



GREENCYCLES

13. SYMPOSIUM
CORPORATE SOCIAL RESPONSIBILITY
IN THE TEXTILE CYCLE

OPEN SOURCES — INTERNATIONAL CYCLES

FRIDAY 18TH NOVEMBER 2022
3 P.M. — 6.00 P.M. HAMBURG ONLINE
9 A.M. — 12.00 P.M. BALTIMORE ONLINE

HAW
HAMBURG

© STUDIO HILO, BERLIN

DEBATE, RESEARCH — & EXPERIMENT

GREEN CYCLES is a think tank and platform with an annual symposium initiated and developed by professors Renata Brink and Patrick Kugler in the context of HAW HAMBURG – Department Design, focusing on corporate social responsibilities regarding sustainability in the textile cycle. Material, textiles and the garment industries have become increasingly problematic during the 20th Century, when local industries developed into far away global industries with ever decreasing transparency about the growing and making of textile fibers and yarns, the dye processes, the production of cloth and clothes and other textile items, their marketing as well as questions around the end of use time.

With GREEN CYCLES as an ongoing narrative, multifold perspectives are opening up debate, research and experiments both in small scale manufacturing and on a larger industry-based scale. Current academic approaches are looking at the inconsistencies between the overt global changes of the environment and the actual clothing habits, which still seem little changed. Notions of more diverse identities and self awareness are challenging new stylistic and aesthetic criteria with potentially impacting on the life span of fashion garments. Second Life concepts aim at further supporting longer life cycles. Through an extended notion of design, with empathy and empowerment at its center, initiatives and start-ups of social, participative or speculative design facilitate a wider and more questioning sense of

thinking about design sustainability and its capacity to make an impact. Design as being potentially innovative is predestined to provide impulses of change.

Many initiatives worldwide are researching testing and working with understanding once available knowledge and offering insights and alternatives - traditionally-based and with future thinking and innovation. Neighborhood projects, like the Baltimore Natural Dye Initiative, are addressing communities as well as professionals embracing historical expertise and building up profound contemporary insights and complex inter-cultural healing potentials. Studio HILO being based in Europe, and thus within a different cultural context, is offering another distinct focus on sustainable sharing concepts extending these into an open source start-up. Offering spinning possibilities on a customized manufacturing scale the HILO spinning machine is a prototyping innovation, bridging the gap between enthusiastic hand spinning and industrial hightech possibilities of spinning.

Prof. Renata Brink MA
Textile Design
HAW Hamburg

Prof. Patrick Kugler
Garment Engineering
HAW Hamburg

AGENDA

09⁰⁰ A.M. — 03⁰⁰ P.M. **WELCOMING ADDRESS**
Prof. Dorothea Wenzel
Dean of the Faculty Design/Media/Information DMI
HAW Hamburg

MODERATION

Prof. Renata Brink
Textile Design
HAW Hamburg

Prof. Patrick Kugler
Garment Engineering
HAW Hamburg

09²⁰ A.M. — 03²⁰ P.M. **SUSTAINABILITY, TRENDS, AND
PYJAMAS – A THEORETICAL EXPLORATION
OF STEREOTYPES, TRADITIONS
AND DESIRES**

Hannah Glaser
Multidisciplinary Designer and Fashion Scholar
GREEN CYCLES / HAW Hamburg

09⁴⁰ A.M. — 03⁴⁰ P.M. **PROTOTYPING INNOVATION:
THE FUTURE OF TEXTILE TECHNOLOGIES**

Natalija Krasnoperova
Studio HILO, Berlin

10²⁰ – 10⁴⁰ A.M. — 04²⁰ – 04⁴⁰ P.M. **BREAK**

10⁴⁰ A.M. — 04⁴⁰ P.M. **SECOND LIFE**

Montana Hiltrop
Garment Engineering
HAW Hamburg

11⁰⁰ A.M. — 05⁰⁰ P.M. **MINDFUL COLORS:
SUSTAINABLE BALANCE BETWEEN
ART MAKING, COMMUNITY BUILDING
AND HEALING JOURNEY WITH PLANTS**

Rosa Chang
Artist, Researcher, Consultant, Educator
Based in Baltimore

11⁴⁰ – 12⁰⁰ A.M. — 05⁴⁰ – 06⁰⁰ P.M. **PANEL DISCUSSION**

All speakers and participants

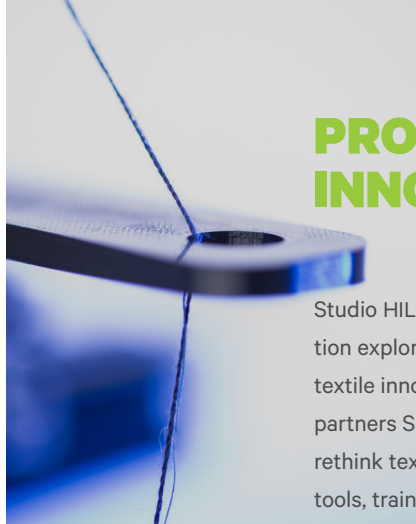
SUSTAINABILITY, TRENDS, AND PYJAMAS

09²⁰ A.M. Hannah Glaser
03²⁰ P.M. Multidisciplinary Designer and Fashion Scholar, HAW Hamburg

The constantly changing environment is one of the results of global changes that contemporary society has been experiencing as a result of the development and acceleration of social mobility and migration.

