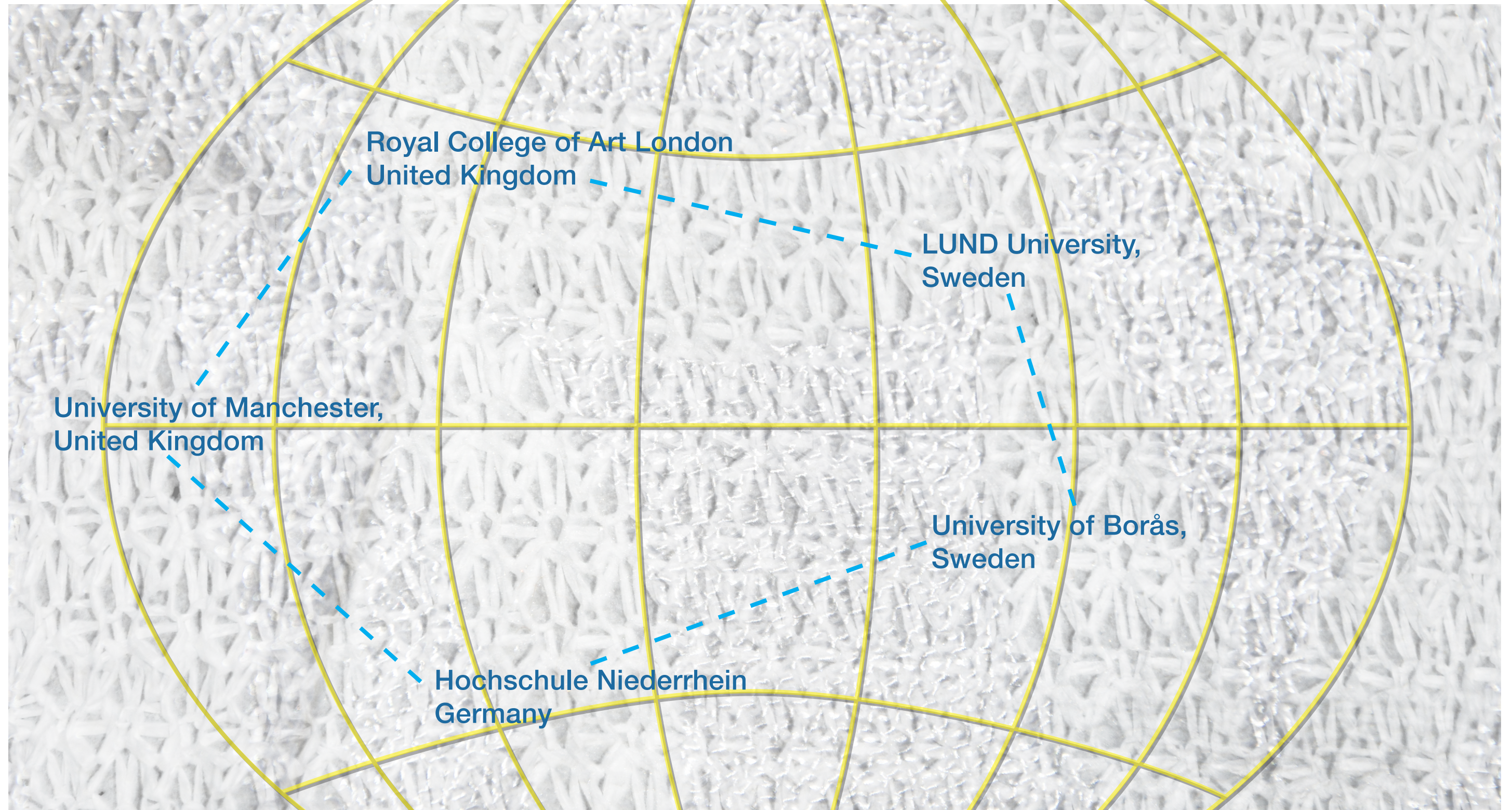


TEXTILE POP

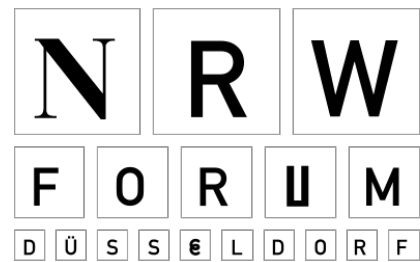
Workshops

23./24. May 2019

sharing the same roots...



