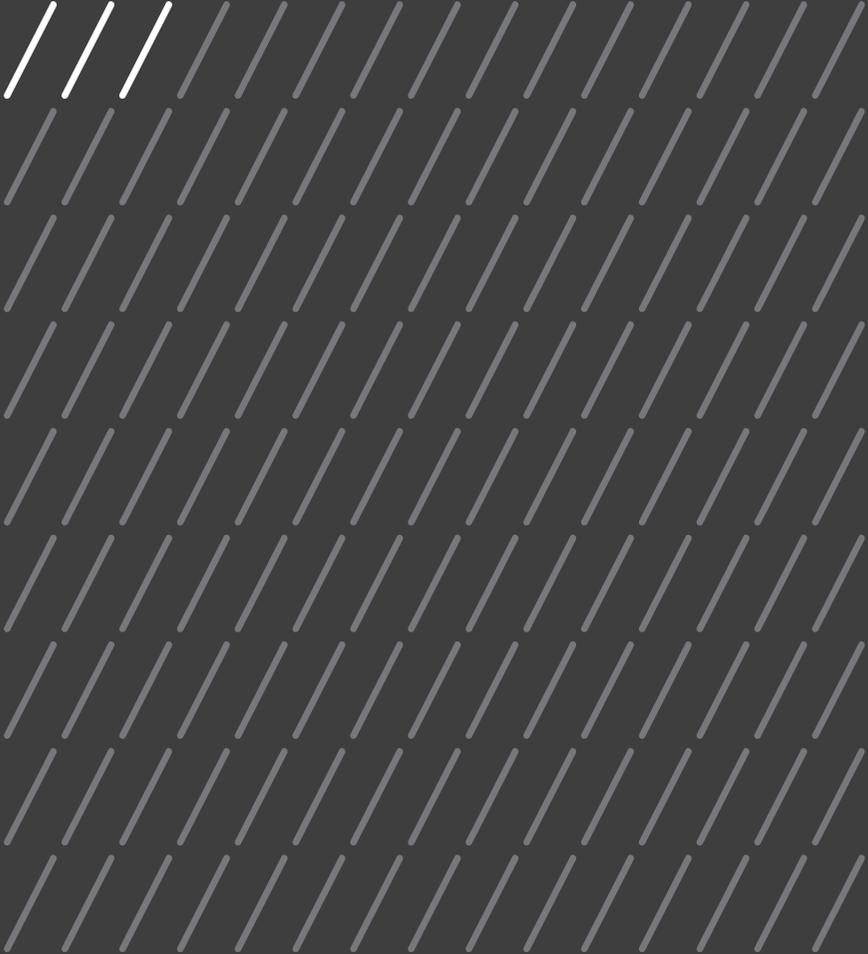


# PRETTY SMART TEXTILES





Pioneers in international business



## FOREWORD

The creative industry is forming an increasingly important part of the economy in the Netherlands as well as in Denmark. In the Netherlands the creative industry is one of the six key-sectors that the government has identified as being of special importance for future development and growth.

I would like to congratulate the Danish organisers for the initiative of setting-up the Future Textiles Events. This is a fine opportunity to show a special corner of the creative industry which is still at its first hesitant beginnings, but which will undoubtedly grow and become an important part of our daily life. Pretty Smart Textiles is an exhibition of the ideas and visions of 11 designers from the Netherlands. Personally, I was surprised, but also proud, to see the inventiveness and dedication which radiates from the works of these designers. With new technologies – existing as yet to come –

only the sky seems to be the limit, but without hard work such as performed by these designers we will never reach the sky.

National boundaries should not be an obstacle to the exchange of ideas and new developments. Cooperation across borders is essential not only to develop new technologies and products but also to ensure that as many people as possible can benefit from the new developments.

In the Netherlands we are always open for international cooperation and eagerly seeking partners who will work with us for mutual benefit. Pretty Smart Textiles from the Netherlands forming an integral part of the Danish Future Textiles Events is a fine example of this.

A handwritten signature in black ink, appearing to read 'N. van Zutphen'.

