

ART-CHERIE 4th NEWSLETTER – MAY 2019

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



24TH APRIL 2019 ART CHERIE FINAL CONFERENCE

By Euratex

The final conference of the Erasmus + ART-CHERIE project was hosted by EURATEX on the 24th of April during the European Technology Platform (ETP) conference entitled "Circular, bio-based, digital – the keys to Europe's textile future". The event was held to showcase the results of the project, as well as the views of those involved, creating **an opportunity to establish a dialogue that may prolong after the end of the project.**

During the final conference participants listened to the designers Laura Bell and Michela Carraro from London College of Fashion, who worked on the platform and shared with the audience also their observations towards online platforms supporting creative research. **The**

panelists focused on the benefits of the development of technology, interconnectivity and the ability to push the message towards broader groups of recipients thanks to a new approach that the industry is taking.

Professor José Teunissen from London College of Fashion and Laura Fiesoli representing Prato Textile Museum held a panel dedicated on **how heritage can be a source of inspiration and how nowadays technology is changing the fashion system.** Professor Teunissen in her speech highlighted the fact that "thanks to the digitalization of the resources, knowledge that previously was accessible only to a selected group now may be accessed by everyone without restrictions concerning time and place". Laura Fiesoli opened her speech referring to Zygmunt Baumann's words about liquid modernity in the context of the liquid world of fashion, and how museums like the Prato Textile Museum can find its place in the system.



To give the audience a better understanding of the potential of the ART-CHERIE project, examples of fabric designs that were part of the development of the courses and online platform were presented by Polly Kenny, Programme Director Materials at the University of Arts London.

The panel closed with a presentation of Prodromos Vadratsikas on the use of the platform, highlighting important information about the actual courses.



A TOUR TO PRESENT ART CHERIE DIGITAL PLATFORM

By Prato Textile Museum

In April - May 2019 Prato Textile Museum launched a tour of presentations of the Art Cherie E-learning Platform. Instead of making just one big conference as multiplier event in the museum premises, we decided to make **several presentations in the premises of important schools of design** selected among Vocational Schools and Universities in Italy, with the aim at catching the attention of our target groups. Furthermore, one very important presentation was held in Bruxelles just after the project Final Conference of 24th April 2019.

This tour aimed at having a direct contact with students, designers and teachers and involving them in the Art Cherie platform. We asked to a design studio, Lottozero Textile Laboratories, based in Prato, to support support us in managing these meetings. Arianna Moroder, co-owner and textile designer, firstly tested the platform and then presented her experience to the target groups, highlighting opportunity of the platform and difficulties of the design process. Also, It was asked to the Russian based designer Lusine Avetisian to make a drive test and project proposals that were included in the learning platform. **The programme reached over 100 people (designers, teachers and students)** and some groups were directly involved in the pilot testing of the platform and in the realisation of design projects.

Project coordinator:

EURATEX

Project contact person:

Ana Manuelito – Public Affairs Officer

info@euratex.eu | www.artcherie.eu

This is the tour programme:

4 April – Florence | Florida State University
(marketing masterclass)

15 April - Milan | NABA

25 April - Bruxelles | Royal Academy of
Fine Arts

3 May – Florence | IED European Institute
of Design

20 May – Venice | FabLab

21 May - Florence | Design Campus
University of Architecture of Florence

30 May - Florence | Florida State
University (Textile masterclass)

*research to final creation of design
for an embroidery . By the end of
the course I was impressed and
inspired by my visible
improvement! I can really
recommend this program to a
person who wants to see the
reality of the fashion industry and
get a greater knowledge and
inspiration . This is a great
program.*

