

The ART-CHERIE project addressing the topic of digitalization in the Textile and Clothing sector

Brussels, 24 April 2019 – The final conference of the Erasmus + **ART-CHERIE** project was hosted by **EURATEX** on the 24th of April during the **European Technology Platform (ETP)** conference entitled “*Circular, bio-based, digital – the keys to Europe’s textile future*”. The event was held to showcase the results of the project, as well as the views of those involved, creating an opportunity to establish a dialogue that may prolong after the end of the project.

Achieving and Retrieving Creativity through European fashion Cultural Heritage Inspiration - known as the **ART-CHERIE** project - addresses the issue of digitalization, improving the offer of learning opportunities in the Fashion sector, while taking advantage of the huge European heritage available as a source of inspiration for designers. The overall objective of the **ART-CHERIE** project is to bridge the gap between fashion industry needs and the lack of specific designers’ expertise in fashion industry SMEs, using innovative approaches resulting from the project and which the EU Fashion Industry urgently needs.

As an outcome of the project is a skills-focused training course for fashion designers, workers in the Fashion Industry and young students. The source of information is based on the immense archives of **Prato Textile Museum** and supported by the knowledge of teachers from the **University of Arts London – London College of Fashion**. The course is currently available for Womenswear and Embroidery units in the **ART-CHERIE** platform which is free of charge and may be found here: <http://elearning.artcherie.eu>.



During the final conference participants listened to the designers **Laura Bell** and **Michela Carraro** from London College of Fashion, who worked on the platform and shared with the audience also their observations towards online platforms supporting creative research. The panelists focused on the benefits of the development of technology, interconnectivity and the ability to push the message towards broader groups of recipients thanks to a new approach that the industry is taking.



Professor **José Teunissen** from London College of Fashion and **Laura Fiesoli** representing Prato Textile Museum held a panel dedicated on how heritage can be a source of inspiration and how nowadays technology is changing the fashion system. Professor Teunissen presented a brief history of the industry after the 1950s, highlighting the fact that “thanks to the digitalization of the resources, knowledge that previously was accessible only to a selected group now may be accessed by everyone without restrictions concerning time and place”. Laura Fiesoli opened her speech referring to Zygmunt Baumann's words about liquid modernity in the context of the liquid world of fashion, and how museums like the Prato Textile Museum can find its place in the system.

To give the audience a better understanding of the potential of the **ART-CHERIE** project, examples of fabric designs that were part of the development of the courses and online platform were presented by **Polly Kenny**, Programme Director Materials at the University of Arts London.

The panel closed with a presentation of **Prodromos Vadratsikas** on the use of the platform, highlighting important information about the actual courses.



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