



OVERVIEW

THE CENTRAL IDEA OF THE EMOTIONAL WARDROBE (EW) IS TO DETERMINE WHAT THE CATALYSTS AND DRIVERS OF FUTURE CONSUMER WEARABLE TECHNOLOGY THAT PERMITS COMMUNICATION AND EXPRESSION, MIGHT BE, AND BY EXTENSION, THE MARKET. THE EW SEEKS TO SYNTHESISE CURRENT CONVENTIONS AND CULTURES OF EXPRESSIVE AND COMMUNICATIVE CAPABILITIES OF BOTH FASHION/CLOTHING AND MEDIATED COMMUNICATIONS TECHNOLOGIES FOR THE PURPOSES OF MUTUAL ENHANCEMENT.

THE TECHNICAL TEXTILES INDUSTRY IN THE USA AND THE EU IS GROWING. THE WESTERN CLOTHING MARKET HAS SEGMENTED INTO TWO DISTINCT AREAS: LOW COST, HIGH VOLUME, AND HIGH-END SPECIFICATION GOODS, FOR EXAMPLE, SPORTS PERFORMANCE AND DESIGNER-LED FASHION. THE TEXTILES INDUSTRIES OF THE USA AND THE EU ARE FOCUSING ON TECHNICAL TEXTILES FOR HIGH SPECIFICATION PRODUCTS. DIGITALLY-AUGMENTED CLOTHING IS A PARADIGMATIC GOAL OF UBIQUITOUS COMPUTING, THE APPROACH TO COMPUTER DESIGN THAT TAKES ADVANTAGE OF MOBILE TECHNOLOGY, WIRELESS NETWORKS AND PERSONALISATION.

Activities

The workshops were the key activities of the cluster, in which a 'thinking through doing' approach was adopted using a broad range of generative techniques that help the thought process, and help promote a shared understanding amongst a diverse membership. For example, in the Open Forum Workshop we endeavoured to get everyone thinking about fashion and clothing, and the clothing they choose and their reasons for making those decisions. This was done by having members re-fashion second-hand garments on a fashion stand using haberdashery tools, in order to turn the garments into something they would wear.

In the final event we conducted a participative design and user study workshop. The concept here was to locate users at the centre of the design process, and use generative techniques to elicit their dreams and desires, thereby providing inspiration and insights for the designer.

Insights

Scoping the unknown Sectors and markets don't exist; defining territory is difficult . . . therefore . . . *the process of eliciting desires is very important* to determine catalysts and drivers for this new genre of fashion/clothing.

Participative design Users as co-designers and the prototype as social probe - a new paradigm for fashion design?

Design for appropriation How can we design for appropriation? How do users/wearers take what has been designed and make it their own? How will user-appropriation affect the role of the designer?

Adaptive behaviour Technology changes the meaning of language; what kind of impact on human interactions and social norms might the EW have?

Multi-disciplinarity Managing knowledge flows between collaborators to facilitate knowledge creation and sharing . . . assisted by . . . *thinking through doing*.