**Niek van Zutphen**  
Ambassador of the Kingdom of the  
Netherlands in Denmark

# PRETTY SMART TEXTILES

Pretty Smart Textiles showcases the latest developments in the world of electronic textiles, a new medium at the intersections of fashion, art and technology, where innovative materials and electronics are integrated in textiles. The exhibition is an interactive experience leading the viewer through a multi-sensory discovery of new possibilities for garments and interior architecture. The exhibition shows the works of Dutch artists and designers in this emerging field, who through their contemplative aesthetic designs are distinguishing themselves on the world stage.

The exhibition explores themes that arise from reflections on technology in today's society. Some works visualize psychological dimensions and pinpoint difficulties of social interaction, using technology to externalise or complement the imperfections of human beings. Other works in the exhibition grapple with the abstract and clinical aspects of technology, trying to make the invisible visible and the intangible tangible. Then there are those who in their work

simply embrace the new possibilities and aesthetics of technology, using traditional techniques like quilting, spinning and knitting, and giving them a new dynamic through sound, movement or light.

Pretty Smart Textiles 2011 is part of Future Textiles, a series of international events on smart textiles organised by the Knowledge Centre for Smart Textiles. The exhibition will take place at TEKO Design and Business in Herning, Denmark from May 2nd to May 19th 2011. The exhibition will be open to the general public on selected days. More details can be found on the back of this booklet. The following pages contain a selection of the projects shown at the Pretty Smart Textiles exhibition.

## More Information

[www.prettysmarttextiles.com](http://www.prettysmarttextiles.com)  
[info@prettysmarttextiles.com](mailto:info@prettysmarttextiles.com)

## Curated By

Melissa Coleman  
Dorith Sjardijn

## Exhibition Design

Joachim Rotteveel



education  
design  
management



THE BRANDING  
DENMARK  
FUND

[mfonden.dk](http://mfonden.dk)

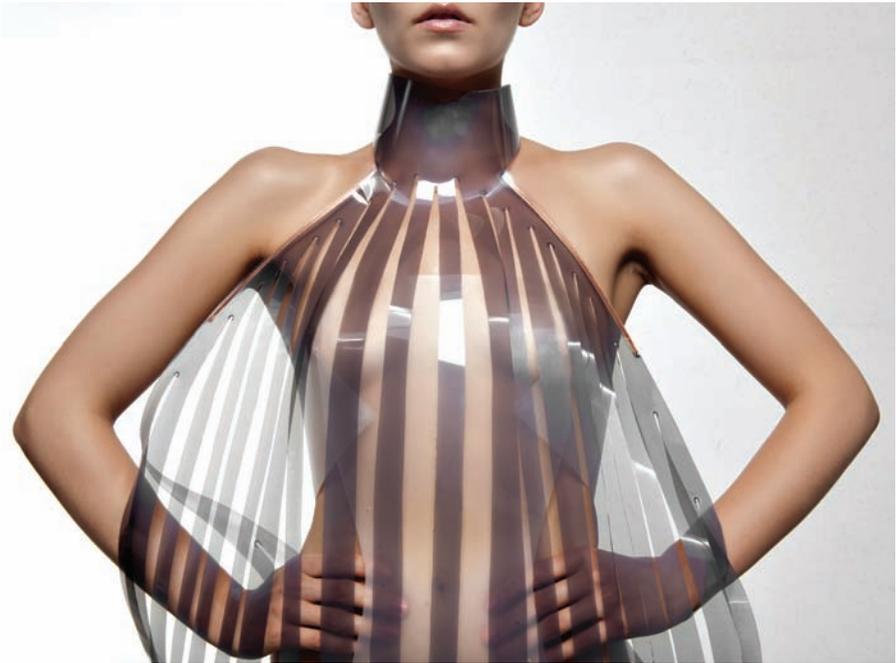
future   
textiles

# THE EXHIBITION



# INTIMACY

Daan Roosegaarde



The relationship between intimacy and technology is explored in this fashion project. Its high-tech garments 'Intimacy White' and 'Intimacy Black' are made from opaque smart e-foils, which become increasingly transparent as encounters with other people become closer and more personal. Social interactions determine the garments' level of transparency, creating a sensual play of disclosure. Intimacy by Daan Roosegaarde was made in co-production with V2\_Lab and fashion designers Maartje Dijkstra (Intimacy White) and Anouk Wipprecht (Intimacy Black).

