



**Re-FREAM**

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

Open Innovation Platform (WP7)

## **Deliverable 7.3**

### Tech Demos and Community building

Grant agreement no.:	825647
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Duration	36 month



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



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**S · T · ARTS**  
LIGHTHOUSE  
Re-FREAM



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## Deliverable 7.3

### Tech Demos and Community building

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**Due date of deliverable:** 30.11.2020

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**Contributions by:** -

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Project co-funded by the European Commission within H2020 Framework Programme		
Dissemination Level		
<b>PU</b>	Public	X
<b>CO</b>	Confidential, only for members of the consortium (including the Commission Services)	
Type		
<b>R</b>	Document, report (excluding the periodic and final reports)	
<b>DEM</b>	Demonstrator, pilot, prototype, plan designs	
<b>DEC</b>	Websites, patents filing, press & media actions, videos, etc.	X

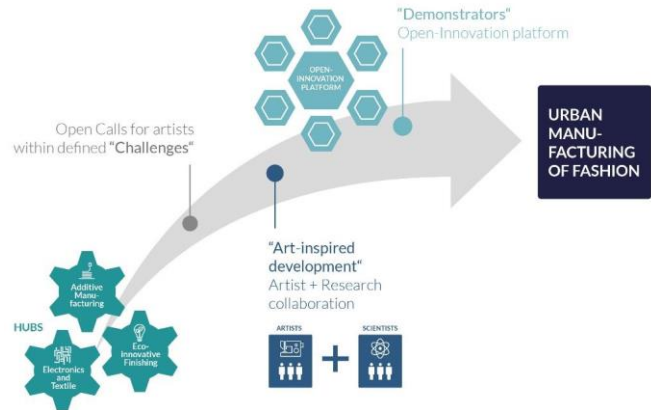
## Contents

0.	Context Information	3
0.1	The Re-FREAM Project	3
0.2	Document history	3
0.3	Purpose and Scope of Deliverable Report D7.3	3
1.	Introduction	4
2.	OIP progress	4
2.1	OIP events vs Dissemination events	4
2.2	Meetups & community events	5
2.2.1	Meetup in Berlin	6
2.2.2	Wear It Innovation Summit	7
2.2.3	Meetup in Palermo	8
2.3	Online webinars	9
2.4	Wear It Live series	10
2.5	Resources on project website	11
2.5.1	Blog posts & category “events”	11
2.5.2	Calendar	11
2.5.3	Network scheme	13

## 0. Context Information

### 0.1 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.

### 0.2 Document history

Version	Date	Who	Change/Reason for change
V1.0	02.11.2020	PRO	Draft template prepared and sent
V1.1	04.12.2020	WIB	Draft provided to PRO for review
V1.2	10.12.2020	PRO	Review by PRO
V1.3	14.12.2020	PRO	Update according to feedback from WIB
V1.4	14.12.2020	CRE	Finalization and submission

### 0.3 Purpose and Scope of Deliverable Report D7.3

Fotos of past events and announcements of future networking activities on events and conferences on the Open Innovation Platform. WIB will set up a network scheme for the Re-FREAM project and the available resources and make it available on the project website.

## 1. Introduction

*Common Vision for the Open Innovation Platform:*

The Open-Innovation Platform (OIP) is set up to present achieved results within the Re-FREAM project. This platform will be available for our target groups through a common project-website and consists of components that were agreed upon in a common workshop in Berlin on 16-17 May 2019 in Berlin.

The Open Innovation Platform represents a **set of tools** for the Fashion and Tech community to get in touch with the Re-FREAM project, as well as other like-minded individuals.

The **value** of tech Demos and Community Building as a part of the Open Innovation Platform is that they contribute to creating a community of scientists, artists and manufacturers. The OIP is offering the tools that encourage the exchange of experience, looking for possible collaborators, asking for advice etc. within the community.

The **goal** is for artists and researchers to better understand how to work with the technologies available in Re-FREAM. The industry and solution providers directly benefit from the results of Re-FREAM projects by finding out more about the learnings and experience of the Art/Tech teams, and especially seeing the value of the processes and results of co-creation. And this way, urban manufacturing comes into existence on its own.

## 2. OIP progress

The Re-FREAM community is continuously growing and becoming more and more interactive, partially due to the community events that have already taken place throughout the course of the project. The global pandemic which started at the beginning of 2020 didn't allow groups of people to meet in person. But fortunately, this didn't mean less interaction with the Re-FREAM community, but a change of perspective, which led to building a sustainable strategy for organizing online events.

