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juli 14, 2009

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Material sense

Text from Loods 5 ontwerpers:

The travelling exhibition "Responsive" moved on after CeBIT to the Material Trends show at Hannover Fair. Material Sense was invited by IF (International Forum) to showcase the entire 100 m² booth with materials and technologies, curated by Simone de Waart around the theme of Responsive. Gathered materials developed by manufacturers, researchers and designers, focused on interaction with the human body, responding by touch or sound and changes in light and color... Visitors had fun screaming to the [interactive textile "Moonlighter"](#), were intrigued by the fluttering [solar leaves of "Grow"](#) and the soil energy of "Soil Clock" and we received surprising reaction when senses were tickled by the taste experience we did on the spot.

Responsive in Berlin; presentations, lectures and workshop

Invited by the Royal Dutch Embassy, Responsive was exhibited during the inspiring Berlin design event [DMY](#). With the scenery of the Spree the wonderful Embassy location combined the exhibition fruitful with several materials activities; the seminar for the Innovation program by M2I took place where speakers on new technological developments and innovation could experience first hand the materials and stories showcased by the exhibition. In the workshop "Material Tables Responsive", participants from the design, art and architectural field discussed and collaborated to put together new ideas for applications of the represented developments in materials and technologies.

Responsive booklet

After the success of the D-compose booklet, we got many requests for a publication of Responsive. We consider to publish a comparable booklet for the exhibition Responsive and therefore collect your requests in order to check publication amount and feasibility. If you are interested, please send your request to mail@materialsense.com > mail@materialsense.com with "interest Responsive publication" in the header and we will inform you further.

New project Green Fashion!

Recently the project "Green Fashion" got started. Managed by Cartesius Institute for Sustainable Innovation and funded by Senter Novem, the project partners Material Sense, Van Marcovic and Econcept teamed up to investigate on challenges to make fashion more sustainable. The aim of the project is to revolutionise the sustainability of fashion value chains and life cycles. Fashion shall be attractive, resource efficient, produced in a fair way, and deliver good value for the producers and consumer alike.

The project does not only focus on fashion and textiles, but all raw materials like zippers, buttons and accessories, thus everything that one needs to complete a fashion outfit, the way we transport and distribute fashion, up to the end of its life, re-use and recycling...

The next big event of the project is the expert workshop on the 21st of September 2009. In this [workshop](#) a concept for a larger European Sustainable Fashion Project will be developed, open to a larger group of actors.