to sustainable circular systems

The 2nd Re-FREAM call will be launched on 1st of July 2020 and will close the 30th of September at 3 PM.

You can find a lot of information about the results of the 1st Call in our [LinkedIn group](#). Also, you will be able to follow here the Selection Process updates!

3. What do we expect from you?

Selected artists and technologists commit during a nine-month period (part face-to-face, and part online) to a co-research and co-create process together by using Re-FREAM's Art/Tech Collaboration Methodology on specific technology challenges. Artists and Designers will be asked to re-think their work in a more scientific way. Vice versa, scientists will be required to

re-think their research in a more artistic way. Both groups will benefit from mutual learning and empowerment.

COLLABORATION ARTISTS AND SCIENTISTS

The main aim of the Art/Tech Collaboration is to foster innovative research involved while simultaneously learning from cutting edge artworks and creative practices in the field of urban fashion manufacturing by implementing a Co-Research approach in the three crucial research areas displayed in Objective 3-5 of the future fashion value chain. Technologists and designers/artists often share neither a common language nor a common approach towards a joint target – this will be mediated by establishing methods for co-creation to ideate and prototype around creative challenges. Training/education, co-designing with environmental and manufacturing experts will thus expand the vision of the hubs beyond prototype and small-scale manufacturing towards a holistic perspective for a sustainable future. Adding aesthetics to a technology enhances the attraction for consumers. To be clear, fashion makes technology – literally – wearable. Therefore, even though fashion reacts to the evolution of technology, the tech industry utilizes fashion to bring their products closer to the consumers.



NEW PROCESSES

A. Develop together new methods.

Co-research does not mean that everything you need is established, and we know how to do it. We want to explore our technologies **with you** from another point of view. The Re-FREAM Project grants us the unique opportunity to discover and create new concepts with our existing technologies.

B. Work together on new technologies.

Co-creation does not mean that the technological partners just support you in services, but we want to **push the boundaries** of the technologies we use and develop **together**. The Re-FREAM projects shall help to co-create new fashion applications for “urban manufacturing” of fashion together and aspire to demonstrate in the end their capabilities and usage in the sector.

C. With these two perspectives, we want to:

-Re-think the manufacturing of fashion with our modern digital technologies.



-Create disruptive innovation as we have never done before.

NEW AESTHETICS

In order to imagine new aesthetics, a designer does not necessarily need a technologist. However, co-creation expands the possibilities of new aesthetics to a large extent.

The fashion of the future will not only be determined by an applied technology. Fashion above all means aesthetics; it requires imagination, precision and a deep understanding of materials and shapes in relation to social references/codes. The Re-FREAM Co-Creation Process will, thus, aesthetically debate the use of new technologies for a better, human-centered design.

OPEN INNOVATION PLATFORM

All research results, co-creation processes, and the technological toolbox will be shared openly to build up a self-running and sustainable innovation community with artists and technologists. Check our web and in our [LinkedIn group to know about the First Call artists!](#)

The expected outcome is a new value chain focused on customization that uses new technologies and small scale urban manufacturing methods that provide new aesthetics, incorporate social benefits, and mitigate further harm to our environment.

All results of the challenges as best-practice results, all artistic and research work will be presented and act as examples for future projects. The platform serves as an exchange platform, will list all related events and workshops and the ecosystem network set-up within Re-FREAM. A blog for “behind the scenes” will be implemented to give the artists and the consortium visibility of their work. Based on that, methodologies learned from the co-working between the artist and researchers will be assessed and adapted to enable a transfer towards the existing regional manufacturers.

As an important part for the implementation of future urban manufacturing, products and innovation created during the co-creation process will be made accessible on the website together with contact information and contact persons profiles who facilitate the enabling of urban small-scale manufacturing for decentralized and digitalized production possibilities. With that, a “toolbox” for urban manufacturing built up during the project and will be available on the platform during and after the project phase to sustain the results of the project for the future.