In the next points you can find a summary of the events that have already taken place, and the strategy to achieve the outcomes by the end of the project.

### 2.1 OIP events vs Dissemination events

OIP (WP7) and Dissemination (WP8) work hand in hand to achieve the overall goals of the Re-FREAM project and building target audiences, as illustrated in the following target group scheme:

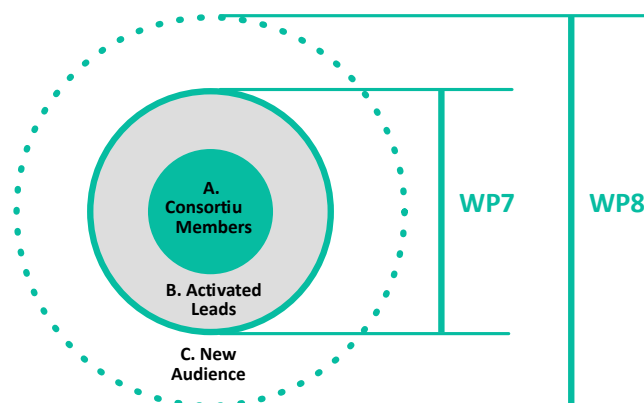


Figure 1: Target group scheme within Re-FREAM linked to WP7 and WP8 activities.

WP 7 and WP8 share the same target groups of research institutions, SMEs, brands and individuals (see also target group definition in WP8) but they differ in quality of the target audience.

WP8 has the mission to communicate the message of Re-FREAM to a wide range of audience including people that have never heard about Re-FREAM before (C.) The goal is to activate this new audience to become actively interested in the Re-FREAM project (B.).

WP7 is targeting more specific efforts to a subset of the WP8 target group, namely people and institutions who are actively using Re-FREAM as a platform to learn and connect. These activated leads (B.) are now catered with all the tools and services Re-FREAM has to offer, that includes online resources but also networking events and an interactive online community. WP7 is thereby connecting the consortium members (A.) with these new leads.

Although WP7 and WP8 are both constantly interacting with the Re-FREAM Community, the goals and activities between these two work packages differentiate from many perspectives.

Open Innovation Platform (WP7)	Communication & Dissemination (WP8)
<p><b>Events organized by the Re-FREAM partners</b> for and with their respective communities. These can be:</p> <ul style="list-style-type: none"> <li>• Meetups</li> <li>• Online events or webinars</li> <li>• Hackathon</li> <li>• Conferences</li> </ul>	<p><b>External events attended by Re-FREAM partners</b>, whether by giving a talk, having a booth at a conference, or representing Re-FREAM at networking events.</p>
<p><b>The goal</b> is to interact and engage with the communities all over Europe, and encourage them to use all the online tools provided on the Open Innovation Platform.</p>	<p><b>The goal</b> is to reach out to a broader audience and grow the Re-FREAM audience.</p>

The two work packages continuously support and complement each other in their activities and tasks, proven by the work package leaders having regular meetings, and leading tasks groups together.

## 2.2 Meetups & community events

In the first year of the project, a series of events has already taken place across many hubs of the Re-FREAM partners. The meetups were successful in achieving various goals, such as:

- Promoting the first Re-FREAM call, directly influenced the number of applications in the 1<sup>st</sup> Call (in total 78 applications)
- Art/Tech teams demonstrating good practice examples to third parties
- Further building the online community (growth in the LinkedIn group, website visitors etc.)

Below you can find an overview of the events that have already taken place, and their respective outcomes.

### 2.2.1 Meetup in Berlin

As manager of Europe’s biggest Meetup group for fashiontech and wearables, WIB started mobilizing its massive audience and promoted Re-FREAM right at the start through a meetup which took place at Microsoft eatery in the heart of Berlin.

During the meetup which took place on the 8<sup>th</sup> of October 2018, WIB succeeded in connecting with the target audience of artists and creatives, but also in receiving feedback on what they would expect from an Open Innovation Platform. Also, potential applicants had the chance to ask their questions.

More than 70 people took part, more information can be found here: <https://www.meetup.com/de-DE/Wearable-Berlin/events/254783643/>



Figure 2: Impressions of Meetup in Berlin hosted by WIB on 8th of October 2020

### 2.2.2 Wear It Innovation Summit

The Wear It Innovation Summit took place on 25<sup>th</sup>-26<sup>th</sup> June 2019 in Berlin, where Re-FREAM was represented by a common exhibition Stand by 5 Consortium Partners. This offered the chance to connect with more than 600 participants and contributed to the Tech and Know How transfer, and Open Innovation in the Re-FREAM project. Moreover, this represented a perfect opportunity to get in touch with over 50 industry partners exhibiting and attending: Startups, Brands, global companies, accelerators as well as SMEs, such as H&M Innovation Lab, Hugo Boss, leAD sports, hessnatur Stiftung, KYMIRA, Vienna Textile Lab etc.



