



Peloponnesian Folklore Foundation

Editorial

The European textile and apparel (T&A) industry is an important economic sector of the EU whose development pattern relies on highly territorialized local economies specializing into different product/processes technologies. In line with the Lisbon strategy, local authorities are trying to boost the transition from traditional industry to the knowledge economy by promoting the local identity, enhancing the industrial and cultural heritage and exploiting existing productive know-how to promote a more dynamic, creative and possibly competitive industry.

The TEXMEDIN project - approved in the framework of the MED Programme - aims to preserve and valorise the enormous know-how born of the long history of T&A industrial production. This is how it goes in the words of the Integrated Knowledge Base Component Coordinator, Mr Vagelis Klokanas:

"After about one year of the TEXMEDIN project the Integrated Knowledge Base - one of the two technical components of the project - is developing the contents and ICT platform to host the T&A Mediterranean heritage - an online tool to support young stylists and designers to creatively reinterpret the textile and clothing heritage and know-how of the partner regions.

The Integrated Knowledge Base opens itself to further applications and developments to be used even after the

end of the project for collecting, digitalizing and valorising the textile heritage owned by enterprises, museums, associations and other archives. Great effort is being dedicated to satisfy two different needs: to provide a representation and consultation facility for anybody interested in T&A heritage and to offer a consistent source of inspiration and information for young designers, stylists, fashion schools and textile and clothing companies.

The Integrated Knowledge Base builds upon the work already done by existing online databases in the T&A sector. Its innovative nature lays in relating each T&A item to the cultural, social, historical and environmental information by presenting the evolution of technology and fashion in a given period or territory and by indicating how an item inspired a designer to create a new product. Furthermore, it provides information about more environmentally friendly materials that may replace originally used ones, as well as about current legislation for consumer protection.

Such features, together with an effective search mechanism, a user friendly interface and the possibility to create one's own themes by selecting different items that can be easily recalled any time the Knowledge base is accessed, will possibly deliver a tool to stir inspiration and creativity into T&A professionals by providing easy access to the existing treasure of the T&A heritage of the partners."

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TEXMEDIN Workshop 24th September 2009, Athens

Textile and Clothing Heritage as a driver of innovation and source of inspiration

The TEXMEDIN Workshop titled *Textile and Clothing Heritage as a driver of innovation and source of inspiration* was organised with the cooperation of all Greek partners (CLOTEFI, Hellenic Clothing Industry Association and Peloponnesian Folklore Foundation) in Athens on the 24th September 2009. The main theme of the workshop, focused on Component 3 "Integrated Knowledge-base", dealt 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 was organized around two main sessions: the 1st session regarding the valorisation of the Textile and Clothing heritage by the Museums and the enterprises, through case studies coming from Italy, Spain, France and Greece, and the 2nd session

introducing the theme of the Inspiring Lab, through examples of innovative facilities for heritage based inspiration. In particular, the workshop saw the contribution of SMEs coming from the partners territories: Max Mara Company Archive (Italy), Tapicerías Gancedo (Spain), Silk Mill Tsiakiri Sa (Greece) and other institutions such as the National Library of Catalonia and the Textile Museum of Tilburg. The workshop was attended by around 80 participants from enterprises, fashion schools, textile universities, museums and associations.

On the following day the 2nd Steering Committee of the Project - focusing on the planning and implementation of the project activities - was held in Nafplion. The meeting was preceded by a visit to the Peloponnesian Folklore Foundation whose rich heritage was highlighted by its founder Ioanna Papantoniou.

MED Programme 16th-17th November 2009, Naples

Annual Event

The TEXMEDIN LP's management team attended the MED Programme Annual Event, organized by the MED Managing Authority and the Joint Technical Secretariat in Naples on November 16th-17th, 2009. These two working days provided the occasion to meet and exchange experiences with the other projects' representatives and successfully present the project's activities to the general public.

On the first day, the workshop titled "Thematic Poles - Capitalization on running projects" was dedicated to MED projects approved on the 1st call. The "European Transnational Cooperation MED programme Annual Conference" on the second day, gave an overview on Programme achievements and on its future activities. In this framework TEXMEDIN was one of the few projects invited to present its activities and experiences in terms of "Partnership", "Deliverables", "Mainstreaming", "Sustainability", "Budget" and "Transnationality".

Furthermore, the TEXMEDIN activities were presented with a poster and project folders containing brochures and newsletters that were delivered in an exposition space - dedicated to projects' communication materials - in the conference area.

