



texmedin T&A Euromed heritage for innovation



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Editorial

It is no secret that fashion constantly recycles the past. In the collections of the leading contemporary designers, we often find reminiscences of styles from earlier times. Textures, colours, decorative motifs, all reappear: but not in exactly the same form, because the materials and technology evolve at a very high pace and - above all - because the context in which we live has a very profound influence on our mood, our sensitivity and our taste. We find inspiration in other times and places and reinterpret them following the parameters of our own environment.

Whilst citations and returns to the styles and fashions of the past regularly reappear on catwalks and international fashion markets, they are generally updated by a contemporary interpretation of the original lines, cuts, patterns and textiles. Indeed, increasingly frequently, creative directors and fashion designers commence the process of creating their collections by consulting privately-owned or museum or documentation centre-managed textile and fashion archives. This allows them to draw inspiration from their contents with a view to generating new creations which blend all the charm and know-how of the past with new trends and technologies. Historical heritage, then, is a fundamental source of information and inspiration.

The European textile industry has always been keen to preserve representative samples of textile production of the past, either for creative or for educational purposes. Numerous collections of antique and exotic textiles, today preserved in museums, have come from the private collections of textile entrepreneurs or industrial institutes and schools. Many firms have also acquired whole archives or textile samples from other sources. The books of instructions, mainly from Italy and France, which continue to provide material for design departments, are yet another example of the permanent recycling of fashion. These archives are real and proper containers of the know-how, traditions and experiences of the past - in some cases of

many centuries in the past - a tangible heritage which is fundamental if we want to transmit the technical know-how and creative skills necessary to design new collections to future generations.

Over the last few decades, the economic crisis which has affected the European textile sector has resulted in the loss of many textile archives. Indeed the failure of businesses and the consequent closure of their warehouses has caused the loss of hundreds of textile samples and designs. In order to avoid breaking the line of continuity which joins past and future textile production - a fundamental feature of European excellence in the fashion sector - it is necessary for museums, cultural institutions and textile companies to protect their textile heritage. The involvement of museums in this initiative could be especially useful - both for the dissemination of good practices regarding the protection of heritage collections and for raising of awareness among companies operating in the textile sector. Moreover, museums can effectively convey the importance of conservation and the transmission of historic knowledge. Today, when the distinguishing feature of the quality and prestige of European industry vis-à-vis its international competitors is its cultural value, technology can bring together thousands and thousands of textile samples housed in museums and public and private collections from all over the continent. This is the aim of the TEXMEDIN Digital Library, the on-line data base of the TEXMEDIN project, which now contains a first selection of 800 samples (original designs, fabrics, apparel, complements and sample-books) and which will further develop into a unique repository of European textile history.

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Partners textile heritage online: the **TEXMEDIN Digital Library**

The *TEXMEDIN Digital Library*, one of the main outcomes of the *TEXMEDIN* project, has been published online in May 2010. At present, it contains nearly 800 items mostly coming from the *Textile Museum of Prato*, *Centre of Documentation and Textile Museum of Terrassa*, *Peloponnesian Folklore Foundation* and *Carpiformazione*.

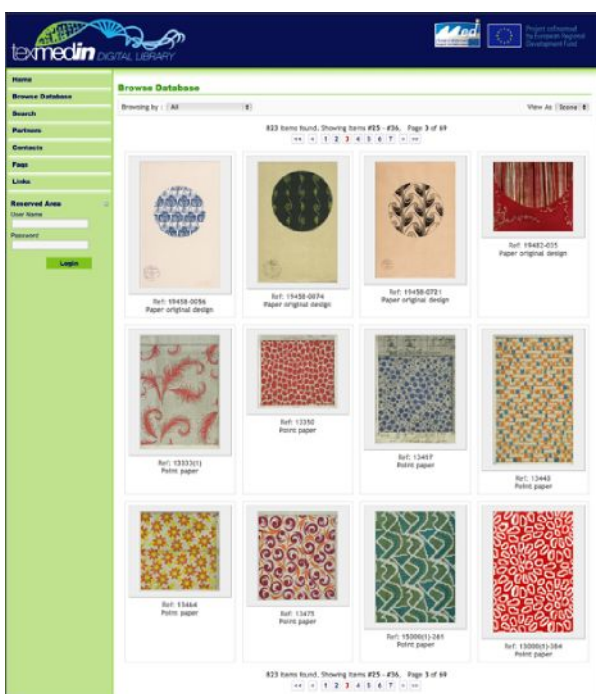
These items - that represent the cultural heritage of four countries where the aesthetic tastes and the evolution of the sector have developed in their different ways, but yet always around sharing certain common reference points - are just a sample of what the *TEXMEDIN Digital Library* may contain in the future and of its value as the basis for fashion creation and investigation. As a matter of fact, the *TEXMEDIN Digital Library* is open to further applications and developments. The database structure and ICT platform have been developed 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 as well as for future training purposes.

Great effort has been dedicated to satisfy two different needs: to create a tool of representation and consultation from for anybody that

it is interested in T&A heritage and to offer an attractive source of inspiration and information for young designers, stylists, fashion schools and textile and clothing companies.

These features, combined with an effective search mechanism, a user friendly presentation screen and the possibility for the user to create his/her own theme, offer a viable tool to professionals looking for inspiration and creativity in the treasure house of the existing T&A heritage.

