

## ART-CHERIE 4<sup>th</sup> NEWSLETTER – February 2019

### WHAT HAPPENED DURING THE LAST 6 MONTHS OF THE PROJECT ACTIVITIES?

#### 4<sup>th</sup> TECHNICAL MEETING ATHENS 26 JANUARY 2019

##### By Euratex

The ART-CHERIE partners had the 4th technical meeting at the HCIA facilities, in Athens. The ongoing activities were discussed and partners got a stock of next actions to be taken. The e-learning platform will be released along with its user's handbook. The ART-CHERIE partners had a demo during the meeting which showed how the platform looks like and what are their functionalities. Other implementing activities were also discussed, namely the pilot tests and corresponding report. Last but not least, partners discussed last and further dissemination activities to spread out the ART-CHERIE results.



#### PROVIDING DIGITAL RESOURCES FOR DESIGN INSPIRATION: A SPECIAL CHALLENGE FOR A MUSEUM

##### By Prato Textile Museum

As a Museum we always need to be in touch with the latest digital tools to catalogue and show our collections. The Web is definitely the first place where people, visitors, experts and general users can see the museum collections, exhibitions and activities. This is the reason why is so important to control the quality of pictures, the accuracy of information and metadata, the explication of right of use, credits and all the detail required to grantee the exploitation of every single item.

The Web is full of visual inputs and sometimes it makes a lot of confusion. Let's think to how many pictures appear if we simply search for a famous portrait on a

search engine. Many pictures of the same portrait but with different colors, resolution, cuts, information, size. Which is the most realistic one? What are the real colors? What are the real measures? The real appearance of an art piece can be very much affected by its digital version.



Addressing all these issues is an important part of our digitizing activities. Nevertheless, as a Textile Museum we are used to digitize for cultural purposes and researches about history of fashion or textiles. Our main target users are Art Historians or experts which search specific authors, periods or manufactures.

Providing resources for designers is completely a different job and we learned

Project coordinator:

**EURATEX**

Project contact person:

Ana Manuelito – Public Affairs Officer

[info@euratex.eu](mailto:info@euratex.eu) | [www.artcherie.eu](http://www.artcherie.eu)

it very well participating to the Art Cherie Project. Indeed, the biggest benefit from the Project activities has been the improvement of our experience in providing digital contents for a specific target: designers and students of fashion and textiles. Among some European projects, during the last few years, we started approaching the practice of digitizing our collection as a source of inspiration for designers. The aim was to make heritage be a living tool for contemporary design, rather than just a testify of the past. Apparently, this activity doesn't seem to have special requirements. In reality it's completely different.



The main benefit that we received from the collaboration with UAL – London College of Fashion among Art Cherie project was to understand very clearly the specific needs of designers, students and educator in fashion and textile design. For instance, the 3 clothes selected for Unit 1 were very similar in color, in order to focus only on shapes and models, but completely different in style, chronology and materials.



These are the main issues that raised:

- Pictures: a designer needs a rich and detailed visual documentation, with many photos of the same items showing details, zooms on different materials, focus on decoration and accessories
- Information: designers need short but precise information about techniques, composition and historical overview
- Research: designers need intuitive research tools to research specific styles, mood, pattern or color palette
- Fidelity: designers need to understand the size of an item or a pattern and they need to understand the real palette of colors of an item
- Crossed information: designers need an easy way to cross information about some specific items with similar other ones in order to enrich their research

As we presented during the Art Cherie Multiplier Event organized in London in December 2018, collaborating with UAL for this specific project phase was a challenging activity which helped us to change our traditional approach to the

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[info@euratex.eu](mailto:info@euratex.eu) | [www.artcherie.eu](http://www.artcherie.eu)

digitization process in order to make it more suitable to the designers' needs.

## ART-CHERIE Multiplier Events

### By London College of Fashion | UAL

The ART-CHERIE multiplier event 'Inspiration from an online archive: how to use amazing digital resources for creative design' was held in London on 13 December 2018. The event, aimed in presenting two units of the online course and has been organised within the European Year of Cultural Heritage.



