

# FUTURE FASHION

## ENHANCING LIFE

CALL FOR PROPOSALS  
APRIL 4 – JUNE 03, 2016

### WHAT'S HAPPENING

FUTURE FASHION – ENHANCING LIFE is part of IKAT/eCUT, a regional project by the Goethe-Institut exploring the past, present and future of textiles in Southeast Asia, Australia and New Zealand as traditional cultural craft, a material for art and part of the digital technology revolution.

Smart textiles and wearable technologies are a hot topic now. It's the place where fashion and technology meet, generating myriad new concepts, designs and products. From belts, glasses and watches to jackets, shoes and dresses, everything that can be worn is getting the high-tech treatment. Technological advances have also been behind the evolution of the manufacturing of fashion items over recent years, whether by the development of laser cutters to create original and intricate designs or the maturing of 3D printing techniques to develop cutting-edge creations. We are now seeing a move towards new technology being reflected in the design and function of pieces themselves as well as in the manufacturing process.

The Goethe-Institut is organizing a workshop, seminar and fashion show around the topic of smart textiles and wearable technologies in Southeast Asia, Australia and New Zealand. The programme seeks to promote young designers and encourage dialogue among professionals in a diverse range of areas such as fashion, material science, digital technology and social product design.

### WHY THIS IS YOUR CHANCE

18 participants will have the opportunity to attend an intensive five-day workshop with Berlin-based FashionTech house ELEKTROCOUTURE. The group is known for bringing technology into style, as opposed to putting style on top of gadgets, and for pioneering the future of self-expression and style. Learning by doing is still the best way to create something new and exciting and participants will be introduced to this exciting fusion of fashion and technology by those who are shaping its cutting edge from the heart of Europe's FashionTech hub. Participants will also have the chance to be mentored one-on-one by the ElektroCouture team in developing their vision from idea to reality.

Each participant will moreover receive €200 towards producing their prototype, which will be presented at a fashion show in Siam Center, one of Southeast Asia's leading design spaces and trend-setting commercial centers, during the Bangkok Fashion Week in November. And that's not all: internationally competitive designs may even have the chance of being proposed to the FashionTech show of the Berlin Fashion Week in 2017.

### WHO CAN APPLY

The call for proposals is open to all students and young professionals of Southeast Asian, Australian and New Zealand nationality between the ages of 20 to 35. Eligible participants are residents of Australia, Cambodia, Indonesia, Laos, Malaysia, Myanmar, New Zealand, the Philippines, Singapore, Thailand or Vietnam.

### HOW TO APPLY

Proposals should be identifiable as FashionTech concepts, either integrating technology with garments or accessories, or using technologies such as 3D printing or laser cutting as production method. We are looking for inspiring prototype ideas that "enhance life" either through their function or through pure sensory delight achieved by the interplay between technology and stylish garments or accessories.

Applicants should submit the following documents and materials sent to [program@bangkok.goethe.org](mailto:program@bangkok.goethe.org):

- A** A **vision statement** of your proposed prototype under one of the following two categories:  
**Garments** or **Accessories** [up to 300 words in English in PDF or Word Document]
- B** A **mood board** showing your background contextual research for your idea [as PDF file]
- C** A **conceptual sketch** of your envisioned prototype [as PDF file]

Please also include your age, nationality and country of residence, as well as your university if applicable.

Please ensure that your files do not exceed 10 MB in total or provide a download link where the materials can be downloaded.

Please have either of the following as your E-mail Subject:

CALL FOR PROPOSALS FUTURE FASHION – GARMENTS  
CALL FOR PROPOSALS FUTURE FASHION – ACCESSORIES

Applicants must be able and willing to be in Bangkok from August 1 to August 6, 2016.

For participants within Bangkok, lunch is provided during the workshop week.

For participants outside of Bangkok, room and full-board for five days and six nights will be provided.

For participants outside of Thailand, an economy-class round trip and room and full-board for five days and six nights will be provided.

### JUDGING CRITERIA

- 1 Originality and innovation
- 2 Form and quality of presentation
- 3 Design and quality of visualisation
- 4 Fit to future lifestyle needs
- 5 Visual attractiveness and stylistic assurance
- 6 Problem sensitivity (identify areas where need for innovative solutions exists)
- 7 Impact potential (development of new solutions to existing problems)
- 8 Market potential (technical feasibility and consumer usability)
- 9 Overall impression and impact