FASHIONING TECHNOLOGY
AN EXHIBITION OF FUTURE TRENDS AND MATERIAL INNOVATION SUPPORTED BY RAINES SQUARE

Technologised garments take innovation to the highest level, making a future that may seem out of reach right now relevant to fashion today.

‘Fashioning Technology an exhibition of future trends and material innovation supported by Raine Square’ presents the application of emerging technologies and advanced materials to textiles, garment and accessories designed with a new generation of consumers in mind.

The combination of advanced materials, emerging technology and cutting-edge design is taking fashion to a higher level, making a future that once seemed out of reach now relevant to the clothing we wear today.

Over the past fifteen years a growing level of interest in the relationship between technology, textiles and garment has emerged and grown into a key focus of innovation and the examination of fashion futures. This industry change is reflected in publications such as the Techno Textile series by Braddock & O’Mahony (1999, 2002 & 2007) and books on fashion and technology by Quinn (2002, 2003, 2007, 2010, 2012 & 2013). The investigations that these books report focus on the application of new materials and digital technologies to garment resulting in the development of a new domain of fashion described as ‘wearables’. ‘Wearables’ is a term that refers to the field of technological fashion, more specifically the integration of digital based technologies into garment. By 2006 new materials and technologies in the textile industries had been identified as having added value functionality and it was clear that the foundations were in place for the development of smart textiles and clothing (Lam & Stylios, 2006). What has been missing is research into user experience and expectations.

Work selected for exhibition would profile innovative design developments in the application of new materials and new technology to garment with a focus on end user experience and enhanced wearability.
AIMS OF THE EXHIBITION

Western Australia is noted for innovative investigations into the application of new technology to both cloth and garment. Thus our key interest is on looking at local work but also providing an international context by including some examples from overseas that will clearly position WA work within an international arena. Through the presentation of innovation and application of new technology in textiles and fashion we aim to:

- Profile new and emerging fashion industry sectors.
- Profile fashion industry engagement in innovation.
- Promote new audience development and engagement in the TPFF program.
- Build Festival naming rights sponsor Telstra's associations with innovation and the application of new technology in everyday life.
- Place the work of WA designers in an international context.
## PROJECT TIMELINE

<table>
<thead>
<tr>
<th>Date</th>
<th>Event Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>July</td>
<td>Call for expressions of interest</td>
</tr>
<tr>
<td>5 Aug</td>
<td>Call for expressions of interest from designers/artists close</td>
</tr>
<tr>
<td>8 Aug</td>
<td>Selection Panel convene to review submissions</td>
</tr>
<tr>
<td>12 Aug</td>
<td>Notification of participation and schedule sent to selected Designers and Companies</td>
</tr>
<tr>
<td>22 Aug</td>
<td>Communication sent to Exhibitors regarding delivery of work and submission of information for catalogue</td>
</tr>
<tr>
<td>12 Sept</td>
<td>Statements from Exhibitors due</td>
</tr>
<tr>
<td>12 Sept</td>
<td>Loan agreements sent to Exhibitors</td>
</tr>
<tr>
<td>30 Sept</td>
<td>Works delivered to Raine Square between 10am and 5pm</td>
</tr>
<tr>
<td>30 Sept - 5 Oct</td>
<td>Installation of works</td>
</tr>
<tr>
<td>5 Oct</td>
<td>Exhibition Opening Function</td>
</tr>
<tr>
<td>6 - 30 Oct</td>
<td>Exhibition Open to Public</td>
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<tr>
<td>8 Oct</td>
<td>Public Gallery Floor talk with Curators Dr Anne Farren &amp; Mr Bradley Quinn</td>
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<tr>
<td>30 Oct</td>
<td>Exhibition closes</td>
</tr>
<tr>
<td>30-31 October</td>
<td>Exhibition dismantled and collection of work by Exhibitors</td>
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</tbody>
</table>
Dr Anne Farren, fashion educator, researcher and curator.

Over the past twenty years Anne Farren has been responsible for the development and curation of a series of fashion and textile projects and exhibitions exploring the relationship between garment, cloth and the body. These projects have contributed significantly toward the expansion of fashion in Western Australia. Anne has previously been both the Chair and a member of the Department of Culture & the Arts Designer Fashion Peer Review Panel, was a member of the Western Australian Premier’s 2003 Fashion Industry Taskforce, part of the Craft Ecology Mapping Reference Group and the Fashion Program Coordinator of the Western Australian-Hyogo (Japan) BANSHU Fashion Textile Program for the Department of State Development.