**Lusine Avetisian ,
artist and founder of the
FactiveFace
fashion and print-design brand.
Based in Moscow , Russia.**

Testimonial

*What a fantastic experience!
This project is opened my eyes to
an amazing cultural heritage
inspiration and encouraged me to
rethink my creative practice. This
experience offered a true glimpse
into the design world and the
European educational model, I
really appreciated this great
approach to learning . It was
incredible to research the museum
archives , the techniques,
meanings, and concepts of the
works . My project coordinator was
incredibly helpful and friendly, too,
and was wonderfully involved .
This learning platform is excellent
for anybody who is looking to
develop a career or understanding
of the fashion industry. I
thoroughly enjoyed the whole
course and learnt so much in such
a short space of time! It was well
planned out and covered all
aspects from visual and contextual*



Project coordinator:

EURATEX

Project contact person:

Ana Manuelito – Public Affairs Officer

info@euratex.eu | www.artcherie.eu

ART-CHERIE TRAINING WEBPLATFORM

By GNOSI NGO

In collaboration with UAL-LCF, GNOSI finalized the development of the Training Webplatform which includes Units 1 and 5 training material that was implemented in the frame of the ART CHERIE project. **The training webplatform is available at <http://elearning.art-cherie.eu> in English, Greek, French and Italian.**

A detailed users handbook is available in all 4 languages on the platform to help users in attending the courses.

Users can register to the platform using only an e-mail account and by filling a few information.

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.

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

The ART CHERIE webplatform was presented at the Final Conference of the ART CHERIE project, which took place in Brussels on the 24TH April 2019.

TRAINING ON FASHION AND TEXTILE EMBROIDERY

By UAL

In April 2019 the Art Cherie resource was introduced to a group of BA (Hons) Fashion Textiles Embroidery at UAL as part of their embroidery workshop. A PowerPoint presentation by embroidery tutor Alice Richardson gave an introduction to the resource focusing on Unit 5 Embroidery, this being most relevant to this group of students. In particular the presentation introduced the two units on Beading and Fashion Embroidery rather than the supporting background units including Introduction to Embroidery, Digital Embroidery, Laser cutting, Colour and Trends.

The main focus was on the two units where archive resources from the Prato Museum of Textiles were researched through the lens of applying a mixed method approach to achieve contemporary embroidered textile pieces.

Students were provided with two sets of instructions. The first week instructions were given on how to set up an account and obtain a password whilst the following week further instructions provided an overview of how to log in and access the content. Students really liked to work with the content. It made the team to decide to embed the use of this resource in the future into the curriculum; in Stage 2, Block 3 with the Future Craft unit where students

visit various archives for reference and inspiration applying a mixed method approach to their research. This resource would be embedded in the Unit Handbook with better length of time than within the unit's scheme of work allowing for a more thorough introduction and timely use.

ART&FASHION | CREATIVWEAR EXHIBITION

By Hellenic Clothing Industry Association

The Hellenic Clothing Industry Association (HCIA) organized the exhibition "Art & Fashion | CreativeWear Exhibition" at the premises of the Athens School of Fine Arts (ASFA) on 4, 5 and 6 December 2018.

45 Fashion and Art designers had the opportunity to demonstrate their prototypes during a 3-day exhibition organised at ASFA's foyer and theater. The overall event was attended by more than 500 people. For the Art Cherie project, a multiplier event was organized alongside the exhibition, information material was distributed to all visitors and exhibitors and a seminar was held on December 5th, where the program and its applications were presented in detail. The Art-Cherie event was attended by almost 200 participants (Fashion companies, young designers, art & fashion design students, educators etc.).



Project coordinator:

EURATEX

Project contact person:

Ana Manuelito – Public Affairs Officer

info@euratex.eu | www.artcherie.eu

PROJECT PARTNERS



[The European Apparel and Textile Confederation \(Euratex\) – BE](#)



[GNOSI ANAPTIXIAKI NGO – GR](#)



[Hellenic Clothing Industry Association \(HCIA\) – GR](#)



[Prato Textile Museum – IT](#)



[University of the Arts London – UK](#)

KEEP CONNECTED ON

www.artcherie.eu

Erasmus+ Project: 16PP0001 (2016-1-BE01-KA202-016281)

The European Commission support for the production of this publication does not constitute an endorsement of the contents which reflects the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein.