



## [re]configurations Surface Patterns Textile Workshop

**Giovanni Conti** PhD  
Victorian Government/ISS Institute Design Fellow

...draw inspiration from other ways of seeing - colour, texture, light, space, scale, feelings, symbols, rituals, mood - to design new patterns and translate onto new forms - for the • Fashion and Accessories Industries into garments or bags • the Furniture Industry from chairs to divans and • the Soft Furnishings encompassing cushions, curtains and homewares - the list is as diverse as your products.

Giovanni will share his expertise and insights through an Italian perspective and global experience and introduce participants to context, theories and examples of surface patterns.

**Conti uses his multidisciplinary approach in design to bring together fashion and textiles.** He continues to work internationally from Milano to India and New York. Conti graduated in Industrial Design with full marks at the Polytechnic of Milan and went on to be awarded a PhD in Industrial Design and Visual Communication. He continues his work at the Polytechnic of Milan, where he is responsible for the dynamics of innovation connected to processes of cross fertilization between Fashion and Culture and its links to Industrial Design. His work crosses **research and design practice** including Dip INDACO and Miroglio Group S.p.a - Miroglio Designer Project. Technological woven fibre development and innovative scenarios • Shristi School of Art, Design and Technology, Bangalore, India • "TAG-IT" Identification and recognizability through RFID for the protection of the "Made In Italy" brand • Cross fertilization between Fashion and Design, projects and

innovative proposals on the application of the ETRO fabrics • Fondazione Cassa di Risparmio di Carpi - "Carpi Fashion Innovation Lab". Creation of a network for research, higher education, territorial promotion for the Emilia-Romagna district • Cross fertilization for innovation: new tools and design strategies to support the competitiveness of the Italian Fashion System • Progetto D4 - Fondo Sociale Europeo "TrendLab. Network and new tools for the technological transfer and innovation in design-oriented fields" • Collaborates with Polytechnic of Milan, in Cultural Anthropology and in final overall Design Studio. Conti is a member of Fashion and Textile Research Unit, and is currently involved in research programs on the relationships between Fashion and Design • Donna Karan, New York (Executive International), DKNY Woman in Italy **lecturing** from the Polytechnic of Milan to Parsons School, New York.

### Publications

Conti G., Bertola P., "Fashion and Design; the knowledge transfer to innovation" POLI.design, Milan, 2007

Conti G., Simonelli G., "Fashion & Design: Cross Fertilization for Innovation within the Italian Fashion System" Paper for "Innovation and New Product (Goods and Services) Development" - Organized By: Product Development & Management Association, India an Affiliate of PDMA - R.M.K.Engineering College, Kavaraipettai

(Chennai), India - December 20-21, 2006

Conti G., Dell'Acqua Bellavitis A., "Cross Fertilization: the path for Innovative Fashion and Design" - Paper for "D2B - THE 1ST INTERNATIONAL DESIGN MANAGEMENT SYMPOSIUM: SHANGHAI 2006"

Conti G., "Première Vision: la possibilità di vedere il futuro" - TUTTO DA CAPO Numero 4", Edizioni Lupetti, Milano Settembre 2005

Bertola P., Colombi C., Conti G., "Design research process: fashion sector as a peculiar context for analysing innovative practices in design research" - paper for International Symposium on Fashion Marketing and Management Research - London College of Fashion 2005, June 27th

Colombi C., Conti G., "The Body of Design" - Paper for "Design Perspectives. Envisioning design for the XXI Century" Universidad Iberoamericana - Città del Messico - 27th - 28th October 2005

Conti G., "Experience in Fashion Design" - paper for International Conference "Innovation, Research and Technological Intelligence. Experiences and Perspectives for the Fashion Industry" - Madrid 2004

Conti G., "Design dell'Esperienza", in "STAR | Sistema Topologico Argomentativi della Ricerca | Costruire l'organizzazione della conoscenza | Il Caso ME.Design". A cura di Beatrice Villari e Antonella Castelli, Ed. POLI.design, Milano, 2003

# Milano in Melbourne



## New Inspiration. New skills.

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

- Textile designer
- Accessories designer
- Manufacturer
- Designer/maker
- Industrial and product designer
- Interior designer or decorator
- Automotive designer
- Educationalist
- Fashion designer
- Multidisciplinary designer
- Crafts

### Fellowship sponsor

Victorian Government  
ISS Institute/Victorian  
Government (Design) Fellowship



### Host sponsor

Kangan Batman TAFE  
Venue. Equipment. Materials  
www.kangan.edu.au



### Supported by

City of Melbourne  
www.melbourne.vic.gov.au



### Endorsement

DIA  
www.dia.org.au  
Professional Development  
points are available



Craft Victoria  
www.craftvic.asn.au



Craft ACT  
www.craftact.org.au



## Create...

The workshop will seek to stimulate participants' creativity and knowledge of surface patterns. Furthermore, the workshop seeks to open new intersections between local production and international trends.