Conditions of Participation: COMMITMENT & GRANT

Each artist commits to the Re-FREAM conditions and a nine-month collaborative Art/Tech Process, partly in-person and partly online. Co-creation time in the co-creation space is distributed in hours across the timeline after the artist receives the confirmation of the award. The beneficiary will be defined alongside his/her assigned facilitator during the kick-off meeting. All reporting (monthly reports, financial statements, MidTerm/Final Presentations, etc) and communication (videos, photos, social media, etc) requirements will



be presented in the guide for applicants. Each artist receives a grant of 55 000€ to support this collaboration. Go to Section 10. Duration and Scope of the project to know more details.

4. What do we offer you? Areas of research: The Hubs

Area 1: ADDITIVE MANUFACTURING OF FASHION (Hub Linz)

A research hub will focus on the PolyJet technology from project partner STR. This technology is similar to the well-known ink-jet printing processes but uses curable liquid acrylic-based photopolymer resins onto a build tray to build up 3D structures. With this technique it is possible to build up objects by additive manufacturing, also commonly known as 3D printing. The goal of this research hub is directly printing of clothes and fashion articles. The development of a virtual software guide for 3D printing fashion products will enable artists and interested people the facilitated use of modelling for 3D printing with the PolyJet technology. The design software guide should be the international standard tool for fashion designers for development and production of 3D printed fashion products.

Area 2: ELECTRONICS & TEXTILES (Hub Berlin)

A local research hub focusing on electronics and textiles will be set up with WIB, IZM with the help of STR and PRO developments. Artists will gain the possibility to create smart fashion and together with researchers develop new ways of electronic modules, special textile electronic interconnected devices for enhancing flexibility and conductive paths. Novel ways of merging “smart” functionalities with creative textile design and challenging the technical researcher with visions not addressed by now.

A basis for the first will be the provisioning of a set of miniature, highly functional electronic module building blocks with an easy interconnect scheme and adapted power supply features. The expectation for the second is that beyond the technology modules, novel challenges will be formulated enabling the technology researchers to look creatively beyond their current state of the art. Novel approaches within Re-FREAM like stretchable breathable circuits laminated to the fabric and direct printing to of conductor lines with e.g. silver filled polymer pastes will enable creative design. UV curable conductive inks will be optimized which address the issues of structuring, scalability and environmental concerns. Novel circuit board concepts for nonwoven fabrics will be assessed and made available.

Locality and sustainability in the creative and technological process will be part of the joint cooperation. The goal is to integrate eco-design into the creation of an art-piece, in order to reduce the environmental impact through eco- design recommendation already in the idea and development phase and to help artists to take more environmentally friendly decisions when creating a high-tech art piece. This objective also underscores the concept of a resource- friendly urban manufacturing on-demand, which strengthens the local sourcing, manufacturing and customer basis.

Area 3: ECO-INNOVATIVE FINISHING FOR FASHION INDUSTRY (Hub Valencia)

The main goal of the local research hub focussing on eco-innovative finishing in the textile, clothing, leather and footwear (TCLF) sectors is to develop new eco-innovative finishing



techniques that allow the artist to create novel products by applying new nebulization and laser technology finishing treatments directly to the end-products/articles. The objective of this hub is to develop finishing techniques that combine the application of the finishing treatment directly in the end-product/article, allowing the total customization of the garment under the concept 'one person, one garment'.

A second objective is to use new finishing technologies more environmentally friendly (less water, chemical products and energy consumption), therefore the technologies to be developed will combine the use of new finishing treatment applied to end-products/articles, less contaminant techniques and customization of small series of products.

5. Who can Apply?

Artists from all over the world are welcome to submit their proposals!

Applicants must be a SME (under the EU definition)¹, a start-up, self-employed or professional freelancers **legally established** as a business under the national law and based in an EU member state (Austria, Belgium, Bulgaria, Croatia, Cyprus, Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Ireland, Italy, Latvia, Lithuania, Luxembourg, Malta, Netherlands, Poland, Portugal, Romania, Slovakia, Slovenia, Spain, Sweden and United Kingdom) or an associated country of the H2020 (Iceland, Norway, Albania, Bosnia and Herzegovina, North Macedonia, Montenegro, Serbia, Turkey, Israel, Moldova, Switzerland, Faroe Islands, Ukraine, Tunisia, Georgia and Armenia)² and Kosovo.