T&A Euromed heritage for innovation

TEXMEDIN Meeting

2nd-4th December 2009, Lyon



The 2nd Operative Meeting of the TEXMEDIN project took place in Lyon on December 2nd-4th, 2009. The primary purpose of this two days event at the Rhône-Alpes Regional Division of IFTH was to provide participants with useful information affecting work progress. The meeting was followed by the guided visits to the Textile Museum of Lyon and to the so-called "Village des créateurs". Lyon is world famous for its know-how in the textile field. Exclusively devoted to clothing and fashion, the Textile Museum of Lyon classifies, exhibits, and restores the treasures of local and international textile tradition. During the visit, partners discovered many treasures and world-class beauty in the rich collection of the museum. In particular, they could appreciate the exhibition "Le tissu dans tous ses sens", exhibiting art works using technical textiles in the framework of the 2nd Biennale of Contemporary Textile Creations and the exhibition "Dans la peau du gant". Ms Maria-Anne Privat Savigny - Director of the Museum - welcomed the participants and expressed her interest in project issues and the intention to collaborate with the

TEXMEDIN partners. The visit to the Museum was followed by the visit to the "Village des créateurs". Ms Isabelle Gleize and Ms Christelle Mora made a presentation of this incubator for start-up companies in the fashion industry in Lyon. The Designers' Village forms links between professionals of the textile and fashion industry and is facilitating the economic growth of young companies, acting as a springboard for them. The Village supports 10 resident companies that use a show room/workshop within the Passage Thiaffait, a renovated, typical Lyonnaise walkway for up to 23 months. Around 30 other companies of the Rhône Alpes Region are also supported as "members" of the Village.

On their last day in Lyon the Project partners were invited by Mr Gérard Collomb, Senator-Mayor, President of "Grand Lyon" to a lunch at the Town Hall. Ms Nadine Gelas, Vice-President of "Grand Lyon", warmly welcomed participants and was pleased to provide support for the Textile sector and for the TEXMEDIN project.

Round Table

4th February 2010, Prato

Inspiring Lab: Textile Heritage, Industry and Creativity

The round table *Inspiring Lab: Textile Heritage, Industry and Creativity* - organized by the Municipality of Prato and the Prato Textile Museum Foundation - took place on the 4th February at the premises of the Museum Textile of Prato. The main objective of this meeting was to share the project idea and activities with the local stakeholders in order to define and implement the services offered

by the Inspiring Lab in the most efficient and effective way.

This meeting represents the first of a series of occasions to bring together technicians, stylists, designers, enterprises, fashion schools, agencies for safeguarding and promoting the textile sector and to receive valuable comments, suggestions and innovative proposals to deliver services for the textile sector.





The contents of this publication does not reflect the official opinion of the European Commission and the Managing Authority of the MED Programme

News & Events

TEXMEDIN Steering Committee and Study visit

17th-18th March 2010, Carpi (IT)

The 3rd TEXMEDIN Steering Committee and Study Visit will be held in Carpi (Italy) from 17th to 18th March 2010. The working meeting will be an occasion to visit some of great textile and fashion collections of Emilia-Romagna Region, such as Modateca Deanna and Gandini Collection. Modateca Deanna, gathers the 20th century Italian history of knitwear and fashion. With its 15,000 clothes samples as well as thousands of books, magazines and fashion accessories, it stands as a unique source for fashion and costume research. It takes its origin from the archives of knitwear company Miss



Deanna, a leader in fashion industry born in Reggio Emilia in 1960. The Gandini Collection, placed in the Modena Civic Arts Museum, comprises more than 2,500 clothing and furniture textile samples from Italy and Europe from Middle Ages to 19th century. Donated by Count Luigi Alberto Gandini in 1881-1882, the collection offers among other a rich variety of velvets, wove, brocade, taffetas, embroidery, needle and bobbins laces and braiding. The partners will also visit the Civic Museum of Carpi where the Steering Committee will be held.



ENDYESTHAI: To Dress. Towards a Costume Culture Museum

23rd March - 23rd May 2010, Benaki Museum, Athens (GR)

The Peloponnesian Folklore Foundation is organising a costume exhibition that will be held at the Benaki Museum in Athens next spring (March 23rd - May 23rd, 2010) entitled: *Endyesthai: To Dress. Towards a Costume Culture Museum*. The scope of the exhibition is to display the Foundation's important costume collection and to underline the necessity of creating a Costume Culture Museum in Greece. The exhibition aims to present to the public a global consideration of the act of dressing and to examine it from as many different angles as possible. The arrangement of the exhibit will follow two parallel and complementary concepts: the main one will show the evolution of dress, mainly in the West, from body painting in primitive cultures to the extravagances presented on modern catwalks. Parallel to this, there will be a series of smaller units, extensions of the main one, looking

at costume from the point of view of its function: ceremonial garments, traditional costumes, uniforms, disposable garments, theatre costumes and so on. At the same time, from 9th to 11th April, the Hellenic Costume Society and the Peloponnesian Folklore Foundation will organize the International Costume Conference entitled *ENDYESTHAI (To Dress): Historical, sociological and methodological approaches*. TEXMEDIN will also be present during the exhibition period. A space dedicated to the project with all the communication material will be a great opportunity to present TEXMEDIN to a wide range of public.

For further information: www.pli.gr

Launch of the Contest for young designers and stylists

A contest addressed to European young designers and stylists will be launched in the framework of the TEXMEDIN project by the end of May 2010. The main objective of the contest will be the promotion of the T&A heritage of the partner's territories and its reinterpretation in a creative way. The selected designers and stylist will benefit from the Inspiring Lab facilities, such as workshops, study sessions, training courses, tools for prototyping their ideas etc. The contest will provide a unique opportunity to foster the design as a strategic element of competitiveness in the T&A sector and give visibility to young European talents as an inexhaustible creative resource and trend setter of the fashion system.