During the two-day workshop the participants will learn ways to create and develop patterns. After that, the participants will realise a prototype.

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 then followed by a hands-on design workshop where participants design their own textile 'stuff' starting from a given subject (field of research) to a prototype.

The hands-on project has been designed to take participants from concept to creating a product suitable for manufacture encompassing design, surface pattern making and selecting the appropriate print making process and materials.

The design process is to take into consideration • lifestyle • function • client • environmental issues eg recycling-maintenance/care • price point.

Select one of the following and create your patterns suitable for the product:

- Accessories - bags
- Garments - day or evening wear
- Soft furnishings - curtains, cushions, sofas, chairs
- Homewares - table cloths, coasters, place mats, runners.
- Automotive

## Make Your Mark

Within the theme, **From the Reef to the Simpson Desert**, experiment to develop a unique image which can be applied as pattern to fabric and recognisable as 'Australian' within the local and international marketplace - colour, texture, line, light, shape, feelings, scale, repetition...



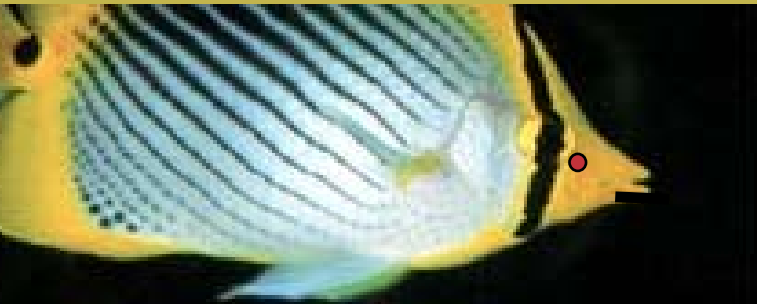
## Materials

Fabrics and equipment and materials for printing will be provided.

Participants may choose from one, or more of the following processes to print their designs onto fabric:

- Screen printing
- Paper stencils
- Foam rollers
- Applique

The size for the prototype is 40 x 60cm.



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### Inspiration is drawn from the world around you

Designers can cross into different fields - architects, industrial, graphic and interior designers into fashion or textiles and vice versa.

Take Daniela Puppa and Gelsomina Petti, both Italian architects now fashion designers, they draw inspiration from other ways of seeing their world - space, scale, texture, materials come together in new forms. For them, inspiration is drawn from the world around them.

For Petti, the ability to see things differently can pay off. At the famous Anne Klein design studio, NY, she is the only hand-bag designer and, therein, is sold around the world adding value to the Anne Klein brand - collaboration works.

... make your own mark in the [re]configurations Surface Patterns Textile Workshop.

### Format

The program comprises an illustrated lecture, demonstrations, group and individual discussion and a hands-on project.

Participants work in Design/Production Teams of two people.

### Venue

Kangan Batman TAFE  
The Centre of Fashion@Richmond  
85 Cremorne Street  
Richmond  
Victoria

Richmond's central location means excellent access to established public transport networks that includes trams, trains and buses.

### Date•Time

#### AUGUST 2008

Register for either workshop.

#### WORKSHOP 1

Friday 8 August, 9.30am to 5pm  
Saturday 9 August, 9.00am to 4.30pm  
or

#### WORKSHOP 2

Friday 15 August,, 9.30am to 5pm  
Saturday 16 August, 9.00am to 4.30pm

### Fee

\$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.

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

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.





## [re]configuration workshop

# 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

### PRINT CLEARLY PLEASE

Name on Card \_\_\_\_\_

Card Number \_\_\_\_\_

Expiry Date \_\_ \_\_ / \_\_ \_\_

Cardholder Signature \_\_\_\_\_

#### This form is also an "Invoice".

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

### PRINT CLEARLY PLEASE

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

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