



1st TEXMEDIN Operative meeting, Terrassa, 15 June 2009

Editorial

Textile and clothing production in Europe, and in particular in the Mediterranean area, has been for centuries one of the most important goods of exchange, vehicle of contacts and product of mutual style and technical influences, including a generator of income production, development of social dynamics, and a powerful element in the transformation of landscape and textile city centres morphology.

During the recent years, the European textile and clothing industry has undergone significant restructuring and modernisation efforts by rethinking the industry's clustering strategy on the basis of wider geographical areas and by exploiting new competitive advantages, focusing on quality and design, innovation and technology, and high value-added products. The TEXMEDIN project, approved in the framework of the MED Programme has defined a shared and common vision built around these two pillars, including as well a third one: the preservation and valorisation of the enormous knowledge and know-how heritage. This concerns a complex of technical and creative know-how, stratified during the time and transmitted from generation in generation without the assistance of

theoretical supports, but through the training, the practical experience joint to the creativity and to the extraordinary capacity to intercept the market requirements and the fluctuations of the fashion tastes. The TEXMEDIN partners strongly believe that the competitiveness of the T&A SMEs is entrusted to their capacity to exploit these material and immaterial knowledge and heritage, as identifying its own products with a precise system of values such as quality, know-how, cultural and industrial tradition has become today an essential strategic element for market positioning.

It means almost to facilitate a better integration of fashion and design in the industrial value chains. Almost all companies in the Mediterranean area would gain competitiveness if design and creativity could be enhanced, disseminated and developed. Achieving this integration requires that the existing fragmentation of skills be reduced, between fashion and design, technical and managerial education places and systems. It also supposes that young designers may be supported into becoming successful entrepreneurs and in seeing their ideas materialise into actual products.

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Texmedin Project Manager



TEXMEDIN Thematic Components: an exhaustive overview

TEXMEDIN is structured into four components. The two “classical” components, provided by the MED Programme and both coordinated by the Lead Partner Municipality of Prato, concern **“Communication”** for the effective and efficient dissemination and promotion of the project activities and results and **“Management”** that provide the organisational, financial and administrative structure to the project, whereas the other two components “Integrated Knowledge-base” and “Inspiring Lab Cluster for Innovation” concern the development and the implementation of the project real technical contents and activities. The **“Integrated Knowledge-base”** component, coordinated by the Clothing Textile and Fiber Technological Development (CLOTEFI), aims to implement the assessment and sharing of the partners’ T&A knowledge-base (know-how and creative heritage), by developing the contents and ICT platform of the T&A Mediterranean know-how and creative heritage integrated knowledge-base.

The first step concerns the elaboration of a joint comparative survey of experience and good practices of partners regarding the collection and valorisation of the T&A heritage finalized to know the partnership and in particular to understand the activities that every partner has carried out to the aim to valorise the textile heritage of its own territory (for instance: conservation of the archives, exhibitions, visits and laboratories analysing the T&A heritage, researches and innovation, contacts with the enterprises, contacts with schools and

designers etc) and to develop a common methodology providing the standard on the collection and valorisation of the T&A heritage.

On this basis, a complex body of technical and non-technical knowledge from T&A museums and enterprises will be collected, assessed and shared through an on-line database developed according to European standards for the digital cataloguing and indexation of T&A heritage.

Most representative elements of the territorial T&A identity of the partners will be the object of a campaign of digital representation and identification, including most important aspects of tacit knowledge, structural composition and manufacturing processes by a selection and pooling of T&A items (such as patterns books and other typologies of technical documentation), representative of the identity features of each territory: a sample of about 200 items for each Textile Museum involved in the project (moreover the TEXMEDIN partnership will sign an agreement protocol for the expansion of the database to other European museums and T&A SMEs).

The integrated knowledge-base will be made available to young stylists, designers and enterprises to increase the attractiveness and value of the T&A products and creations by an Online digital T&A library providing the structured information on each material together with a Handbook for the use of stakeholders.

The **“Inspiring Lab Cluster for Innovation”** component, coordinated by the French Institute Textile Clothing (IFTH) aims to draw inspiration from

the digital library developed by “Integrated Knowledge-base” Component to design and implement innovative measures to enhance the competitiveness of the partners by integrating R&D, fashion and design in their T&A clusters and by improving the interaction between designers, T&A museums, research centres and SMEs in the T&A sector.

This component will implement the Inspiring Lab Cluster, an innovative facility to exploit the T&A knowledge-base and train young designers & entrepreneurs. Inspiring Labs will have an enhanced focus on quality, design, innovation and technology to deliver high value-added T&A products. It will provide a network platform using advanced tools such as 3D morphotypes, fast 2D & 3D CAD-based prototyping systems, characterisation of fabrics and evaluation of their behaviour, dynamic virtual collections over the Internet, etc.

Local stakeholders such as fashion and design schools (identified thanks to the Creation of a shared database), enterprises, artisans, industrial and trade associations will be involved to test and use the services offered by the Inspiring Labs.