Bradley Quinn, internationally recognised consultant and author of books on techno textiles and fashion futures.

Based in London, Bradley Quinn is a specialist on emerging technology who works for fashion labels and sportswear brands. His clients include global sports brands such as The North Face, Nike, Adidas, Nautica, Timberland and Jansport. In the wake of the Apple Watch, Bradley was invited to be one of Apple’s roving ambassadors, subsequently holding seminars and events at Apple stores to heighten awareness of wearable technology on the high street. Bradley is also an internationally renowned author who has researched and published 15 books, many of them about wearable technology, advanced materials and emerging trends. Current academic positions include Visiting Professor at the University of Southern Denmark, External Examiner at the University of Arnhem (ArtEz) in the Netherlands and External Examiner at Shenkar College in Israel.
A call for expressions of interest to submit work for the exhibition ‘Fashioning Technology’ an exhibition of future trends and material innovation supported by Raine Square’ planned for October 2016 is presented to Western Australian Designers and Companies working in areas of practice associated with emerging technologies and advanced materials to textiles, garment and accessories. The exhibition’s focus is on the presentation of the latest developments in the application of new technologies to cloth and garment designed to improve performance and aesthetics.

In particular we are interested in showcasing WA innovation in: wearable tech in clothing and sportswear; digital platforms for emerging fashion tech – apps, and the applications of advanced materials in design. The exhibition will not showcase handheld devices or gadgets.

It is proposed to present the work of Designers and Companies currently based in Western Australia. The exhibition aims to represent high quality, innovative and intelligent design produced by Designers and Companies.

Your EOI should include the following information:

- Name, Postal Address and contact details (phone and email)
- A brief Bio and CV (max 1 page) indicating your particular area of expertise in new and emerging fashion technologies.
- Your CV should indicate the number of years you have been practicing to allow an assessment of your consideration as an early/emerging, mid-career or established practitioner.
- 4-6 images of recent work placed in a PowerPoint presentation with a description of work, including title, date of work, dimensions and materials.
- Proposal for Exhibition:
  a. A statement indicating the concept and or nature of work that you are proposing for the exhibition and how your work relates to the theme of this exhibition (approximately 200 words).
  b. Drawings and or images of actual work or indicating the nature of the work to be created should also be included. Please indicate the dimensions of proposed works in your proposal. A small body of work can be proposed for exhibition. Consideration of a body of work will depend on the size of works.
  c. Please indicate if you are anticipating any special installation requirements in relation to works proposed for the exhibition.
SELECTION CRITERIA

Designers/Companies will be selected based on the following criteria:

1. That they are currently based in Western Australia.
2. The relevance of the proposed work(s) to the exhibition concept and objectives.
3. Work proposed for exhibition is designed and primarily made in Western Australia (we will consider collaborative projects between WA designers and their partners located in other regions) and reflects:
   a. the qualities of fine craftsmanship;
   b. an innovative approach to the form;
   c. an investigation into emerging technologies and advanced materials in relation to textiles, garments and accessories.
4. Demonstrated ability to produce quality work for exhibition and or public display.
5. Quality of design & construction of works represented in proposal.
6. Professional presentation of material, including clarity of visual and verbal communication demonstrated within the proposal.
7. Suitability of the work to the overall composition and structure of the exhibition. A major consideration will be the selection of works that will ensure a balanced presentation of the theme and aims of the exhibition.

For further enquiries about the submission requirements please email: joy.scott@curtin.edu.au
SUBMISSION

Submissions must be sent to the Telstra Perth Fashion Festival Office by 4:00 PM on Friday 5th August in order to be considered for the exhibition.

Hand Delivery: Level 9, Carillion Office Tower
                207 Murray Street Perth
Postal: PO Box 7513
       Cloisters Square, Perth WA 6850
Email: info@perthfashionfestival.com.au

We look forward to reviewing your submission.

Anne Farren  Bradley Quinn  Aleksandra Gajda
Consultant Curator  Consultant Curator  TPFF General Manager