Figure 3: Impression of Wear it Innovation Summit in Berlin in June 2019



### 2.2.3 Meetup in Palermo

The project partner ARCA organized a workshop on the 31<sup>st</sup> of October 2019 in Palermo. The workshop took place during our exhibition *A Journey from art to textile and back*, a set of works that emerge from the classic relationship between designer and client developing, through a process of co-creation, a new dialogue between artists, technology, and the productive world. As far as the workshop, ARCA gave participants a general overview of the RE-FREAM project, and then the creatives were supported in the creation of an innovative concept (starting with Re-FREAM technologies) through a canvas designed for the workshop. A total of 20 people participated in the workshops, and they were divided into 3 groups.



Figure 4: Impressions of Meetup in Palermo in October 2019

### 2.3 Online webinars

In the beginning of 2020, the world had to adapt to a new kind of normal imposed by the global pandemic caused by Covid-19. Since this prevented us from getting in touch with our communities via physical events, WIB initiated a series of online webinars which kicked off in early May 2020, targeting SMEs, scientific institutions, artists, designers and everybody interested in topics related to Re-FREAM.

The project partners received all necessary tools to host their own webinars, from guidelines and a recorded tutorial on how to produce an online webinar, to presentation and social media templates and examples of communication activities.

Since then, a total of 4 webinars have been organized by Re-FREAM partners on the topic: future of fashion in relation to the three Re-FREAM challenges. The events had interactive agendas and gathered over 350 attendees in total.

**Webinar organized by WIB for Hub Berlin**



**Webinar organized by CRE for Hub Linz**



**Webinar organized by AIT for Hub Valencia**



**Webinar organized by ARCA for their local community**



Figure 5: Overview on selected Re-FREAM Webinars

A minimum of 3 more webinars are planned for the second call, with the goal for the webinars to become an established process and a sustainable strategy to build a community within the Re-FREAM framework.

Moreover, the **Final Presentations** of the projects in the 1<sup>st</sup> Call took place in the Framework of ARS Electronica 2020 and were hosted by the Hub Managers. The results of the 10 co-creation residencies were presented online from 9<sup>th</sup>-11<sup>th</sup> of September 2020, illustrating the potential of combining art with technology, crafting and sciences. In the Re-FREAM Garden, audience looked at fashion from an uncomfortable perspective and how it opens up new spheres for sustainability and diversity with various talks and positions of artists.

# ARS ELECTRONICA 2020

Festival for Art, Technology & Society

## Garden LINZ / VALENCIA / BERLIN

by Re-FREAM

Figure 6: Ars Electronica festival logo featuring Re-FREAM events.

The webinars and online events succeeded in achieving various goals, including:

- Promoting the second Re-FREAM call, directly influenced the number of applications in the 2<sup>nd</sup> Call (in total 115 applications)
- Addressing the target audience (artists and designers, manufacturers and service providers) directly
- Creating a sustainable process to engage with the local and international audience
- A/T teams demonstrating good practice examples to third parties
- The increase in numbers amongst community members after the webinars took place was reflected in the massive growth of the LinkedIn group, as well as interactions on social media channels and website visits

### 2.4 Wear It Live series



Figure 7: Wear it live series

Due to the Covid-19 pandemic, Wear It Berlin has started hosting a series of bi-weekly online events tackling a wide range of topics in the wearable tech industry. The series kicked off in July 2020 with the topic “Wearables in a post-corona age” and counted a total of 9 events on various topics until December 2020, and even presented some projects from the first call (

By promoting the event on the Re-FREAM calendar and LinkedIn group, as well as on all the WIB communication channels, the series of events engaged with the community of artists, scientists, brands and SMEs as seen in the large number of participants in the event, as well as the growth in members in the LinkedIn group.

The events have welcomed participating brands such as Siemens, H&M, Hugo Boss, Bosch and many more, for fascinating panel discussions and networking sessions, and provided a platform for the audience to network and connect during the event, as well as after the event (by intensively promoting the LinkedIn Group). More than 20 startups had the opportunity to pitch their products in front of an audience that included investors and researchers, and get in touch with the audience directly at their digital booths.

The series is planned to start again in January 2021 and continue on a bi-weekly basis, with the first two topics being *Fashion and Technology* and *Sustainability in wearable tech*.

