



Re-FREAM

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

Working Package WP 2

Art&Tech Transfer

Deliverable 2.1

Tech / Art Transfer Toolbox

Grant agreement no.:	825647
Call identifier:	H2020-ICT-2018-2 – ICT-32-2018 – STARTS
Objective:	The Arts stimulating innovation
Start date of the project:	01.12.2018
Duration	36 month

Due date of deliverable: 28.02.2019

Actual submission date: 14.03.2019

Lead Beneficiary for this deliverable: Consorzio ARCA

Contributions by: IED

Project co-funded by the European Commission within H2020 Framework Programme		
Dissemination Level		
PU	Public	X
CO	Confidential, only for members of the consortium (including the Commission Services)	
Type		
R	Document, report (excluding the periodic and final reports)	X



DEM	Demonstrator, pilot, prototype, plan designs	
DEC	Websites, patents filing, press & media actions, videos, etc.	

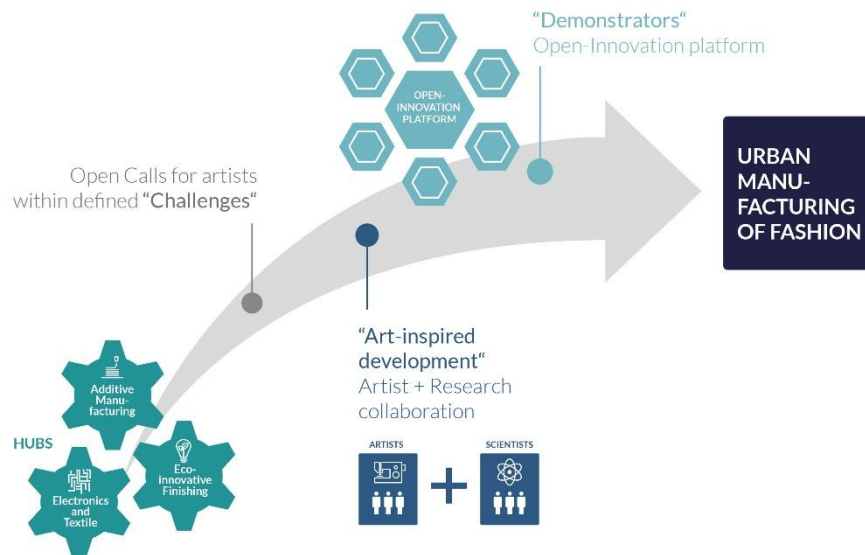
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1 Context Information

1.1 The Re-FREAM Project

Re-FREAM will support **art-driven innovation** in European R&I projects by inclusion of artists in research consortia via linked third-parties. The artistic community receives a strong support from art-related partners like the Art University of Linz (UFG) and the European Institute of Design (IED), creative hubs and facilitators like Wear-IT Berlin (FashionTech), AITEX, ARCA and Creative Region combined with remarkable technology from IZM Fraunhofer (E-textiles), Stratasys, Haratech (3D-printing), EMPA (3D body simulation), Care applications (Garement nebulization) and Profactor (Additive manufacturing).



Re-FREAM boosts **art-inspired urban manufacturing**, where the city becomes a new production space. Especially for **creative fashion**, urban manufacturing offers a great opportunity to create an alternative to the much criticized production in low-wage countries.

Three technologies (additive manufacturing, electronics on textiles and eco-innovative finishing of fashion) will be explored together. **In co-creation** 20 awarded Artist/ Researcher teams, digitalized manufacturing of fashion will be developed up to TRL 5 to enable small-scale production of fashion in urban environment. An **Open-Innovation Platform** will finally link the know-how and the communities of the hubs, will offer access to relevant facilities and make the Re-FREAM art-inspired urban manufacturing working model sustainable.