...connected for designing the
future of fashion and textile



Workshops #TextilePop 23rd and 24th of May 2019:
will take place at

NRW-Forum, Düsseldorf
Ehrenhof 02
40479 Düsseldorf - Germany

Our sincere thanks to NRW-Forum Düsseldorf
representative:
Prof. Dr. phil. Marina-Elena Wachs, May 2019
contact:
marina.wachs@hs-niederrhein.de

Contents

| | |
|---|----|
| About European research in sustainability (Marina-E. Wachs)..... | 2 |
| Exposition (Overview)..... | 4 |
| Intro Exposition..... | 5 |
| Programme workshops..... | 8 |
| Intro Workshops..... | 9 |
| Day one: Keynote (Ashley Hall)..... | 11 |
| Day one: Sketching the future (with Charlotte Sjödel, Siri Skillgate)..... | 12 |
| Space for notes | |
| Workshop Day two: overview..... | 14 |
| Workshop I: Light – Textile – Space (Ulrike Brandt / Theresa Scholl)..... | 15 |
| Workshop II: Next Material (Ellen Bendt / imat-uve I Design & Engineering)..... | 16 |
| Workshop III: Fashion / Textile & Engineering (Markus Rindle / Leonhard Aha)..... | 17 |
| Workshop IV: Fashion Management for the Post Digital Area (Claudia Hofmann)..... | 18 |
| Short Bio's..... | 19 |
| Credits..... | 24 |

About European research in sustainability

Prof. Dr. Marina-Elena Wachs

Design theory, fashion and textile studies

"In tomorrow's world, many new positions and professions will emerge, driven not only by the fourth industrial revolution, but also by non-technological factors such as demographic pressures, geopolitical shifts and new social and cultural norms. Today, we cannot foresee exactly what these will be but I am convinced that talent, more than capital, will represent the critical production factor. For this reason, scarcity of a skilled workforce rather than the availability of capital is more likely to be the crippling limit to innovation, competitiveness and growth." Like Professor Klaus Schwab, Founder and Executive Chairman of World Economic Forum - is demonstrating in his book "The Fourth Industrial Revolution, in 2016, at page 44 f, this development and consequences of technological impact of the digital revolution, we have to focus on talents capacities and in so far in "human capital" more than anything else. His words encourage me to go on with my interdisciplinary projects in sustainable cultural education in a more intercultural way.

These proceedings for the workshops "TextilePop_Europeans together in SUSTAINABLE design / engineering / management" on the one hand is documenting the design research projects of the last eight years at Faculty of Textile and Clothing Technology at the Hochschule Niederrhein (University of Applied Sciences), Mönchengladbach, Germany.

On the other hand this exposé is handed out, with a selection of outstanding artistic and engineering case studies, which were completed as part of several high-level BA and MA student projects, the present and future challenges in design and design education, at the expo TextilePop_Europe in 2019 at the NRW Forum Düsseldorf.

In design research it is our goal to communicate, to connect and to work together - on an interdisciplinary and crosscultural level – for the design task and design management exercises for tomorrow, for a new interlinked global generation.

The following topics are focussing our research interests:

- sustainable design / management solutions
- to foster Europe with the help of intercultural and interdisciplinary projects in design / management – to slow down the increasing geopolitical problems
- to underline and support the cultural education as basis for design / management
- to focus challenges and chances of the transformation by the digital revolution
- the gender equilibrium, diversity management in design /engineering / management spaces

Smart sustainable solutions are our favourites!
...Europeans together!

The results of the projects and research evidence the extensive range of creative potential, scope of technical design, compliance with sustainability demands as well as the success of combined engineering solutions. They also show the excellent standard of interdisciplinary networking between the experts in various scientific and design disciplines as well as with partners from the industry in the Lower Rhine region, Europe and beyond and as well with the talents – our human capital of tomorrow. Many solutions anticipate the future of textiles, which may at some point in time become the accepted state of the art.

Very ambitious talents and experts aiming for a sustainable and worthwhile future while still satisfying the needs of the industry 4.0, - but what's next? What about the great challenges of a human and nature equilibrium in diverse economies, geopolitical changes, social and psychological challenges, within the transformation of the digital proofed world and –products?

We hope you will be inspired reading this design research portfolio and invite you to accompany us on a workspace of creative, innovative, smart, sustainable rooms of (textile) design research and to discuss and to generate together the solutions for tomorrow.