# BODY SPEAKER

Karina van Heck



The Body Speaker lets the user listen to the body's inner rhythms, heartbeats and gurgles, mixing them all into an intimate soundscape. The sounds produced by the body have a function, the so-called internal body experience. In addition to the heartbeat, it includes the sound of the stomach when we are hungry and intestinal bowel sounds. In times of stress we tend not to listen enough to our bodies. We take the body for granted, thinking it will just keep functioning. By hearing the sounds of your body, you become aware of your existence and your body's condition and needs. The body tells us everything we need to know. We just have to learn to listen.

# INBETWEEN

Anja Hertenberger



Two nights were spent in the control room of the camera surveillance unit of the police. Afterwards the artist wished to be between the cameras and the monitor. The basic set-up of InBetween is: a spy-camera in a buttonhole and an LCD-monitor on the artist's back. The LCD-monitor shows what is being filmed in front of the artist. Seen from the back it looks as if she has a hole going right through her body. Wearing this system, the artist ventured out onto the street to research how people reacted. Some people would start to turn the artist around the moment they discovered the camera. They would use her as a camera, and seemed to forget she was there. She was 'dehumanized'.

# MEDIA VINTAGE

Melissa Coleman



Media Vintage is a series of interactive electronic textiles that contain memories. Alpha is a suitcase in which you can weave temporary secret messages in Morse code. Bravo is a tapestry that sings a song from long ago when your fingers read the embroidered Braille. Charlie is a trenchcoat that reads fabric punch cards and tells you stories from an old man's life. Where old media would sometimes last for centuries, new media usually only last a few years. Media Vintage is a criticism of the fact that we keep our digital photos, videos and letters in digital black boxes, which become inaccessible shortly after another storage medium becomes the norm. It is an effort to make digital data storage visual, physical and meaningful by combining old and new ways of storing information. Media Vintage was made in co-production with V2\_Lab.

# SOCIAL SKIN

Seçil Uğur · Laura Duncker



In Social Skin emotional expressions are sensed and communicated by garments, the second skins of humans. Skin/Bone is a necklace which contracts when the wearer reaches a certain stress level. By pulling the necklace down, the wearer can be aware of her/his emotional state. Under my Skin is an accessory that senses excitement such as joy and anxiety and responds with twisting the garment. The wearer of Under my Skin decides what the excitement means by arranging the jewellery on the body, signifying either positive or negative emotions. Fight-Flight is based on the shape of a holster that senses stress through a bent posture or bodily tension. When stress is detected, the holster responds by changing shape to a form with sharp edges. In order to release the holster the wearer must assume a more relaxed and healthy posture.

# HUMAN ANTENNA

Florian Kräutli



Human Antenna is a carpet made of loops from conductive thread. A lot of what is happening around us and what we see as part of our daily life only enters our awareness through networks (TV, internet, media, mobile phones). These devices are tools that enhance our physical abilities of perception. They act in a landscape, which we can't see or feel, the electromagnetic space. The carpet acts as a medium to enter this landscape and explore its interaction with our body. By standing on it, your body acts as an antenna. The carpet picks up radio waves, which your body receives and makes audible. When walking on the carpet you can tune it to a certain frequency, like the tuner of a radio.

# CONDUCTIVE TRADITION

Dorith Sjardijn



There is a gap between the traditions of art and fashion and today's technology. The starting point for the development of the artist's collection was the union of innovation and tradition. In the world of textiles innovative materials have no authentic identity in and of themselves. By adding tradition they acquire a historical and contextual value. For the 8 Bits Kleed the artist was inspired by one of the oldest forms of textile design, which originated in Persia. The result is a prayer rug that has an iconic and traditional look and feel, but at the same time with its embedded electroluminescent materials it is very much in the present.

