

A story of *smart*

The current growth in the technical textiles and materials industries globally and the continuing advancement of the Knowledge Age, suggests that in the future objects and material technology will disappear into our material environment, turning them into active and intelligent participants in our lives. This emerging area of *smart* promises a new genre of clothing and environments that fulfil a range of needs, from health monitoring and personal security to new methods of accessing entertainment, culture, communication and expression, which seek to satisfy a future of mass-customised products that fulfil emotional, sensory and experiential needs.

The era of *smart* has implications for design. Necessitating a multi-disciplinary effort, design might become a collaborative activity instead of a singular one; designers may become facilitators or mediators to promote knowledge sharing and creation in multi-disciplinary teams. New methods may also be required to design products for an age of personalisation and participative culture, such as co-design that enable consumers to be proactive rather than reactive to technological change.

During the London Design Festival two linked events fall into this emerging vortex of innovation, textiles, technology, fashion, design and enterprise. The Smart Textiles Network at Central Saint Martins College of Art and Design and the SMART.mat Materials KTN are collaborating with Westfocus Designplus to co-ordinate a national and international focus for networking within this dynamic theme: *How Smart Are We?* (15th September) and *Design + Smart Materials Bazaar* (19th & 20th September). Both events will be accompanied by a *Smart Materials Bazaar*, an array of smart materials, technologies and products for hands on experience by visitors and delegates.

These events signal the establishment of a regular annual forum, network and communications channels for bringing together the diverse audiences of designers, brands, research, textiles and technology companies.

For updates, see:

www.smarttextiles.co.uk

www.smartmat.org.uk

www.designplus.org.uk



A DESIGNPLUS SYMPOSIUM
15TH SEPTEMBER RIBA LONDON W1

This unique full day symposium highlights the emerging climate of 'smartness' encompassing intelligent textiles, textile technology, wearable technologies, and design. The event will match-make cutting-edge innovative development with on-the-pulse market opportunities, here in London and beyond. Key issues to be addressed include; the real needs of consumers, the opportunities for brands and developers, the social and environmental impact of smartness.

The event brings together a diverse range of speakers to inform and bring this broad agenda to life. The four main sessions each tackle a different dimension of Smartness:

Smart Climate introduces the spectrum of trends and drivers: technology and textiles convergence, the consumer and environmental perspective. Keynote speaker James Woodhuysen will take a typically polemical, but humanist view and challenge any complacency about our smartness.

Smart Talk explores in more detail the divergence of practice and terminology that can create barriers to multidisciplinary work. A short documentary film and work from Central St Martins are presented as methodologies to break through these challenges.

Smart Endeavour looks at an exciting range of cutting edge brands and companies experiencing the commercial realities of bringing products to the market place across a range of sectors, levels of innovation and scales of business

Smart impact brings the speakers together for a panel discussion that will map out the smart terrain for the future, from the perspective of real users, the environment, technology, economics and the working methods that will lead to success.

The event closes with live demonstrations and **Smart Bazaar** giving delegates the opportunity for hands-on exploration of materials and technologies provided by SMART.mat Materials KTN and speakers and delegates from the event.

Symposium speakers include

International forecasting guru James Woudhuysen

Suzanne Lee, author of 'Fashioning the Future'

'World Sports Activeware' Journal editor David Buirski and Jane McCann on the influence of the 2012 Olympics

Leading technology developers and brands including D3o Lab, Eleksen and Smartswitch

Brian McCarthy DTI technitex network

Rob Holdaway from Giraffe Innovation



telephone 020 8547 7132

email info-designplus@kingston.ac.uk

online www.designplus.org.uk

Westfocus is a consortia of Universities in West London including Brunel, Kingston and Westminster. Designplus is the Westfocus knowledge network for the Design profession and related industries.

Design + Smart Materials Bazaar

On 19th and 20th September the Smart Textiles Network at Central Saint Martins College of Art and Design and the Materials KTN SMART.mat will host the *Design + Smart Materials Bazaar* at the Dana Centre, Science Museum London.

The aim of this workshop is to facilitate dialogue between designers of products and environments, and developers/producers of smart materials, to generate a view of the future use of smart materials in our material culture, and *outreach* to the public to gauge what kind of future they envisage. The aim is also to broker partnerships that could lead to multi-disciplinary collaborations where product design and materials development take place concurrently.

The workshop has two parts. On the evening of 19th September 'A view of the future' will be explored through a presentation on consumer needs of the future in relation to emerging social trends as defined by The Tomorrow Project. There will also be a presentation on smart materials, giving an overview of what's in the public domain, as well as forecasts for the future. These presentations will be complemented by a '*materials bazaar*', a collection of materials, gadgets, products and prototypes, with which people can 'play'. The workshop will take place on 20th September. This facilitated brainstorm, will seek to match aspiration with reality, using design visualisation tools and 'storyboard' creation to map out concepts and project themes for multi-disciplinary research. The workshop will be facilitated by Professor Tom Inns, Chair of Design, University of Dundee.

The '*Outreach*' to the public comprises the second part of the event, which will be hosted and facilitated by the Dana Centre. The 'storyboards' produced from the previous day will be put on view to the general public to gain feedback from them: Is this a future they want?

NB Only the second part of this event is open to the general public.

Please see www.smarttextiles.co.uk and www.smartmat.org.uk for updates on speakers, and to register your interest for this event, or to become a member of these networks.

Workshop partners:

www.smarttextiles.co.uk
www.smartmat.org.uk
www.danacentre.org.uk
www.designplus.org.uk
www.intelligent-media.org
www.londondesignfestival.com

smart textiles network

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LONDON CENTRAL SAINT MARTINS
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COLLEGE OF ARTS & DESIGN COLLEGE OF ART AND
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SMART.mat
Smart Materials, Surfaces and Structures Network

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