The paradigm as consequence of the "Fourth Industrial Revolution" is now and we have the chance to create the cultural space to formulate the sustainable frame. I agree with Professor Klaus Schwab, that the talent, more than capital, will represent the critical production factor. The human capital is our value and our economic factor for the next time. Design Research in Europe has to be deeper connected, with new educational models... but this is another subject, we have to discuss next time. It would be my pleasure to connect German Design Research with yours in Europe, please feel invited to contact me.

Sincere thanks is due to all the supporting hands and donations, which made the exposition and workshops possible! Great thanks to our European guests from UK and Sweden.

In the name of the Hochschule Niederrhein, Faculty Textile and Clothing Technology, all students, talents and alumni:

Prof. Dr. phil. Marina-Elena Wachs
May 2019

Exposition

“TextilePop_Europeans together in SUSTAINABLE design / engineering / management“

at NRW Forum, Ehrenhof 2, 40479 Düsseldorf

NRW FORUM Düsseldorf + HOCHSCHULE NIEDERRHEIN with GUESTS

23rd / 24th of May 2019 (in the electoral week of European Parliament)

Experts and talents together:

_ I LIGHT - TEXTILE - SPACES

_ II NEXT MATERIAL

_ III FASHION/TEXTILE AND ENGINEERING

_ IV FASHION MANAGEMENT FOR THE POSTDIGITAL AREA

Link to exposition catalogue and further information:



<https://web.hs-niederrhein.de/faculties/textile-and-clothing-technology/research/textilepop-eng/>

[#TextilePop_Eurpe](#)

<https://www.nrw-forum.de/ausstellungen/textilepop>

Intro Exposition

TextilePop is a collaboration with NRW-Forum Düsseldorf, Hochschule Niederrhein – University of Applied Sciences and European Guests, which shows all of the possible textile competence fields in Design / Engineering / Management with focus on SUSTAINABILITY within four exposition spaces.

The exhibition design is organised by Master students of the edi – exhibition design institute of Peter Behrens School of Arts, Hochschule Düsseldorf, represented by Eric Fritsch and Prof. Reinhard.

In addition TextilePop tries to sketch and to research innovative tools of education programs for school and applied solutions for the industry in non-hierarchical format: from school to university, to the circular industry management.

The exposition and exclusive cross-cultural workshops takes place in the week of the election of European Parliament: 2019!

The expo „TextilePop - Europeans together in SUSTAINABLE design / engineering / management“, at NRW-Forum, (Düsseldorf 24th of May to 23rd of June, 2019) will frame the exclusive workshops, guided tours and interaction playground for children. A textile maker space and design thinking workshops are an ambitious addition to mediate smart sustainable solutions for the post digital area.

The four Exposition-Spaces of TextilePop are: (solutions please to focus on the website)

- Light up cultural spaces (Textile Archisculpture, Bauhaus, lightning solutions...)
- Next Material (shoes-innovative product design, cork, natural rubber, mycelium)
- Save the future (Fashion Management CSR, Fashion solutions for the following subjects: - Zero waste, environmental pollution by petroleum, production PRO of jeans, aware of bees)
- Design is music...is Design... Europeans united (outfits for children + textile patterns, synaesthesia)

>TextilePop_Europeans together in SUSTAINABLE design / engineering / management<

European Guests from UK, Royal College of Art, London and from Sweden will show their perspective on sustainable solutions with cross-cultural views. The opening ceremony of the exposition will take place in the evening of the 24th of May 2019 at 7:00 pm (entrance at 6:30pm).

The strong European statement of all participants: students, alumni, teacher and experts, during the week of election of the European Parliament, will express the demand and the willingness of a sustainable, non-hierarchical and well connected „togetherness“ (Richard Sennett). Diversity is demonstrated in a colourful unit and passionate engagement for our sustainable „post digital generation“.

Let' s work and think together next education areas, learning landscapes of the future for European students and experts for SUSTAINABLE Design / Engineering / Management solutions: new creative landscapes and a new „European togetherness“.