Awarded candidates must be legally established under their national law as of the signature of the agreement and throughout the project duration (January-September 2021). In case applicant is yet to be self-employed professional in the moment of the application, the awarded candidate **MUST** be legally established **BEFORE DECEMBER 1ST, 2020**.

6. How to Apply?

All interested artists will be able to submit their application through the STARTS Platform at any time during the open call. Applicants will fill in the online registration form. **Registration form must be completed in English.**

In this Platform, artists will be able to answer the questions and upload the documents asked in order to submit the proposal. First, they will have to pass a proposal eligibility checklist, then, if passed, the proposal will be evaluated. Evaluation criteria is available [here](#).

After the closing of the call, artists will be able to follow the evaluation process through email. **Call will be opened from 1st July to 30th September (3 PM).**

¹ What is an SME? (http://ec.europa.eu/growth/smes/business-friendly-environment/sme-definition_en)

² http://ec.europa.eu/research/participants/data/ref/h2020/grants_manual/hi/3cpart/h2020-hi-list-ac_en.pdf



Figure 1. Call process diagram

7. Online webinar series

We are preparing different webinars before and during the opening of the Call. Before the launching, on July 1st, there will be three different Webinars for each research challenge in order to offer support to the candidates. Artists can join these sessions online and get an idea about the technology to be used to develop their idea.

- Webinar will be an interactive live session.
- Artists from the 1st Call will show you their projects so you can get inspired.
- Technicians will show the offered technologies and explain you their possibilities. Each technology will be presented and explained in a really easy way for everybody to understand!
- Artists and technicians will participate in a panel discussion to give you an overview about the Re-FREAM environment.
- You could ask questions that will be answered by the Technology facilitators.
- This session will be recorded and uploaded into the Re-FREAM YouTube channel, so that, it will be available for artists that could not attend.
- Click [here](#) to go to the Youtube webinar playlist.

More webinars will be planned in order to help you elaborate the awarded application. Follow us on social media to stay tuned!

8. Evaluation Process

The evaluation process will have the following steps:

1. **Eligibility Checklist test.** Call managers will evaluate the eligibility of the proposal according to the following checklist:

- Is the proposal in English?
- Does the idea fit into the Hub technologies offered?
- Is there a video?
- Are there moodboards, images, drawings PDF of the proposal idea?
- Is there a Bio details PDF?

If the proposal does not pass the eligibility test, it won't be evaluated.

2. **Pre-selection made by a group of experts.** For each research challenge, two experts in Design, Technology and Co-creation will follow the evaluation criteria that can be found in the [Helpdesk section](#). Expert duos will evaluate separately.

3. **Experts discussion.** Proposals scoring more than 60 points will be discussed between the six experts.
4. **Online interviews: SAVE THE DATE*!** Then the best 6 proposals per Hub will be asked for an online interview** to get to know them better. These interviews will be made between 20th and 23rd October 2020. Be sure you have a 30-minutes time slot to talk to us!
 - *The applicant who does not attend the online interview will not pass to the next evaluation step.
 - **The online interview will be recorded with the purpose of giving the Final Jury more information about the potential awarded artist. This information will be private, only for selection process purposes.
5. **Shortlist.** A shortlist of 18 proposals (6 per Hub) will be decided and announced on the 23rd October. Preselected artists will be contacted by email and asked for an online interview to get to know them better.
 - a. If selected, artist will be contacted by email and will be evaluated by the final Jury.
 - b. If not selected, artist will receive an email with feedback and evaluators comments. **We expect a lot of applications so we ask for patience receiving the feedback email!**
6. **Jury evaluation.** The final [jury](#) will receive the best 18 proposals and evaluate them using the same evaluation criteria. Jury will first evaluate individually and then meet the online for the Final Decision.
7. **Awarded artists announcement.** The 10 awarded artists will be officially announced on the 15th of November.



Figure 2. Selection process diagram

The evaluation criteria followed is widely explained in the Helpdesk section: [Evaluation Criteria](#).

