

Deconstruct & Reconstruct Workshop

Claudio Tomaselli

Director, Design and Development, Texcontrol
an associated company of Benetton

Suitable for textile and fashion designers and manufacturers, educationalists and those who wish to explore textile design and manufacture.

The purpose of the workshop is to enhance the capabilities of those working in the Textile and Fashion Industries and related disciplines.

Dates November 2003.

Day One Monday 17th

Day Two Tuesday 18th

Day Three Wednesday 19th

Times: 9:30am to 4:30pm

Venue Workshops will be hosted at RMIT, School of Fashion and Textiles, Dawson Street Campus, Brunswick.

ISS Institute proudly acknowledges the support of the Victorian Government, Deakin University and its founders the Palladio Foundation and the Australian Multicultural Foundation and firms and individuals who generously contribute funds and in-kind goods and services.

Claudio Tomaselli is Director of the Design and Development office, Texcontrol which is an associated company of Benetton. For the past 17 years, Claudio Tomaselli has been working and researching new technologies in creating and combining textiles, new media, textures, finishes and concept/trend design. He designs, develops and presents textile detail trends for sport, casual and jeans fashion markets. In this field, it is important to always be innovative, resourceful and up to date with the current trends. Claudio often needs to use diverse visual communication not strictly related with the Fashion World.

Since the beginning, in 1990, Texcontrol and with Claudio as Director of the Design and Development office, have created a different vision for the product. "Textile details not just as identification of style or brand, labels and applications but rather adding value and character to the product".

In the process of creation and development of a new line of products and ideas every season, Claudio explores new technologies for the creation, through the combination of textiles and other media, of new designs, textures, finish and concept/vision.

Visual Accessories are designed for visual communication, for many movements, not only in the fashion industry but real socio/cultural symbols like Street Mind, Rap, Hip Hop, Think Positive, Trash and Virtuale. "They are movements," he says "that inevitably influence and drive the image of many people, especially young generations.

Our collections have been regularly presented for years in Milan (MODA IN) and Paris (PREMIERE VISION). These are annual international exhibitions to introduce the fashion for a new season. I personally design and set up the stand for a direct understanding of our new concepts. I aim to create the accurate environment/site for our display using multimedia."



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Program

Context The workshop is specifically designed to:

- Generate new ways of thinking and working so as to create innovative textiles and fashion for the domestic and corporate clients here and overseas, in this instance the leisure wear sector.
- Use 'design' as a critical factor in all aspects of work from concept to production to retail and the consumer.
- Develop communication between designers with those who manufacture; to create an integrated design•production team approach – to work in collaboration, each valuing the capabilities and skills of the other and working together to meet customers needs and lifestyle.
- Learn from the past and other contemporary cultures, in this instance Italy, then transpose those skills, knowledge and insights into quality, innovative Australian designed and made products for the local and international marketplace.
- Better understand the characteristics of textiles and value-add to Australia's raw and manufactured local materials.
- Use colour to create exciting solutions.

Showcase An exhibition may be held early next year to showcase selected works created in the workshops.

Course Outline Claudio will share his expertise and insights through an Italian perspective and introduce participants to textile design and its application to fashion items suitable for manufacture.

The hands-on project has been designed to take participants through the design process, from initial concept to creating a garment suitable for manufacture encompassing innovative design, construction techniques and materials.

Project Design, deconstruct, embellish and reconstruct a denim prototype suitable for manufacture. The project:

- Design and construct a denim product using embellishment, deconstruction, reconstruction techniques.
- This may also encompass fraying, overlaying, stitching, printing, dyeing, bleaching techniques etc.
- From a recycled denim garment provided, the designers will be inspired by Claudio's European influences and socio-cultural symbols from the latest European Street movements.

Theme Choose from one of the following:

- **Socio-cultural movements** such as Street Mind, Rap, Hip Hop, Think Positive, Trash and Virtuale
- **Urban landscape** Take inspiration from architectural and manufactured structures such as bridges, street lamps, buildings...
- **Nature alive** Take inspiration from veins in leaves, bees eyes, honeycomb, flowers, antlers....

Consider

- Texture, style, line, historic, extinct, micro and macro views, segments....
- Aesthetics - the object must be multifunctional - a design piece, but at the same time be able to be manufactured; explore the possibilities of design and limits of the materials and techniques.
- Finishing techniques.
- Ergonomics and function - influence/reflect style/trends, wearability.
- Fashion factors. Its interrelationship with the wearer's anatomy – colour, texture, ways it can be attached, hung, positioned, joined.
- Cost factors – design/concept, choice and amount of material, production method and branding/marketing.
- Customer – determine the client profile and product positioning for selling the garments to the youth and young adult market.

Format Comprises lecture, demonstrations, individual and group discussion and the hands-on project. Claudio will show and refer to examples of his work.

Design • Production Process Prior to the workshop, participants develop concepts which will be further developed in consultation with Claudio at the first session for critique and discussion.

Course • Materials Fee \$290 GST inclusive, which covers some materials, the use of equipment, course notes, morning and afternoon refreshments. Participants provide their own denim garment/s. The fee is subsidised by ISS Institute.

Deconstruct & Reconstruct Workshop

New Inspiration. New skills.

Registration Form

Post, email or fax to:

Ms Carolynne Bourne, CEO ISS Institute
336 Glenferrie Road, Malvern 3144

Ph 03 9244 5102 Fax 03 9244 5180
email bourne@deakin.edu.au

Course Fee \$ _____

Payment Method:

- 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

Name on Card _____

Card Number _____

Expiry Date __ __ / __ __

Cardholder Signature _____

Complete the Registration Form and post, email or fax back. You are welcome to forward onto to others who would also be interested in attending.

Name _____

Organisation _____

Title/Position _____

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 _____

Enrolment • Entry Requirements in general no formal entrance requirements are necessary. Prerequisites are stated in the course brochure.
• Conditions of Registration Complete the registration form attached. Enrolment can be made by email, post or fax. Cash must be paid at the ISS office - do not mail. A letter of confirmation will be sent after full payment of fee. *Note:* A position in the course 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 your letter of confirmation, please contact the ISS Institute office on 9244 5102 to find out the status of your application. *Do not assume that because you have mailed an application you are automatically enrolled in the course*
• Refunds Please check your enrolment carefully. We regret that a refund will only be given if the course does not proceed
• Cancellation ISS Institute reserves the right to cancel the course 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 course 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 course from appropriate sources, including about 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 course presenter, supplier of materials or other third party
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October 2003