#textilepop_europe

Best by your representatives of the organisation committee:

Elise Esser, Katharina Grobheiser, Franziska Poddig, Theresa Scholl, Marina-Elena Wachs
Düsseldorf, May 2019

Programme Workshops

23rd of May: Welcome: Prof. Dr. phil. M.-E. Wachs + Prof. Dr. rer. nat. Kl. Hardt
(all activities on 23rd of May at NRW Forum – first floor – conference room)

4pm: Registration

5 pm: Keynote: >tangible aesthetics in design engineering in the post digital area<
Keynote speaker Prof. Ashley Hall PhD – Prof. for Innovation Design at
Royal College of Art – London UK

6 pm: Sketching the Future... into your! Interaction
Charlotte Sjödel and Siri Skillgate, Sweden

7 pm: get together – meeting European Experts and – talents

24th of May: Workshop – Spaces 9:00 am – 4 pm:
(all activities on 24th of May at NRW Forum – different rooms)

9 am: WELCOME by Marina Wachs and Students/Alumni (1st floor conference room)
09:00 – 12:00 workshops in single space
12:00 – 13:00 lunch
13:00 – 14:30 to sum up – one (1) slide as interim result of your workshop
14:30 – 15:30 short presentation to all 4 workshop-groups / acknowledgement by HN
... break until opening ceremony...

7 pm: opening ceremony of exhibition >#TextilePop_Europe< to the public

8 pm: following party: celebrating talents and experts in sustainable post digital area!
(Dress code for the evening: evening gown / evening suit or party dress)

Intro Workshops

It is a great honour to realise this innovative design-learning landscape of non-hierarchical, cross-cultural workshops within the framework of the exposition TextilePop in a collaborative space with European partners. Partnerships of cooperating enterprises and universities like Royal College of Art, from London and LUND University from Sweden, are becoming a new value. We welcome great experts from hidden champions of the European economy, with great engagement at the one hand for sustainable value based working and living conditions and at the other hand with a vivid perspective to the young generation, the talents.

At the NRW-Forum in Düsseldorf (Germany) at 23rd to 24th of May 2019 young students, talents as alumni, from various disciplines will work in an interactive way together with experts across European countries and -business fields and teachers. They want to give a strong European statement about smart sustainable tasks and sketching possible advanced solutions TOGETHER for the post digital area.

Related to the four exposition-spaces of TextilePop, material and engineering matters in relation to design and management, to creative industries and to the circular economy. Let's work and think together in next education areas, for students and experts for SUSTAINABLE Design / Engineering / Management solutions.

It is our goal to "require new educational talents working seamlessly across integrated analogue and digital platforms while responding to evolving cultural needs emerging through new consumer behaviours. As geopolitical changes accelerate in Europe, new opportunities and challenges are emerging in collaborating for a profitable "togetherness" (Sennett)." (Hall / Wachs, statement for EPDE Conference 2019 in Glasgow).

"Tout est Langue" (Françoise Dolto, 1995)

So this is the first step (in Germany) to greater hierarchy less learning landscapes in design engineering and management for Europe. We would like to express our sincere thank to all partners at the workshops and would like to encourage external partners to follow us in the next years: supporting the cultural education in Europe together for the talents of the future, as experts of our future and for peoples and planet profit.

Interim results of the workshops and of the innovative learning platform will be published on the website to TextilePop, will be part of the research thesis of Prof. Dr. Wachs (2021/22) and will be presented and discussed probably at the next EPDE Conference (Engineering and Product Design Education Conference) by Hall and Wachs together.

Thank you so much and good luck at the workshops, we are very happy to welcome you at TextilePop 2019!

Marina-Elena Wachs, Düsseldorf, May 2019

More / to follow at:

<https://web.hs-niederrhein.de/faculties/textile-and-clothing-technology/faculty/lecturers/wachs/>

Keynote = Day One

Tangible aesthetics in design engineering and the post digital area

Prof. Ashley Hall
RCA, London. UK

Ashley Hall's keynote brings together a number of developments, ideas and provocations that concern how designers engage with understanding current challenges for design practice. These include key ingredients ranging from designing across cultures, designing globalisation, interdisciplinary, the future of design education and the shifting roles and models for design. A key concern deals with the struggle for tangibility in design aesthetics in the face of new developments including technological complexity, changing social needs, sustainability and accountability that drive the need for new forms of design practice.