9. Administrative Duties – the Sub-Grant Agreement

Selected applicants will become Re-FREAM beneficiaries.

Contracts with beneficiaries will be managed by the Hub Managers and include all partners involved, this will be called the sub-Grant Agreement (sub-GA). The administrative tasks for the beneficiaries, including activity reporting obligations and related documents will be provided during the Sub-GA's formalization.

Preparation of sub- Grant Agreement

The beneficiary will be requested to sign a sub-Grant Agreement. After being awarded, the artist will be invited to the Hub for a Kick -Off meeting, where the sub-Grant Agreement will be discussed.



10. Funding Scheme

Applications selected for being granted will receive grant payments by the Co-Creation space Management Partners. Selected projects will be required to sign a Grant Agreement with binding details on the project time plan and goals and budget plan.

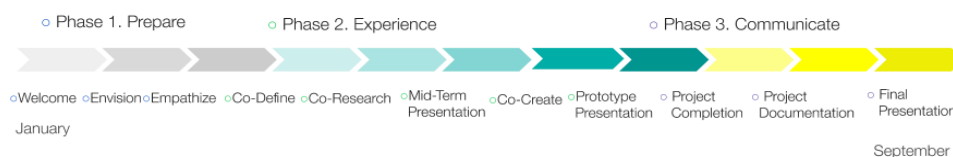
The grant will be paid out in 4 tranches:

- At the onboarding of the sub-grantee: 30% is paid out after signing of grant agreement
- After the mid-evaluation: 40% is paid out after successful attainment of mid-goals (according to grant agreement) and mid-presentation
- In month 7: 15%, so we ensure that the beneficiary has capacity to subcontract services needed and acquire possible materials needed for finalizing the prototypes for the final presentation success. Certain requirements will be asked to receive this payment.
- After project finalization: 15% is paid out after successful finishing of project, required reports and project documentation, cost justification and final presentation.

11. Duration and Scope of the project

The duration of project time is 9 months. Within this project time artist need to be present in the co-creation space they got selected for and thus have to spend minimum 30% of project time in residency (meaning at the location of the co-creation space). The residency time would be distributed within the 9 months, according to the Art&Tech process. Artist costs for accommodation and travel can be justified with invoices.

Co-creation time on the co-creation space is distributed on the following months and hours after artist receive the confirmation of the award:



"Kick Off": On December 2020, Artist will have one Kick Off meeting for one day (8 hours) on the HUB.



"Welcome". (January 2021): Welcome Day on @Place TBD (8 hours) These two days, Artists are welcomed into our Re-Fream community. There is no work plan yet.

"Envision", "Empathize", "Co-Define: " (January 2021) @Hubs for 5 days (40 hours).

Day 1: Artists and Technicians will undergo the "Envision" (8h).

Day 2: Artists and Technicians will undergo "Empathize" (8h).

Days 3-5: Artists and Technicians will undergo "Co-Define"@ Hubs for 3 days (24 hours).

This is when the work plan is defined and they can sign the grant agreement.

"Co-Research" (January-March 2021): Following "Co-Define," Artists must spend approximately 100 hours on "Co-Research" at the co-creation space through the end of March. This is mandatory.

In the Middle of the "Co-Research", Artists, Technicians and HUB Managers will participate in the **"Mid-Term Presentation"**. This meeting will be during 2 days (16 hours) in April 2021, where A/T teams will present the current state of their projects realized in the Co-Creation space and propose their idea for the final prototype.

Co-Creation" (April-June 2021): Materialization of the prototype begins and completion of the project in the Hub. Artists must spend during these months around 60 hours in the Hub.

"Prototype Presentation" (June 31st, 2021): A/T Teams present their prototype hubwise during one day (8 hours) for review and improvements before the final stretch to the "Final Presentation."

"Project Completion" (July 2021): TBA.

"Project Documentation" (August 2021): TBA.

"Final Presentation" (September 2021): Artists, Technicians and Hub Managers will participate in the Final Presentation. This meeting will be during 2 days (16 hours), where Art/Tech Teams will present their projects realized on the Co-Creation Space.

- Selected projects will commit to individual project goals (time, budget, project status) that are developed and evaluated according to the co-creation workplan that would be designed in the Kick Off meeting by Artist, Technicians and Hub manager, together with the corresponding co-creation space and technology partners. During the project running time, artists will have to document their project status and progress.
- Additionally, artists commit to common milestones, coherent for all projects within the Re-FREAM project. The common milestones refer to a mid-term presentation and a final presentation of project results.

12. Results and Deliverables

The beneficiary will be defined alongside the assigned facilitator during the kick-off meeting/ Art-Tech co-creation Workshop. Reporting to be delivered through the platform is:

- Monthly report (including monthly progress and problems encountered). **To be delivered maximum on the day 15th of the next month.**

- Monthly financial statement (including scanned invoices to justify costs to the EC). **To be delivered maximum on the day 15th of the next month.**
- Mid-term report (including technical sketches with specifications and drawings of the product).
- Final report (including the final prototype and related documentation).
- Open Innovation platform contributions: at least 6 blog posts will be required, documenting the Art&Tech process. Three of them will be required for the Mid Term presentation.

13. Financial support to Beneficiaries and financial justification

Beneficiaries of Re-FREAM will be granted with a maximum amount of 55.000 € and additionally benefit from facilitation services, mentorship as well as other supporting services offered by the Re-FREAM project consortium.

Artists will need to sign a confirmation that all money received has to be taxed by the artist him/herself.

A. BUDGET PLANNING GUIDELINES

Budget calculation is a mandatory part of the sub Grant Agreement. The described project has to be planned in time and budget and outlined in respective work packages, considering necessary resources for the project (such as physical objects, technologies involved, materials, working time per work packages, etc.).

After selection, the awarded artists will be invited for an individual Kick Off meeting in the Hub, where workplan, budget and according costs categories with designated amount of euros will be set as a fixed part of the grant agreement.

B. GENERAL CRITERIA FOR ELEGIBILITY OF COSTS

In order to be eligible for RE-FREAM funding, costs must meet the following criteria:

- be incurred by the beneficiary during the duration of the project.
- be indicated in the estimated overall budget included in the proposal and signed in the contract.
- be necessary for the implementation of the activity.
- be identifiable and verifiable, in particular being reported and justified by invoice. It is highly recommended that invoices refer to the project, if possible.
- All costs occurring need to be 100% dedicated to the prototype/project production to be justified.
- In case of investments (e.g. machinery/equipment), only depreciation costs of the investment can be considered and % of use for the project has to be also taken into account. Investments can occur during or previously to the start of the project and depreciation costs must be reported as recorded in the beneficiary's accounts and written off in accordance with international accounting standards and the

beneficiary's usual accounting practices. The beneficiary will need to fill in a monthly financial statement and report scanned invoices to the Hub Manager.

C. ELEGIBLE COST CATEGORIES

The eligible costs for the activities are those costs which, provided that they satisfy the criteria of eligibility set out above, are identifiable as specific costs directly linked to the performance of the activities and which can therefore be attributed to it directly.

In particular, the following categories of direct costs may be considered eligible:

Eligible cost categories	
Direct project cost	Other direct project cost
<ul style="list-style-type: none"> ● Staff costs: <ul style="list-style-type: none"> ○ lump sum payout for personnel costs (including the pay for the artist him/herself or team members) - max. 50% of total project budget. These costs include travels, accommodation, and subsistence in the co-creation space 	<ul style="list-style-type: none"> ● Travel, accommodation and subsistence allowances*: <ul style="list-style-type: none"> ○ travel costs for events directly linked to the execution of the project (e.g. meetings, dissemination/ promotion of the project, visiting of directly relevant events. - max. 20% of total project budget. ● Material costs**: directly linked for the execution of the project ● Subcontracting costs**: <ul style="list-style-type: none"> ○ e.g. legal, IPR, external mentoring, etc. ○ but no subcontracting for services offered within the consortium (see ineligible costs) ○ dissemination: professional documentation, material, translation, interpretation of project progress and results ● Equipment costs**: <ul style="list-style-type: none"> ○ but no equipment offered within the consortium (see ineligible costs)
Indirect project costs	
Overheads - Limited to the 250€ per month	

* This is a maximum, if the artist doesn't get it, artist can spend it on material, subcontract, equipment.



