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Forces and Desires

Clothing becomes Communication Workshop

Clothing is a surface that identifies us, personalises us, but is also the interface through which we have sensorial perception of the world around us.

Body And Surface: The Garment Interface by Chiara Colombi

Chiara will share her research and design in fashion - methods and approaches for values definition, knowledge creation and design process in fashion design.

The program aims to analyse fashion system evolution and its current organisational and creative set-up in order to define a method and a tools set to grasp evolutionary signals in material and immaterial cultures and organise them in knowledge chunks as orienting instruments of new design directions and innovative organisational structures.

Starting from a precomprehension phase to define differences in knowledge creation activities in fashion and design-oriented sectors, the objective is to understand how these praxis diverge in participating sectors, actions, methods, goals and outputs in grasping, decoding and transferring phases.

In particular, these praxis refer to "trend research", a peculiar activity in knowledge creation and transfer in fashion design, which has important spin-off for design, production and distribution activities.



Papers presented to international conferences

Conti G. and Colombi C., "Experience in Fashion Design"

September 28-29, 2004, "Innovation, Research and Technological Intelligence Experiences and Perspectives for the Fashion Industry", Madrid (Spain)

Bertola P., Conti G., Colombi C., "Fashion and Design.

Methods and Tools for Design of "Possible Worlds".
June 27, 2005, "International Symposium on Fashion Marketing and Management Research", London College of Fashion, London (UK)

Colombi C., Simonelli G., "Design Research in the Fashion Sector: Decision-Making Support Methods and Instruments in Design". September 22-24, 2005, "Joining Forces", University of Art and Design, Helsinki (Finland)

Conti G. and Colombi C., "The Body of Design". October 26-28, 2005, "MX Design Conference," Universidad Iberoamericana, Mexico City (Mexico)

New Books

Colombi C., "Trend Grasping Research" in Cautela C., Strumenti di Design Management, Franco Angeli Editore, Milano, 2007 (being printing)

Colombi, C., Corpo d'arte/fatto. Maggioli Editore, Santarcangelo di Romagna (RN), 2008

Collina, L., Colombi, C., Tolino, U., MERCHANDESIGN - Il progetto di identità

Maggioli Editore, Santarcangelo di Romagna (RN), 2008

Bertola, P.; Colombi, C. (a cura di), Ricerca e design per il prodotto moda, Edizioni POLI.design, Milano, 2007

Colombi, C., "Trend Grasping Research" in Cautela C., Strumenti di Design Management, Franco Angeli Editore, Milano, 2007

Forces and Desires

Clothing becomes Communication Workshop

Chiara Colombi PhD

Victorian Government/ISS Institute Design Fellow

Design practice • **Since Feb 2005** Designer for Politecnico di Milano Merchandising Collections (apparel, accessories, stationery and promotional products) • **Since 2004** Collaboration in applied research focusing on trend research and new design directions development with companies: Eurojersey S.p.A., trend research and design directions development for new scenarios in textile design • Fashion stylist • Image coaching • Miroglio Group, trend research and design directions development for new textile collections and new applications of textile materials • Asticarta S.p.A., trend research and design solutions for a new collection of bags • L'Oreal DPP Italia, trend research and design directions development for new shop solutions • BEDA Association, mapping and analysis for new international design system • Carpi Knitwear Districts, development of new design driven products, communication tools and services to support competitiveness • Indesit Company, trend research and design directions development for new product concepts for Euroluce 2008 • Samsung Italia, trend research and new design directions laboratory for monitoring aesthetic and stylistic evolution in material culture, consumption habits and sociocultural attitudes • ING Direct, trend research and design directions development for new selling products • Collaboration in internationalisation programs in didactic and research area in fashion design (Brasil, Chile, Mexico, Argentina, Egypt) • Collaboration in educational planning • Collaboration in national and international research programme proposals • PR with companies organising design workshops **Lecturing** in design research workshops with companies • Operating secretariat for Fashion Research Unit **Research** • Design research methods • Fashion design research methods and product development • Fashion textile **Qualifications** • Politecnico di Milano, INDACO Dept, Industrial Design, Arts, Communication and Fashion Dept, Milan, Italy. PhD in Industrial Design. Area: Trend research in fashion and design-oriented sectors. Title of thesis: *Methods and approaches for knowledge creation and visualization as design orienting process in fashion design* • Politecnico di Milano, Design Faculty. Degree in Design, specialisation in Fashion Design. Final grade: 100/100 cum laude.

Forces and Desires

Clothing becomes Communication Workshop

Suitable for those who want to explore textile design, innovation and production

- Fashion designers
- Researchers in design
- Designer/makers
- Textile designers
- Industrial and product designers
- Crafts people
- Accessories designers
- Manufacturers
- Educationalists

... and those who enjoy the challenge of creating fashions for tomorrow's market today

When

August 2008

Register for either workshop.

Workshop 1

Fri 15 August, 9.30am to 5pm

Sat 16 August, 9.00am to 4.30pm

or

Workshop 2

Fri 22 August, 9.30am to 5pm

Sat 23 August, 9.00am to 4.30pm

Design...

The workshop will seek to stimulate participants' creativity and knowledge of fashion design. Furthermore, the workshop seeks to open new intersections between the human body, design and international trends.

The workshop covers:

- Textile and material design culture from historic to contemporary contexts
- An introduction to the textile market with a focus on retail and communication.