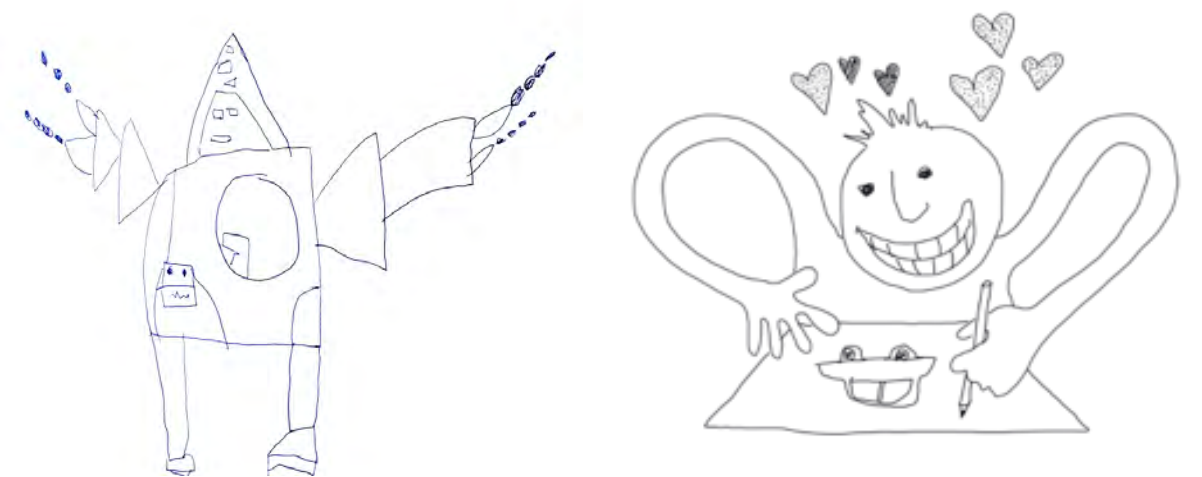
Interaction = Day One

Sketching the future...into your!

Charlotte Sjödell and Siri Skillgate
LUND University, Sweden

Industrial Designer Charlotte Sjödell and Siri Skillgate will host an interactive workshop to show the benefits of drawing as communication tool for multidisciplinary teams in order to visualize current and future scenarios. They will exemplify how drawing in comparison to other communication tools can help creative processes and be helpful while working in international teams.

The focus is to overcome fear of judgment, as many people feel unsure of their ability to draw. Charlotte and Siri will share easy to use drawing tips that can be used to explore, exchange and evaluate ideas to facilitate a non-hierarchical development process.



(picture rights: Industrial Designer Charlotte Sjödell)

Notes

Workshops = Day Two

OVERVIEW OF WORKSHOPS to TextilePop_2019 Europeans together for SUSTAINABLE design / engineering / management

LIGHT - TEXTILE – SPACE:

Workshop I - Room: NRW Forum 1st floor
>enlighting new spaciousness and immateriality through textile<
Ulrike Brandi + Theresa Scholl
(CEO and Owner Ulrike Brandi Licht GmbH, HH, Germany, + Textile-Engineer / designer
Theresa Scholl – today colour & trim designer for the automotive industry)

NEXT MATERIAL:

Workshop II - Room: NRW Forum basement floor
>From Waste to Value – Material Matters<
Ellen Bendt + Hannah Dettmer / Michael Wolf imat-uve I design & engineering
(Ellen Bendt: Professor for Fashion Design/Knitwear & Innovative Product Design. Hochschule Niederrhein, Hannah Dettmer team lead material development & UX design at imat-uve GmbH, Michael Wolf CMF Designer at imat-uve GmbH, Alumnus HN)

FASHION / TEXTILE AND ENGINEERING:

Workshop III - Room: NRW Forum 1st floor – conference room
>Change of Role Model in DESIGNING Sustainable Warp Knitting?<
Markus Rindle + Leonhard Aha
(Markus Rindle: Design Director and Expert in Product Design & Innovation in Sporting Goods Industry, Leonahard Aha Alumnus and Masterstudent in Textile and Clothing Management)

FASHION MANAGEMENT FOR THE POSTDIGITAL AREA:

Workshop IV - Room: NRW Forum 1st floor – ??ground floor??
>Fashion Management in the Scope of Sustainability in Germany<
Claudia Hofmann + Scott Lipinski
(Claudia Hofmann FCG Board & Founding Member, Scott Lipinski CEO of FCG)

I LIGHT - TEXTILE - SPACE

Enlightening new spaciousness and immateriality through textile

Theresa Scholl & Ulrike Brandi
Ulrike Brandi Licht GmbH

We want to focus on ways of interaction between light, textile and space.

Light and Textile are essential elements to stage space and create varied atmospheres. From an aesthetical viewpoint, both (mediums), light and textile, can appear in numerous variations: from soft, dull and restrained to hard, shiny and expressive. Unlike light, textile is something tactile that is primarily experienced through touch. In combination with different sources of light we tend to create what we will call immaterialized textile. How does this combination relate to space? As the space does not only change in architecture, but also in art and everyday life, away from the constant interior of being limited by walls, ceiling and floor form to a temporary, digital and very variable space. Textiles in space can also be experienced through other senses.