**Should fulfill the principle of the best value for money (the best price-quality ratio or, if appropriate, the lowest price). For amounts exceeding 7000€, three offers must be provided.

D. INELIGIBLE COSTS

The following costs are ineligible and therefore not accepted:

Ineligible costs
<ul style="list-style-type: none">• non-project related travel costs• Travel, accommodation and subsistence costs (food and others) spent in the co-creation space (this is included in your staff costs, but you don't need to justify them).• deductible VAT• additional costs for co-creation space-partner services (when a project develops further than a prototype, small-scale production cannot be included in the 55.000 € budget)• costs for working spaces (as this will be provided within the co-creation spaces)• technical subcontracting or other services offered within the consortium (as this will be provided within the co-creation spaces)• equipment offered within the consortium (as this will be provided within the co-creation spaces)• costs for contributions in kind: these are contributions that are not invoiced, such as voluntary work, equipment or premises made available free of charge; working spaces (as this will be provided within the co-creation spaces)

14. Publicity

All grant beneficiaries are required to clearly mention the fact that they have received funding from the European Union through Re-FREAM project in any publication, in other information or promotional materials, and during activities (conferences or seminars, etc.), for which the grant is used, using the following wording: "With financial support from the European Union through H2020 Re-FREAM project".

The emblem of the European Union as well as the Re-FREAM project logo will be provided in order to be included in all the promotional material to be developed.

15. Other Considerations



Data Protection

Re-FREAM partners are committed to protect and respect applicants' privacy. The personal data collected in the context of the present Open Call will be processed in accordance with the Data Protection Directive 95/46/EC in regard to the processing of personal data and on the free movement of such data. Applicants files will be retained in Re-FREAM archives until the end of the project activities for which the applicants submitted a proposal idea.

The information you provide will be used for the purposes of assessing or managing your application, and for other purposes connected with the Re-FREAM project and your participation within it. The information you provide may be shared with other applicants, participants and statutory bodies connected with Re-FREAM, mostly for statistical purposes. The information may also be shared with project partners' sponsors and agents. We will retain your information on our files and contact you about other projects we may run that we believe could be of interest to you. If you do not wish for your information to be retained for these purposes, and would not like to be contacted about other projects, you may let us know using the email privacy@re-fream.eu.

The information you provide will be retained in compliance with the regulation (EC) 45/2001 of the European Parliament and of the Council of 18 December 2000. It will be entered and held securely on the Re-FREAM computer systems and online databases. It is possible that the information we collect from you could be transferred, stored and processed in a destination outside of the European Economic Area (EEA) during the course of our processing. By submitting your information, you agree to this transfer, storing and processing, even where the country or territory in question does not maintain similar data protection standards.

By signing or submitting this form, you agree to allow us to process your personal data in accordance with this statement.

It is possible to exercise your opposition rights through the private profile of the entity (deleting your profile) or by contacting Re-FREAM data controller by sending an email to privacy@re-fream.eu. If you wish to contact us about the data we hold about you, please use the email privacy@re-fream.eu.

Useful Documents (available on the helpdesk area of the website):

How to apply tutorials

- Video
- Guideline

Concerning the call....

Learn about the selection process, know how evaluators will score your proposal and how you need to upload certain documents on your proposal in order to be awarded.

- Guide for applicants
- Evaluation criteria
- Video recording guidelines
- Frequently asked questions (FAQs)

Agreements, Evaluations and Financial templates

- Co-creation space & Artist Agreement
- Mid-term Report template
- Final Report template



Questions

Please check out the FAQs section in the Re-FREAM website.

For further enquiries, you can contact us through the following email: helpdesk@re-fream.eu

The mere fact of participating in this Open Call means that the participants know and fully accepts the present rules.