The programme included an introduction to ART-CHERIE and the potential of using online fashion archives for fashion design

inspiration by Prof. Jose Teunissen. This was followed by a Q&A with Laura Fiesoli, Curator Prato Textile Museum (Italy) Susanne Baldwin, Course Leader MA Pattern and Garment Technology and Polly Kenny, Programme Director LCF whom discussed the importance of knowledge sharing among researchers and museum curators to enhance visibility of heritage collections, and increase access to resources for learning facilitated by digital technologies. The event has also invited guest speakers whom have knowledge and experience in online digital content curation for a broader discussion including Lorraine Smith from the Underpinnings Museum dedicated to the history of underwear and Head of Conservation Jeremy Uden from the Pitt Rivers Museum, Oxford.

on UAL Moodle pages, and the demo presentation illustrating how to access the unit courses online was presented by Andrew Cavers, UAL Learning technologist.



A lot of interest has been registered towards the practical demonstration of the embroidery samples, which showcased a new process from using fashion heritage in a contemporary context. Responding to this, UAL has now confirmed in organising another practical hands on workshop in May/June 2019.

The e-learning course has been framed in presenting in detail Unit 1 Womenswear and Unit 5 Embroidery, including new samples made by UAL designers as practical application of the textile from the Prato Textile Museum archive. The e-learning platform was temporary hosted

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## By Hellenic Clothing Industry Association

The Hellenic Clothing Industry Association organized the Multiplier Event “Training In & For Fashion - Exploring fashion heritage through vocational ICT- Inspiration for Designers” on 5 December 2018

During the Multiplier Event which was attended by a big audience with different background (designers, VET and HEI students, entrepreneurs, textiles and clothing companies’ employees etc) the following presentations took place:

- The project ART CHERIE as an initiative for the production of innovative educational tools for the Fashion Sector.
- The training courses that were developed.
- The ART CHERIE educational Web Platform at its demo phase.



### Testimonial

I was triggered by the Art-Cherie seminar because the project demonstrates how digital collections could be put to work for end users. It is my firm belief that museums should play a more active role on the educational level, and form alliances with schools and universities. I was very happy to see how the Prato Textile Museum and London College of Fashion worked together and showed how a museum collection can be used by design students... Really inspiring for our museum and our collections!

**Dieter Suls - MoMu, the Antwerp Fashion Museum**



The interest of the audience was very high especially during the presentation of the training courses and the demo ART CHERIE web platform and VET School representatives together with representative of the Athens School of Fine

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Arts demonstrate their interest for cooperation with the project ART CHERIE and further dissemination and spread of its results and activities to their students studying design.



The ART CHERIE webplatform will be a freely accessible ICT Tool which will exploit the fashion Cultural Heritage and contributes through tailored training courses to the improvement of EU fashion designers.

The ART CHERIE webplatform will be released and presented by end of February 2019 and there will be also a chance for real time pilot during the Final Conference of the ART CHERIE project, which will take place in Brussels on the 24<sup>TH</sup> April 2019.



## ART-CHERIE TRAINING WEBPLATFORM

### By GNOSI NGO

In collaboration with UAL-LCF, GNOSI is working on the development of the Training Webplatform which will include Units 1 and 5 training material that were implemented in the frame of the ART CHERIE project. The training webplatform will be available by the end of February at <http://elearning.art-cherie.eu> in English, Greek, French and Italian.

The ART CHERIE platform is a Moodle based Learning ICT tool developed in the frame of the project ART CHERIE, tailored to the needs of the clothing and textiles fashion industry.

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Project contact person:

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## PROJECT PARTNERS

The consortium of the project consists of 5 partners from Belgium, Greece, Italy and UK. The coordinator of this project is Euratex – the European Apparel and Textile Confederation (Belgium).

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Project coordinator:

**EURATEX**

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