

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 24 of April during the **European Technology Platform (ETP)** conference entitled “*Circular, bio-based, digital – the keys to Europe’s textile future*”. The event held to showcase the results of the project, as well as the views of those that were 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, whereas take advantage of the huge European heritage available as a source of inspiration for designers. The overall objective of **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 skills-focused training courses 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 in London – London College of Fashion**. The courses 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 that worked on the platform and who 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 were accessible only for 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 fabrics 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 ended up with a presentation of **Prodromos Vadratsikas** regarding the use of the platform and most important information about the courses itself.



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