Within this workshop we want to consider the perception of these new ways of spaciousness and try to depict an immaterial textile through light.

In this framework, the participants can then experiment freely and sensitize themselves to the nuances in the interaction between these mediums, to grow a visual and aesthetic understanding for the mutual impacts of the particular features. We aim to observe how the structure of textile as well as the way of lighting generates patterns in shadows and reflection helps to define and shape spaces.

<https://www.ulrike-brandi.de>

II NEXT MATERIAL

From waste to value – Material Matters

Prof. Ellen Bendt
Hochschule Niederrhein in cooperation with imat-uve

We work on products, ideas and strategies to face the future:

| | |
|--------------|---------------------------------|
| re- spect | nature |
| re- cycle | everything |
| re-invent | forgotten techniques |
| re-construct | obsolete structures |
| re-turn | to appreciation |
| re-boot | your standard thinking |
| re-member | traditional values |
| re-duce | all superfluous |
| re-build | according to sustainability |
| re-flect | on the important things of life |
| re-new | waste management |
| re-valuation | of cultural heritage |
| re-place | problematic materials |
| re-search | for a better world |

Let's share our visions and creativity and go for re-sults!

Ellen Bendt in cooperation with Hannah Dettmer and Michael Wolf, enterprise imat-uve I
Design & engineering.
<https://www.imat-uve.de/de/home.html>

III FASHION/TEXTILE AND ENGINEERING

Change of Role Model in DESIGNING Sustainable Warp Knitting?

Markus Rindle & Leonhard Aha

In cooperation with Penn Textile Solutions GmbH

"Redundancy is the result of repeating what is eternally the same – Redundancy leads to stagnation and comparability." (Rindle 2018)

In the apparel industry we deal with ancient but optimised processes, embedded in a maximized and constraint margin structure which is leaving us with almost no room for evolution. In order to step out of this vicious circle we need to take risks, break rules, overcome the reluctance of the ones which don't see the necessity for change.

Based on the example of the known warp knit process we will discover opportunities creating new design language, material and product performances and how easy it can be to invite sustainability in our product creation process. We will be confronted by analogue processes knowing that digital solutions are needed in order to be more efficient and sustainable.

Working with a warp knitter will consequently change the role model in designing and developing products. Penn Textile Solutions, a Paderborn based warp knitter, will ask you to make decisions on yarns and material structure which all over sudden brings you in the position to drive material and product design, its performance and level of sustainability on a very early stage. You think as a product designer or developer you have not been trained to make decisions on the yarn level? ... might be but at this point you decide if you want to be a creator or a follower! ... it is a big shift as you have to transfer into other disciplines, it is a challenge as it leaves you with more complexity, responsibility but at the very end with a modern and sustainable product.

By analysing the warp knit process, state of the art yarn suppliers (Antex, DuPont and others), warp knitting machines (Karl Mayer) and a simple gardening glove we will mind mapping the textile future. First developments based on warp knit materials have been awarded with the ISPO Award „best product of the year 2019“ (Mammut SOTA 3L HS Jkt) confirming its innovative, sustainable and forward thinking concept.

Penn Textile Solution, Germany, <https://www.penn-ts.com>

IV FASHION MANAGEMENT FOR THE POSTDIGITAL AREA

Fashion Management in the Scope of Sustainability in Germany

Claudia Hofmann & Scott Lipinski

Fashion Council Germany

A growing awareness for the needs and demands of nature and our environment in general, does not just ask for a rethinking in terms of materiality, sourcing and distribution. The redirection of obsolete management concepts and - above all – the implementation of future-orientated structures, are just as essential.

The Fashion Council Germany does not only promote young fashion designers, moreover it initiates programmes that focus on sustainability and longevity of the brand and, as a matter of course, their products.

The promotion of aspiring designers is a crucial part of its work, especially in the light of sustainability.

Therefore, promotion equals, besides awareness for the brand, education in resource-friendly production, fair-trade matters and, most importantly, empowering the brands on their way to a sustainable AND successful market positioning.

The pivotal questions are: How can we join forces to create synergies, that provide future-orientated solutions with respect to resource-friendly sourcing? Which tools can WE use, to shape a holistic and functional sustainability concept?

Claudia Hofmann from Fashion Council Germany investigates in an interdisciplinary space the potential of sustainable fashion management in the post digital area.