1.2 Description of the Work Package concerned

Work package number	2		Start Date or Starting Event						01.12.2018			
Work package title	Art & Tech Transfer											
Participant number	1	2	3	4	5	6	7	8	9	10	11	12
Short name of participant	CRE	PRO	AIT	WIB	CAR	IED	ARC	HAR	UFG	STR	IZM	EMP
Person-months	2	2	1	4	1	9	4	0	0	3	0	0

Objectives

1. Development of an Art & Tech Know How Transfer toolbox
2. Development of Guidelines for training in Art Tech Collaboration
3. Development of a detailed concept of a Co. Research process

Tasks

Task 2.1: Know How Transfer Concept [ARC]

The aim of this task is to provide a sound concept for Tech / Art Transfer for Hub managements, including:

- Desktop research on relevant tech/ art transfer tools, methods and formats
- Development of Toolbox on relevant Tech/ Art transfer tools, methods and formats

Task 2.2: Collaboration Training [IED]

The aim is to provide a collaboration training concept for implementation in the hubs

- Desktop research on relevant collaboration tools, methods and formats
- Development of training concept for collaborative methods and tools

Task 2.3: Co. Research Guidelines [ARC, IED]

The aim is to provide a guideline for hub manager on executing the Co. Research projects including templates for agreements, meetings, description of the processes and administrative guidelines (working contracts etc.).

Deliverable

Del. No.	Deliverable name	Lead beneficiary	Type	Diss. level	Delivery date from Annex 1 (proj. month)	Delivered Yes/No	Actual / Forecast delivery date
D2.1	Tech/ Art Transfer Toolbox	ARC	R	PU	3	YES	today
D2.2	Training Concept	IED	R	PU	6	No	31.05.2019
D2.3	Co. Research Guidelines	ARC	R	PU	34	No	30.09.2021

1.3 Purpose and Scope of Deliverable Report **D2.1**

The first deliverable Tech / Art on Tech/ Art transfer tools, methods and formats reports about the Desktop research and the content of the published documents where the main findings have been summarized for the purpose to define the framework for establishing the Art & Tech process in the project hubs.

2 Introduction

A revolution is envisaged in the fashion industry, as Li Edelkoort has claimed, in her *Anti_Fashion Manifesto*. Fashion industry is becoming obsolete and the renaissance of clothing is envisaged. This new era needs new ways of thinking, new ideas, new alliances, a radical transformation of consolidated processes. The traditional, linear relationship between designers and technologists will not be enough.

In the desktop research, we have been exploring the conceptual and practical issues and methods for changing the relationship between artists and technologists, who can be, together, the engine of change in the fashion domain.

We found a number of inspiring examples about the way fashion is operating as a bridge between design and different disciplines, such as neuroscience or biology that, in a not so distant past, were considered not to be associated with fashion at all. Pioneering artists and designers are already working together with technologists, scientist, neuroscientists, biologists, and multimedia and software engineers to create a new set of skills and methodologies.

Accordingly with the design scholar Marinella Ferrara: *"the cross-disciplinarily promises innovation that shifts focus beyond the traditional use of dresses to embrace uncertainty, interpretation, and new meanings"*. Some of the pioneers are pursuing new aesthetics, searching the 'magic' of smart garments, either they wish to democratize the access to technologies or to drive fashion design towards sustainability.

We collected a broad list of methodological references, inspiring case studies, places and projects to look at.

Therefore, we outlined a co-creation methodology, explicitly inspired by the gold age of Renaissance workshops, whose iterative cycle starts from establishing an empathic mindset among real people with real challenges in real spaces, enabling new and unconventional creative paths towards art and technology inspired interventions.

3 Summary and Outlook

The released Tech / Art Transfer Toolbox is attached to the present report.

It has been designed as a reference document, which could be of interest both for artists and sci/tech experts. It should be used by the hub facilitators as a possible source of inspiration, as well as a practical handbook for the selection of practical approaches.

Whit this aim, the Toolbox is divided in three main sections. The first is suggesting both general reflections on hybridization of arts and scientific research, promoting the concept of "conversation" and evidencing the possible "revolutionary" role of arts in the sci/tech processes.

The second section is reporting a set of tools, to be applied in the tech /art transfer process. Finally a selection of inspiring stories, interesting places and legacy projects will help the reader to find best practices and front-running approaches.

The Tech / Art Transfer Toolbox will be considered a "living document" and therefore it will be updated and integrated by the contribution of partners along the project. It will inform the design of the training activities, due for the month 6 (D.2.2) and will represent the background for drafting the extensive Co-Research Guidelines, due at month 34 (D.2.3)