In particular about 16 selected Designers will be trained with the aim to elaborate as many Product Prototypes (undergone also to industrial feasibility and reproducibility), using the TEXMEDIN T&A database as innovation and inspiration source. These designers' project works will participate to the TEXMEDIN Young Designers and Stylists Contest and presented to the public - during a dedicated exhibition - as direct result of Project activities.

News on Project Implementation Activities

TEXMEDIN has been officially approved by the Selection Committee of the MED Programme, which met in Rome on 4th - 5th February. The Subsidy Contract between the Managing Authority of MED Programme (Provence-Alpes-Côte d'Azur Region) and the Municipality of Prato (as project Lead Partner on the behalf of all the partners) has been signed on 26th June 2009.

The Subsidy Contract defines the implementation conditions and the subvention's payment procedure, sets the partners obligations regarding the carrying out, the financial and physical monitoring and the publicity of the project.

Project activities formally started in April 2009 by the kick off meeting that has been held in Prato on 6th - 7th April 2009. This one day and half event

at Textile Museum of Prato, saw on the first day the official opening of the Project by the Prato City Councillor and the President of Prato Textile Museum Foundation followed by the visit of the Museum. On the second day workshop all the partners presented their institution and their involvement in project activities and then in the afternoon the 1st Steering Committee of the project was held. The Steering Committee ensures the formal and operative coordination of the partners by monitoring and guiding the implementation process of the project, as well as reviewing and approving work plans, progress reports and evaluation procedures to guarantee the timely delivery of results. In addition to the Steering Committees, programmed every 6 months, the TEXMEDIN partnership decided

to hold periodically operative coordination meetings: the 1st Operative meeting has been held in Terrassa on 15th June.

This intensive working day, dedicated to the project implementation and focused on next months activities, was placed side to side to the welcome by the Terrassa City Authorities and the visit of Documentation Centre and Textile Museum and saw the contribution of Pere Moliné who exposed his point of view as designer stressing on the importance of the high quality of the information contained in TEXMEDIN databases, with images that let stylists and designers to "see" what they cannot feel, to compensate for this inevitable absence of the sense of touch.



Handbag
Documentation Centre
and Textile Museum -
Terrassa, ES



News & Events

TEXMEDIN “Textile and Clothing Heritage as a driver of innovation and source of inspiration” Workshop 24th - 25th September, Athens (GR)



Next TEXMEDIN event is programmed for the 24th - 25th September in Athens. The main theme of the workshop, focused on Component 3 “Integrated Knowledge-base” and organized by the Hellenic Clothing Industry Association, will deal with the potentialities of the Textile and Clothing heritage as a driver for the innovation and source of inspiration for new products with high value added in terms of design.

The programme of the workshop is organized around three sessions: the 1st and 2nd session will regard the valorisation of the Textile and Clothing heritage by the Museums and the enterprises, through cases coming from Italy, Spain, France and Greece, whereas the 3rd session will introduce the theme of the Inspiring Lab, through examples of innovative facilities for heritage based inspiration.

On the 25th September the group will move on Nafplion where will be held the 2nd Steering Committee together with the visit to the Peloponnesian Folklore Foundation.

Open Days 2009 European Week of Regions and Cities

5th - 8th October 2009,
Brussels (BE)

The Open Days of the European Week of Regions and Cities 2009 will take place from 5th - 8th October in Brussels. As part of the European Year of Creativity and Innovation, the Open Days 2009 will focus, among other things, on how the innovative potential of the EU can best be developed at regional level.

With increasing global economic challenges and uncertainty, Europe's regions must become more inventive, react quicker and address global and environmental challenges by innovating more.

The event is co-organised by the European Commission's Directorate-General for Regional Policy and the Committee of the Regio. More than 7.000 participants will come together for nearly 4 days of workshops, exhibitions and networking opportunities.

Next meetings of the MED Programme
**The Annual Event
of the MED Programme**
will take place in Naples (Italy)
on November 17th.

For further information:
<http://www.programmemed.eu/>

The European Year of Creativity and Innovation 2009

The European Year of Creativity and Innovation 2009 aims to raise awareness of the importance of creativity and innovation for personal, social and economic development; to disseminate good practices; to stimulate education and research, and to promote policy debate on related issues.

The Year aims to promote creative and innovative approaches in different sectors of human activity, from education to enterprise, from arts to science.

While promoting the well-being of all individuals in society, the purpose of the Year is to contribute to better equipping the European Union for the challenges ahead in a globalised world. “The European Year of Creativity and Innovation 2009 will help to unlock Europe's creative and innovative potential, a task that has become even more important in times of economic crisis,” said Jan Fígel, European Commissioner for Education, Culture, Training and Youth.

The European Year of Creativity and Innovation is coordinated by the European Commission under the lead of the Directorate - General for Education and Culture in association with the Directorate - General for Enterprise and Industry. In each EU Member State, a national coordinator, usually a representative of the Ministry of Education, is responsible for the coordination of the implementation of the Year at a national level.

For further information:
http://create2009.europa.eu/index_en.html