The theory is followed by a hands-on fashion design project. The project has been designed to take participants from concept to creating a product suitable for manufacture.

Materials

Fabrics and equipment and materials will be provided.

Format

The program comprises an illustrated lecture, demonstrations, group and individual discussion and a hands-on project. Participants work in Project Teams of two people.

'Wrap It'

With the theme, **Wrap It**, experiment to develop a unique garment which can be wrapped anywhere on the body.

Consider :

- The human form - anatomy
 - the part of the body on which the garment will be worn
- Age, gender
- Colour, texture, shape, line, volume
- Feelings, mood
- Scale, repetition...
- Lifestyle
- Function - Protect oneself from the environment (cold, rain, sun, wind) - another skin. Health - a wrap to go over a plaster cast of a child who has broken their arm/leg; or over bandages of skin burn patients. Head wear when a patient has had chemotherapy and lost all their hair. It can be for fun, for leisure, for evening, for recreation or sport eg skirt - beach, tennis
- Environmental issues eg recycling/maintenance/care
- Price point.
- Multifunction - a cloak becomes a rug. It can fold and be carried - inspiration from origami where paper folds in a particular way to become something else; folds to be packaged - to carry then become a table cloth, a beach blanket.

Fee

Register for both Chiara's "Forces and Desires Workshop" and Giovanni Conti's "[re]configuration Textile Workshop" and receive 20% off both workshops, that is \$344 for each.

\$430 which includes tuition, materials, use of equipment, morning and afternoon refreshments on both days.

The low workshop fee is because ISS Institute has sponsorship support and, therein, we are passing on these savings to all workshop participants.

Lunch. Pack your own lunch box full of tasty treats to enjoy on the day, so as to immerse yourself in 'essential bags' experience - share ideas, techniques and insights with your masterclass workshop colleagues.

Venue

Box Hill Institute of TAFE
Box Hill, Victoria

Building, level and room number will be provided workshop participants upon registration.



Forces and Desires

Registration Form

Register for both Giovanni's "[re]configuration Workshop" and Chiara Colombi's "Forces and Desires Workshop (fashion design)" and receive 20% off both workshops

I am registering for :

Tick one box please

- [] **[re]configuration : Workshop 1** 8 and 9 August
- [] **[re]configuration : Workshop 2**
is a repeat of Workshop 1, 15 and 16 August
- [] **Forces and Desires : Workshop 1** 15 and 16 August
- [] **Forces and Desires : Workshop 2**
is a repeat of Workshop 1. 22 and 23 August

Fee *Tick appropriate box please*

- [] \$430 **Workshop**
- [] **\$688 20% discount for those registering for both a "[re]configuration" and "Forces and Desires Workshop"**

Post, email or fax

ISS Institute, Suite 101, 685 Burke Road, Camberwell 3124
T 03 9882 0055 F 03 9882 9866 E issi.ceo@pacific.net.au

Payment Method *Tick appropriate box please*

- Cash (Pay directly at ISS office or by arrangement)
- Cheque (Make payable to 'ISS Institute')
- Postal Order (Make payable to 'ISS Institute')
- Credit Card (Diners and American Express are not accepted)
- Bankcard Mastercard Visa

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Name on Card _____

Card Number - - - - -

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Cardholder Signature _____

This form is also an "Invoice".

Please note GST is not payable on ISS Institute workshops.
ABN : 22 165 043 213

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Where did you hear about this workshop? _____

Your purpose for doing this course? _____

Name _____

Organisation _____

Title/Position/Occupation _____

Address _____

Postcode _____

Phone: Work/Home _____

Fax _____

Mobile _____

Email _____

Conditions of Registration

I hereby agree to abide by the regulations of the ISS Institute

Your Signature _____ Date _____

PLEASE READ

Enrolment • Entry Requirements In general no formal entrance requirements are necessary.

• Conditions of Registration Complete the registration form attached. Registration can be made by email, post or fax. Cash must be paid at the ISS office - do not mail. An email or fax of confirmation will be sent after full payment of fee. Note: A position in the workshop will not be reserved without payment being received by this office. Enrolment is on a first-come-first-served basis based on time of receipt of fees. If you have not received an email or fax of confirmation, please contact the ISS Institute office on 9882 0055 to find out the status of your application.

Do not assume that because you have sent an application you are automatically enrolled in the workshop **• Refunds** Please check your enrolment carefully. We regret that a refund will only be given if the workshop does not proceed. If you withdraw from the workshop after registration is received by ISS Institute, a \$50 administration fee is payable. Refunds will not be given to those who withdraw three days or less prior to the workshop

• Cancellation ISS Institute reserves the right to cancel the workshop if minimum enrolment numbers are not attained. In the event of cancellation due to insufficient enrolments or other, all fees will be fully refunded. Two or more working days notice will be given should the workshop be cancelled **• Disclaimer** ISS Institute reserves the right to amend or cancel any or all sessions listed herein without notice or prejudice. ISS Institute takes reasonable steps to obtain and give information about the workshop from appropriate sources, including materials used and the safety of the environment, but accepts no responsibility for inadequate or incorrect information given to it, or in the course notes, by the workshop presenters, supplier of materials or other third party **• Privacy** ISS Institute may photograph or video record workshop participants activities for use in promotion of the work of ISS Institute. Please let ISS Institute know if you object to use of pictures of yourself in this way. April 2008