<http://fashion-council-germany.online>

Short BIO's

Prof. Dr. phil. Marina-Elena Wachs

Marina-Elena Wachs is master tailor, tailor directress and industrial-designer.

2007 she graduated at Braunschweig University of Art with the thesis "Material Mind – New Materials in Design, Art and Architecture" (<https://verlagdrkovac.de/978-3-8300-3292-2.htm>). Since 2010 she held a Professorship in Theory of Design at Hochschule Niederrhein - University of Applied Sciences, Faculty Textile and Clothing

<https://web.hs-niederrhein.de/faculties/textile-and-clothing-technology/faculty/lecturers/wachs/>

Contact: marina.wachs@hs-niederrhein.de

Technology.

She has experiences as consultant for design companies and architects, and cooperates with museums, schools and foundations. Her present research focuses on interdisciplinary, hierarchy less and cross cultural design engineering in Europe. Marina Wachs intended aim is on corporate social responsibility in material- and cultural behaviour about a design shift.

Prof. Dipl.-Des. Ellen Bendt

Ellen Bendt is fashion designer specialized on knitwear, innovative product development, knitting techniques, technical training and product management, with references from several international companies.

Her main research field is the development of sustainable textile design and applications. In her current research, she is involved in the reduction of textile based micro-

Contact: ellen.bendt@hs-niederrhein.de

plastic emissions in the marine environment and digital design solutions for the textile industry 4.0.

Ellen Bendt is Professor for Fashion Design/Knitwear & Innovative Product Design (Hochschule Niederrhein - University of Applied Sciences, Faculty of Textile- and Clothing Technology, Mönchengladbach).

Prof. Dr. ir. Anne Schwarz-Pfeiffer

Anne Schwarz-Pfeiffer holds a professorship on functional textiles and clothing at the Faculty of Textile and Clothing Technology / Hochschule Niederrhein University of Applied Sciences. She studied Textile and Clothing Management before she completed a European Master Degree in Textile Technology in Finland, France, Italy and Lithuania.

Contact: anne.schwarz-pfeiffer@hs-niederrhein.de

Her interest in functional and smart textiles arose during her PhD research at Ghent University. Later on, she applied her knowledge when leading the working group smart textiles at the Institute of Textile Technology at RWTH Aachen. Her research activities are published in more than 50 publications and book chapters.

Prof. Ashley Hall PhD, RCA London

Ashley is Professor of Design Innovation in the School of Design at the Royal College of Art in London. With a MA from the RCA and PhD from the University of Technology in Sydney he has a background in design practice, teaching and research. Hall leads postgraduate research for the School of Design and the MRes in Healthcare Design.

<https://www.rca.ac.uk/more/staff/ashley-hall/>

Interview to: Risks and failure in design innovation | Ashley Hall, Royal College of Art:

<https://www.youtube.com/watch?v=GiJObTrG0s>

Ashley researches in innovation methods, design thinking, design for safety, experimental design, design pedagogy, globalisation design and cultural transfer. His international activity includes design innovation collaborations in Australia, China, Ghana, India, Israel - Palestine, Japan, Korea, Norway, Mali and the USA.

Charlotte Sjödel, Industrial Designer

Charlotte Sjödel received her degree in Industrial Design at Art Center College of Design in Pasadena, USA. In 1999 Charlotte was hired by Ford Motor Company as a designer, quickly advancing to become Chief Designer of the European Colour and

<http://www.industrialdesign.lth.se/>

<https://ifworlddesignguide.com/juror/8060-charlotte-sjodell>

Materials Department in Germany. Today she is based in Sweden working as an independent designer, Senior Lecturer and Assistant Director of the Programmes in Industrial Design at Lund University, Sweden, where she has been active since 2004.

Siri Skillgate, Industrial Designer

Siri Skillgate is an Industrial Designer with a master degree from Lund University School of Industrial Design having experience working in multidisciplinary teams in project for organisations such as NASA, KIA and IKEA.

<https://skillgate.se/>

Today Siri runs her own studio Skillgate Design in Malmö, Sweden, working with a variety of projects. Her area of expertise is within textile production innovation, furniture design and future material research.

Theresa Scholl, M.Sc.

Theresa Scholl (MA of Sc Textile Produkte Design) is alumna of the textile design program of Hochschule Niederrhein - University of Applied Sciences. During her bachelor studies she mainly dealt with the design and development of interior textiles. In the master she focuses on the investigation of the significance of textiles in architecture from a design theoretical perspective. Addi-
<https://www.theresascholl.de/>

Dipl.-Des. Ulrike Brandi

Ulrike Brandi is CEO of ULRIKE BRANDI LICHT GmbH and Brandi Institute for Light and Design.
The design and consultation services provided by ULRIKE BRANDI LICHT cover artificial lighting design, Daylight design, Luminaire design development, Masterplanning and Event/show lighting.
Experience gained in over 1000 worldwide projects is applied during the design process in finding technical solutions, particularly emphasized projects are the Rot-
<https://www.ulrike-brandi.de/en/>
<https://www.ulrike-brandi.de/referenzen/>

Malina Angermeier, B.A.

Malina Angermeier studied History of Arts at Albert-Ludwigs-Universität Freiburg (Bachelor of Arts) and UHH Hamburg (Master). Her research focus is rooted in the interdisciplinary field of the interface between perceptual psychology and the perception of modern and contemporary art. She

tionally she worked on the creation of new textile materials such as smart textiles, textiles for lighting design and paper textiles. Her work was exhibited on different fairs like Pitti Filati (Florence / Italy), Heimtextil (Frankfurt am Main) and Avantex (Paris / France). Currently she is working as a Color&Trim designer in the automotive sector.

terdam Centraal, the International Airport Pudong T2 in Shanghai, Elbphilharmonie Hamburg and Royal Academy of Music London.
Ulrike Brandi has been teaching as visiting professor amongst others at Braunschweig University of Art, at Linz University for Artistic and Industrial Design, Hochschule Liechtenstein and at the Architectural Association London. She published several textbooks and curated Light art exhibitions.

co-founded and developed several art education programmes e.g. KunstFreunde for Kunstverein Freiburg and Junge Kulturfreunde for Augustiner Museum Freiburg. Since 2018 she works for Ulrike Brandi Licht GmbH as a Management Assistant and Head of Public Relations.

Dipl.-Betriebsw. Scott Lipinski, CEO Fashion Council Germany

Scott Lipinski, managing director of Fashion Council Germany. After studying finance and marketing in Mannheim, Scott worked for the US consulting firm Accenture. After some international projects within the firm he began working for the well-known fashion brands Wunderkind, Michalsky and lala Berlin, mainly in the field of marketing and
<http://www.fashion-council-germany.org>

Claudia Hofmann, B.A. Stilism & Modelism

Claudia Hofmann is a creative director, fashion stylist and consultant focused on fashion editorial, images campaigns, advertising movies, brand images and fashion shows. Since her study of Fashion Design she worked as editor, producer, concept developer & stylist for national and inter-
<http://www.claudiahofmann.com>
<http://www.fashion-council-germany.org>
<https://www.vogue.de/mode/artikel/claudia-hofmann-ueber-das-konzept-neonyt>

Dipl.-Ing Markus Rindle

Markus Rindle is a globally engaged Design and Product Director and expert at fusing consumer desire and art of design with the science of product innovation and sustainability.
Since decades he is working at the forefront of product design and innovation for technical apparel outdoor brands such as Jack Wolfskin, Salomon, Scott, Head,
[ISPO Award „best product of the year 2019“ in the category snowsports \(Mammut SOTA HS Hooded Jacket\)](https://www.ispo.com/sites/default/files/2019-01/ISPOAward2019_Pressebooklet_EN_0.pdf)
https://www.ispo.com/sites/default/files/2019-01/ISPOAward2019_Pressebooklet_EN_0.pdf

operations. Since 2017 he is the managing director of the Fashion Council Germany. FCG is a special interest group for German fashion. The objective is to promote and establish German fashion as a cultural and economic asset as is normal in countries such as United Kingdom and France.

national brands and magazines. In 2004 she became co-founder & creative director of stylebop.com, Germany's first e-commerce fashion platform. Since 2015 she is co-founder of the Fashion Council Germany and member of the board responsible for education and new development.

Mammut or Odlo on an international level. After finishing school and his apprenticeship as a women tailor he studied at Hochschule Niederrhein - University of Applied Sciences, textile and clothing engineering. He worked and lived in Germany, USA, France and lives today with his family in Switzerland.

Credits

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Faculty Textile and Clothing Technology
Webschulstr. 31
41065 Mönchengladbach, Germany

Prof. Dr. phil. Dipl.-Des. Marina-Elena Wachs

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Franziska Poddig
Marina-Elena Wachs

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Mönchengladbach / Düsseldorf 2019

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#TextilePop

**Europeans together in SUSTAINABLE
design / engineering / management**

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