



texmedin T&A Euromed heritage for innovation



**From Heritage to Innovation:
The Inspiring Lab Experience**

One of the main objectives of the *TEXMEDIN* project is to create a transnational cluster of *Inspiring Labs* in the Mediterranean countries in order to increase the competitiveness of the partners' territories in T&A by fostering the focus on quality, design and innovation. Within this framework, five *Inspiring Labs* were established in Italy, Greece, Spain and France with the objective to offer advanced training and support services to new designers. the first phase of their activities, the *Inspiring*

Labs organized the *TEXMEDIN Design Challenge*: an European contest dedicated to young stylists and designers between 18 and 33 years old. After the first evaluation of project works nearly 50 students, very different in age, background, culture and

degree of professional maturity, had the possibility to develop - within one of the 5 *Inspiring Lab* - their project works with the support of experts, technicians, teachers and tutors as well as of the involved local companies.



From heritage to innovation: The Inspiring Lab experience

The training activities have taken place between the 1st of November 2010 and the 15th of March 2011 roughly, for about 5 months of effective activities. By the end of May 2011 all participants of the five TEXMEDIN Inspiring Labs completed their educational experience with very interesting results. A total number of 54 prototypes have been realized, 9 fashion outfits and 1 accessory in Terrassa Inspiring Lab, 18 fashion outfits in Carpi IL, 1 fabric, 1 pair of shoes and 11 fashion outfits in Athens IL, 6 outfits, 1 fashion accessory and 1 accessory for interior design in Prato IL and finally, 3 fashion outfits and 2 accessories in Lyon IL.

An international jury - gathered on 21st and 22nd June in the Gadagne Museum in Lyon - selected the best outfits, accessories and new fabrics among 54 that made up the ensemble of projects delivered by the participants in the five TEXMEDIN Inspiring Labs.

The jury, composed by Pere Molinè, Fashion Designer from Terrassa (Spain), Vassilis Masselos, member of the Greek textile and apparel industry (Athens), Emanuela Contini, expert in Fashion Marketing (Carpi), Juliana De Nicola, Fashion Design Blogger (Prato) and Daniel Perret, manager of a French fashion company (Lyon), assigned four category prizes and one special mention.

The **Prize for Excellence** and overall winner of the contest - "for having been able to translate tradition and excellence of the past into contemporary creation" - was won by **Ismeni Samanidou**, a young textile designer from Greece that created a fabric for interior design inspired by collections of Greek historical textiles and costumes. The **Innovation Award** went to **Luca Mammarella** from Carpi for the creation of a thermal jacket combining technical fabric and traditional wool. The **Award for the Valorization of the T&A Heritage** was assigned to the young spanish designer **Mikel Colas** for his reinterpretation of traditional liturgical costumes.

Finally, the **Award for Industrial Feasibility** was won by **Natalia De Orlandis** from Spain, for the realization of a complete costume inspired by the folk costumes from Greece.

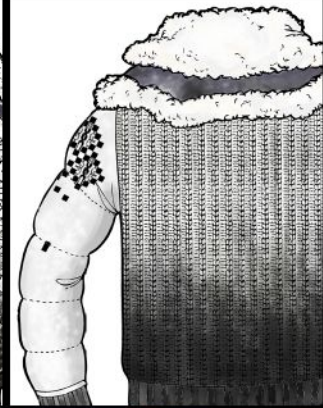
The Jury also assigned a **Special Mention** to a candidate from Prato - **Valentina Matteini** - who created a female outfit inspired both by Greek costumes from the previous century and by italian contemporary fabrics and stitches.

The TEXMEDIN Design Challenge winners will have the opportunity to create a professional book, realized by professionals, for the presentation of their project and developed prototype to potentially interested companies.

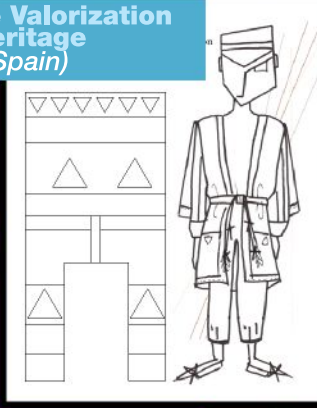
Prize for Excellence
Ismini Samanidou (Greece)



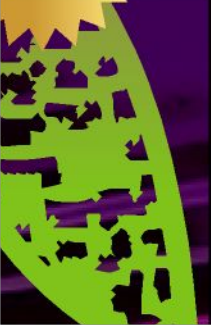
Innovation Award
Luca Mammarella (Italy)



Award for the Valorization
of the T&A Heritage
Mikel Colas (Spain)



Award for Industrial
Feasibility
Natalia De Orlandis (Spain)





Special Mention:
Valentina Matteini (Italy)

The Exhibition

From September 2011 to January 2012, all the prototypes will be exhibited in an itinerant exhibition which will travel through the TEXMEDIN partner countries.

September 2011

Documentation Centre and Textile Museum of Terrassa

1st-15th September 2011
c/.Salmeron, 25
08222 - Terrassa (SPAIN)
www.cdmt.es/

Fair HABITAT Valencia (Section NUDE)

20th-24th September 2011
Avda Fairs s/n46035 - Valencia (SPAIN)
www.feriahabitatvalencia.com

October 2011

Athens Fashion Week

TECHNOPOLIS GAZI
100, Pireos street
Athens (GREECE)
www.athens-fashion.gr/

November 2011

Textile Museum of Prato

Via Santa Chiara 24
59100 Prato (ITALY)
www.museodeltessuto.it/

Gadagne Museum - Photo exhibition of prototypes

1 Place du Petit Collège
69005 Lyon (FRANCE)
www.gadagne.musees.lyon.fr/

December 2011 - January 2012

Palazzo del Pio Museum

12th December 2011 - 15th January 2012
Piazza dei Martiri 68
41012 Carpi (ITALY)
wawatosana.netribe.it/palazzoodepio/index.jsp

Terrassa, Valencia, Athens, Prato, Lyon and Carpi are becoming the headquarters of a live showcase of sixty young promises of the European textile and fashion industry.

Nearly at the end of their experience, we can affirm that the Inspiring Labs, through their theoretical and practical training offered to young designers, played an important role in preparing the participants to enter the production stage: something that is not covered by the traditional training activities of existing fashion courses. Moreover thought them, the TEXMEDIN project succeed in actively linking young designers with important digitized and physical artefacts from the existing heritage museum collections, providing a platform for design inspirations to become final prototypes.