## 2.5 Resources on project website

By collecting various resources on the project website, the **impact** for the Open Innovation Platform can be seen in:

- Know-how transfer between the Art/Tech teams and the community
- Art/Tech Transfer: integrated a resources database that offers visitors a **complete and transparent overview of the value created** by bringing the artistic projects and latest technologies together in co-creation
- Making the Art/Tech processes accessible to 3rd parties

### 2.5.1 Blog posts & category “events”

*Abstract from Description of deliverable: “Details (including photos) of past events will be summarized in respective blog articles on the project website. “*

The Re-FREAM blog is the perfect platform to announce future events, and summarize all the past ones. The platform offers the option of accessing only articles in the category “events”, which will be added to the website.

Example of blog post: <http://www.re-fream.eu/the-mid-term-presentation/>

Also, announcements of community webinars and online events are shared in the form of blog posts on the project website. Here some examples of blog articles:

<http://www.re-fream.eu/electronic-textiles-and-fashion-webinar/>

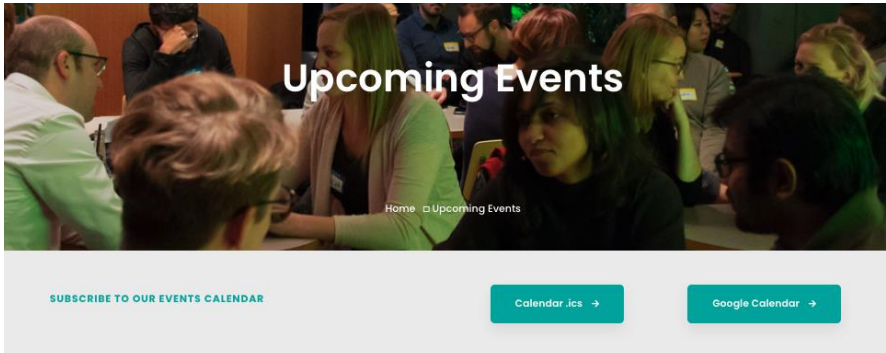
<http://www.re-fream.eu/sustainable-textiles-and-fashion-webinar/>

<http://www.re-fream.eu/webinar-urban-manufacturing-and-the-future-of-fashion/>

<http://www.re-fream.eu/re-fream-art-tech-webinar-2020/>

### 2.5.2 Calendar

Announcements of future networking activities on events and conferences are taking place via a public events calendar: <https://www.re-fream.eu/calendar/> As a part of the Open Innovation Platform, the public events calendar has the aim of informing the Re-FREAM Community about relevant events taking place throughout the year. This calendar can be maintained by all Re-FREAM Members to disseminate their activities and events.



- September 7, 2020**  
**Re-FREAM Technology Webinar**  
 September 7, 2020 11:00 am - 1:15 pm  
[See more details](#)
- September 8, 2020**  
**Final Presentation: Jef Montes - Marinero**  
 September 8, 2020 8:00 am - 9:00 am  
[See more details](#)  
**Final Presentation: Elisabeth Jayot - Fragments Garments**  
 September 9, 2020 9:00 am - 10:00 am  
[See more details](#)  
**Final Presentation: Youyang Song - Cooking New Materials**  
 September 9, 2020 10:00 am - 11:00 am  
[See more details](#)  
**START-S Day: Re-FREAM final presentation**

September 2020						
Mon	Tue	Wed	Thu	Fri	Sat	Sun
	1	2	3	4	5	6
7	8	9	10	11	12	13
Re-FREAM Technology Webinar		Final Presentation: Jef Montes - Marinero Final Presentation: Elisabeth Jayot - Fragments Garments Final Presentation: Youyang Song - Cooking New Materials START-S Day: Re-FREAM final presentation	Final Presentation: Ganit Goldstein - We Are Able Final Presentation: Julia Körner - Digital Vogue	Re-FREAM Final Presentation - Berlin Hub		
14	15	16	17	18	19	20