The *TEXMEDIN Digital Library* can be accessed online at **www.texmedindigitallibrary.eu** without any restriction for both item searching and browsing.



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The Texmedin Design Challenge: some results of an innovative experience



In the framework of the Thematic Component "*Inspiring Lab Cluster for Innovation*" of the TEXMEDIN Project, the *TEXMEDIN Design Challenge* was organized. This is an educational experience targeted at young fashion designers and stylists, structured as a European public contest. The contest, launched on the 15th of June 2010 and closed on the 30th of September 2010 was conceived as an opportunity to highlight the potential of new generations of creatives and update their skills in the research and reinterpretation - in a contemporary approach - of the textile and costumes heritage of the partner mediterranean areas.

This opportunity was open to young people between 18 and 33 years of age, residing in the EU either attending the last year of high schools (Institutes of the Arts, Technical Institutes and Vocational Fashion Schools), or specific textile courses, vocational fashion and design courses, university or university-level courses or who have already joined the job market.

To participate in the *TEXMEDIN Design Challenge* young creatives had to produce a new fabric, garment, accessory or other item of design as a result of a contemporary reinterpretation of the contents of the *TEXMEDIN Digital Library*.

At the 30th September deadline, the project partners have received 133 online registrations (in detail 24 for the Inspiring Lab located in Athens, 10 for the one in Carpi, 12 for Lyon, 44 for Prato and 43 for the Inspiring Lab in Terrassa). 90% of the applicants were female with an average age of 24,66 years old.

Finally, more than 50 project works from all over Europe - also from Romania, Sweden, Netherland, Germany and Portugal - entered the selection phase: the Design Challenge Selection Committees evaluated them and choose the participants for the training activities in each Inspiring Lab. These will have the possibility to develop their project works with the support of experts, technicians, teachers and tutors as well as of the involved local companies.

At the completion of the *TEXMEDIN Design Challenge*, the best project works will be selected for an exhibition at the European level. Moreover the candidates will have the opportunity to create a professional book of their project works with complete photographic documentation of prototypes, which will be financed by the TEXMEDIN Project.



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

The Annual Event of the MED Programme 22nd-23rd September 2010, Thessaloniki (Greece)

The Managing Authority and the Joint Technical Secretariat of the MED Programme organised on September the 22nd and 23rd the 3rd Annual Event in Thessaloniki (Greece). This year's event was planned jointly with the South East Programme: the initiative enabled a live and interactive exchange between the partners of the two Programmes in order to better prepare the future of the Mediterranean space. More than 350 participants, coming from all the countries of the MED space attended the conference.

An exhibition presented the projects from the 2nd call for proposals and allowed to disseminate the first significant results of projects from the first call. This exhibition was the occasion for the TEXMEDIN Project to present its activities and achievements to the Conference participants - also thanks to a focus article on the MED newsletter - and to deliver project's communication materials.

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

TEXMEDIN 4th Steering Committee and Study Visit

14th-15th October 2010, Athens (Greece)

The 4th Steering Committee and Study Visit of the TEXMEDIN Project took place in Athens on 14th and 15th of October 2010, in conjunction with the Athens Fashion Week organized by Hellenic Clothing Industry Association. The partners had the chance to participate at the Fashion Week Opening event and on Sunday 17th October the TEXMEDIN Project, together with Greek Inspiring Lab services, was successfully presented to young designers, fashion design students, representatives from 7 schools and fashion press.



During the 4th Steering Committee meeting - in the framework of TEXMEDIN Design Challenge - the partners presented the project works of young designers and approved the list of admitted participants to each Inspiring Lab.

Following the meeting, a rich study visit programme enabled the partners to learn more about Greek textile and clothing heritage and to talk with professionals that manage and customize it. The visits included the exhibition "Beyond Dress Codes: Contemporary Fashion Designers in dialogue with Traditional Greek Costume", the textile collections of the Museum of Greek Folk Art and of the Benaki Museum. The TEXMEDIN partners also had the privilege to visit the textiles storage room of the items from the Islamic Arts Collection of the Benaki Museum.

Next TEXMEDIN Event 31st March 2011, Terrassa (Spain)

The next TEXMEDIN event will be held in Terrassa on 31st March 2011 with the organization of a transnational Workshop. This event will be an important step in the framework of Component 4 and in particular of the TEXMEDIN Design Challenge, in fact will be the occasion for exchanging of experiences among participants of each Inspiring Labs.

More information will be soon available on the project's web site:
<http://www.texmedin.eu>

4th Steering Committee and Study Visit
Islamic Arts Collection of the Benaki Museum,
Textiles Storage Room

ACTE (European Textile Collectivities Association) sets cornerstone for a European Contest of Young Designers



Representatives of the competitions Badalona Moda, Riccione Moda Italia, Play Trend, Texmedin Design Challenge, Concurso de Jóvenes Diseñadores Andaluces (Cátedra Elio Berhanyer) and Moda Movie met on 22nd September in Barcelona to set the cornerstone for the launch of an European Design Contest as of 2011. This initiative responds to one of the strategic projects of ACTE, aimed at creating a network of different competitions (organised by ACTE members) to award young designers in Europe.

The promotion of creative talents represents a key element to assure that the manufacturing DNA is not lost in European territories. The new European Contest, which will celebrate its first edition in 2011, will be organised alternately in the framework of the regional competitions in order to guarantee the link between talent and territory. Three winners of each participating competition might compete in this new European Contest.

For further information:
<http://www.acte.net>