# PSEUDOMORPHS

Anouk Wipprecht



Pseudomorphs is a tech-couture piece, which transforms dresses into fluid displays that bleed ink, using the sensual properties of moving liquids to create self-painting dresses. The neckpiece slowly releases ink, which drips and cascades down onto a virgin white deep-felt pocket dress. The effect essentially gives the impression that your outfit is living with you, not just on you. In this process, Dutch designer Anouk Wipprecht makes the technology a co-creator of her work. Pseudomorphs was made in co-production with V2\_Lab.

# SECRET KEEPER GLOVES

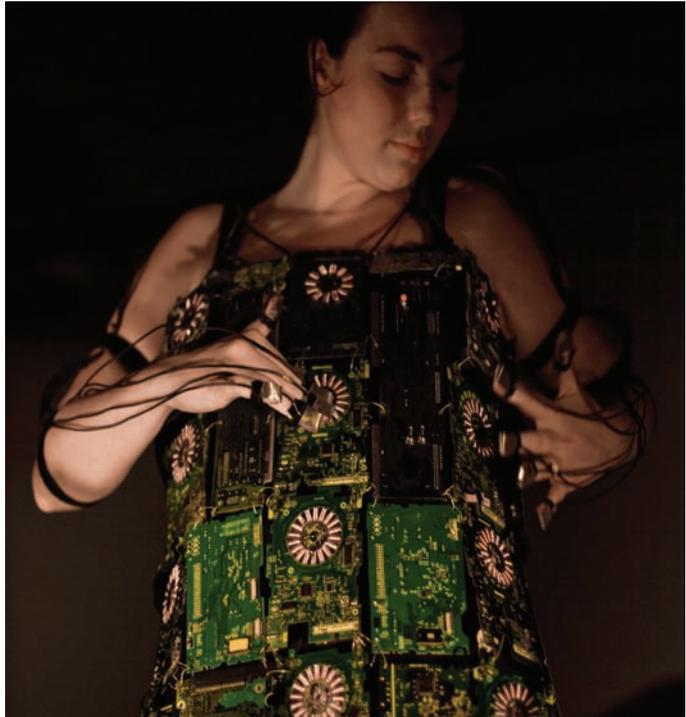
Meg Grant



Do you have a secret that you just can't tell anyone? You can tell it to the Secret Keeper Gloves. The gesture of cupping your hands together allows you to record your secret by completing the circuit embroidered onto the gloves. Hold the thumb and forefinger of your left hand together to hear your secret played back to you. LEDs embedded into the embroidery design indicate when the record and play modes are activated.

# CIRCUIT DRESS

Nicky Assmann



The Circuit Dress is a wearable instrument, based on the principles of circuit bending, the creative short-circuiting of electronics to create new music. It plays with the current design trend in which technology is incorporated into fabrics as invisibly and flexibly as possible. This dress completely reverses that trend since the aesthetics of the dress is the technology that normally is hidden. It is the unwearability of the dress that defines the performance. The closeness of the technology forces the body into new positions. There are twelve coils incorporated into the dress, each of which is played by connecting them with one another through copper finger plates. In this way new sounds are created. The composition consists of a choreography for the fingers that slowly explore the dress. This leads to an intimate yet crackling performance.

# PRETTY SMART TEXTILES ///

## **Pretty Smart Textiles**

Future Textiles Events  
Birk Centerpark 5  
Herning Denmark  
[www.prettysmarttextiles.com](http://www.prettysmarttextiles.com)  
[www.futuretextiles.dk](http://www.futuretextiles.dk)

### **Exhibition Days:**

Monday 2 May  
Tuesday 3 May  
Friday 6 May  
Saturday 7 May  
Sunday 8 May  
Monday 16 May  
Thursday 19 May

The exhibition is also open  
for invitees during the events.

### **Opening Hours:**

10:00 - 16:00

### **Entrance Fee:**

Free of charge