However, these changes do not extend to the clothing habits and routines of how to get dressed. Considering the findings of the research paper «La Vie En Vogue: Contemporary Criteria of Style and Aesthetics and the Power of the Conventional Fashion World», the perception of reality gets broadened and deeply rooted stereotypes break. Traditional mindsets and clothing conventions get reviewed against the background and with the aim of challenging the concept of new stylistic and aesthetic criteria. And conscious engagement with elements of change and diversity emerges as an approach that addresses new sustainable thinking.

The key questions are: What impact do new stylistic and aesthetic criteria have on processes of identification and fashion garment lifespans? To what extent can self awareness be structurally linked to decreasing the environmental impact arising from the overarching ideal of the latest fashion trends in an ever-changing fashion world?



PROTOTYPING INNOVATION

09⁴⁰ A.M. Natalija Krasnoperova
03⁴⁰ P.M. Studio HILO, Berlin

Studio HILO is a Berlin-based studio for textile innovation exploring the possibilities of open-source tools for textile innovation. Established in 2018 by the founding partners Sara Diaz and Natalija Krasnoperova, they rethink textile manufacturing by offering open-source tools, training and consultancy for small-scale production environments. Their open-source projects challenge the process of textile production in the same way 3-D printers revolutionised manufacturing. In 2015 Studio HILO developed the first open-source spinning machine – ever.

Studio HILO's mission is to create playgrounds for independent yarn production. By sharing their knowledge, they empower designers, researchers and producers to redefine their manufacturing processes from material choice to textile construction and production facilities. The HILO system is a great tool for educational, creative and business purposes. New open-source textile technologies form the basis of Studio HILO's work. With the constant development of innovative tools to extend their training of open-source machines, they provide more circular textile manufacturing environments.



SAFFLOWER DYE TIME IN THE MINDFUL COLORS CLASS, MICA, BALTIMORE, MD, 2022 © ROSA CHANG

MINDFUL COLORS: SUSTAINABLE BALANCE

11⁰⁰ A.M. Rosa Chang
05⁰⁰ P.M. Artist, researcher, consultant, educator based in Baltimore

Rosa Chang has been developing the seminar-project «Mindful Colors: Natural Dyes from Korea and beyond» touching on cultural identity, sustainability, and building a connection between the community and inner self.

For Rosa Chang the project itself is an art of evolution and intervention of her hands-on experiences with natural dyes and practicing fermented indigo dyeing, four years of involvement in community projects with indigo farming and natural dyes in Baltimore, an online mapping research project and community «Indigo Shade Map» as well as a recent trip to South Korea to meet natural dyers.

In the education context, Rosa Chang's focus is about teaching sustainable practices of natural color development on fiber materials, fermentation processes, and the beauty of micro-organisms from plant matter. She hopes to share Asian cultures, philosophies that are connected to nature, incarnation, and a spiritual journey with students through natural dyeing and interacting with natural materials.



NATURAL INDIGO DYE WORKSHOP AT THE ANNEX DYE GARDEN, BLUE LIGHT JUNCTION, BALTIMORE, MD, 2022 © ROSA CHANG

REGISTRATION — VIA EMAIL

REGISTRATION AND PARTICIPATION IS FREE OF CHARGE. YOU WILL RECEIVE FURTHER INFORMATION ABOUT OUR ONLINE CONFERENCE TOOL.

Please email Ms Spiller until 16.11.2022 for registration: dmi-kontakt@haw-hamburg.de

Please state your University, organization or company.

CONTACT

Prof. Renata Brink
Tel. +49 (0) 40 4 28 75 46 87
renata.brink@haw-hamburg.de
textildesign.haw-hamburg.de
showcase.design.haw-hamburg.de

Prof. Patrick Kugler
Tel. +49 (0) 40 4 28 75 46 45
patrick.kugler@haw-hamburg.de
design.haw-hamburg.de

Hochschule für Angewandte Wissenschaften
Fakultät Design, Medien & Information
Department Design
Armgartrasse 24
D-22087 Hamburg