Figure 8: Website screenshot of Public Events Calendar

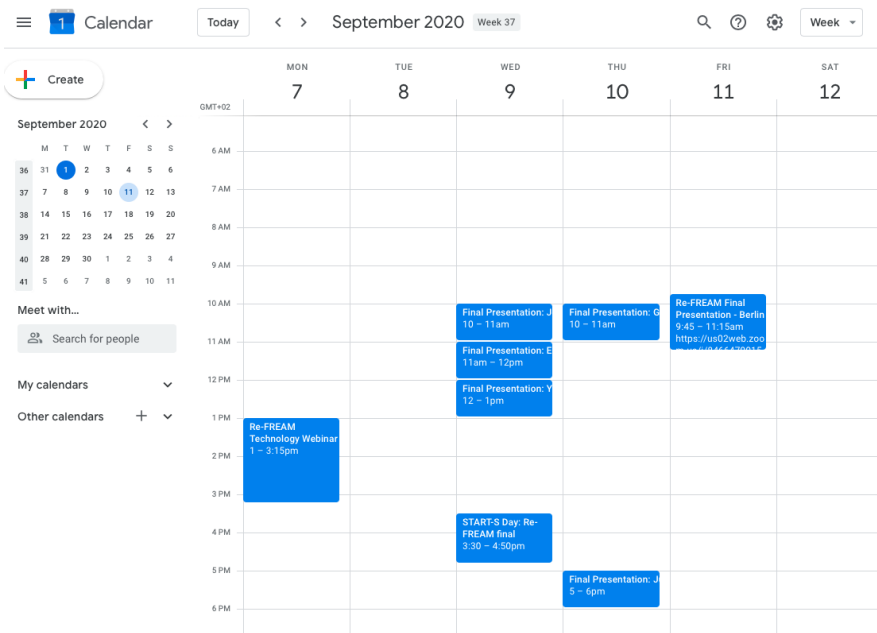


Figure 9: Backend view of the Public Events Calendar

**Impact:**

- informing the Re-FREAM Community about relevant events taking place throughout the year
- disseminating activities and events
- contributing to engaging and building the community

**2.5.3 Network scheme**

WIB is in the process of setting up a network scheme for the Re-FREAM project and the available resources, and making it available on the project website: <http://www.re-fream.eu/location/>

The leaders of work packages 4, 5 and 6 will have to conduct desktop researches on the specific hub topics (e.g. reported in D4.2, 5.3 and 6.3)

The information will be summarized on the website, and presented to viewers in an interactive overview. Readers will have access to a world map, where they can filter their search based on one or more different categories:

- Events
- Hub
- Industry
- 3D print
- E-textiles
- Networks
- Solution Provider
- Start-up
- Etc

**Impact:**

- Interactive overview of stakeholders from the 3 challenges: 2D to 3D, Sustainability & E-Textiles
- Encouraging urban manufacturing by connecting different stakeholders (artists, solution providers, technologists etc)

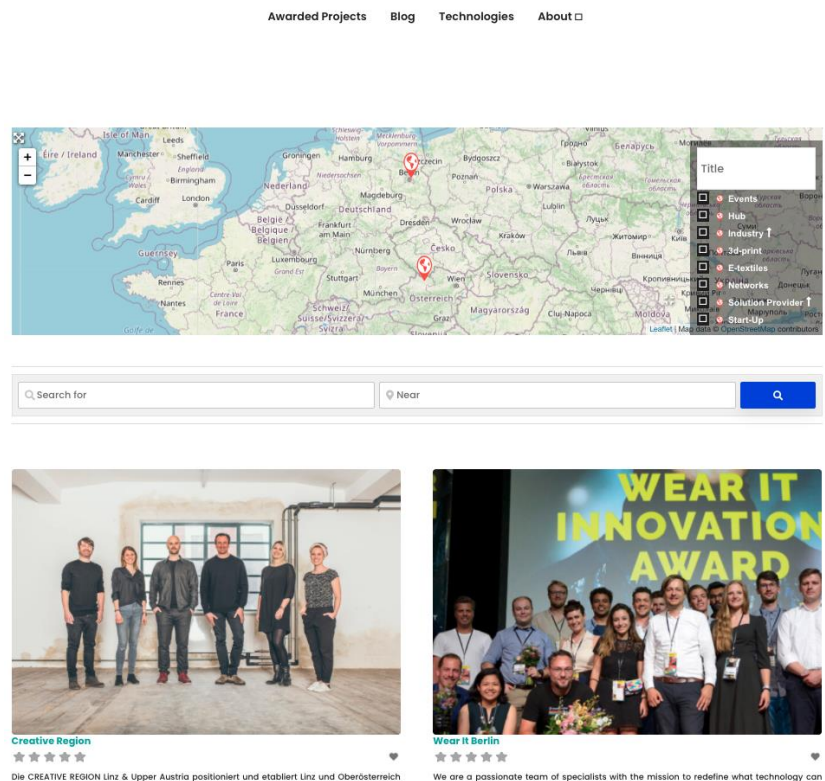


Figure 10: Website screenshot of the Mapping overview