

Developing Fashion Forecasting in Design Education

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POLAR VISIONS

- 5-year process (1999-2004)
- futures studies for textile and fashion design education
- MA-course (2 years / 16 crh)
- University of Art and Design, Helsinki

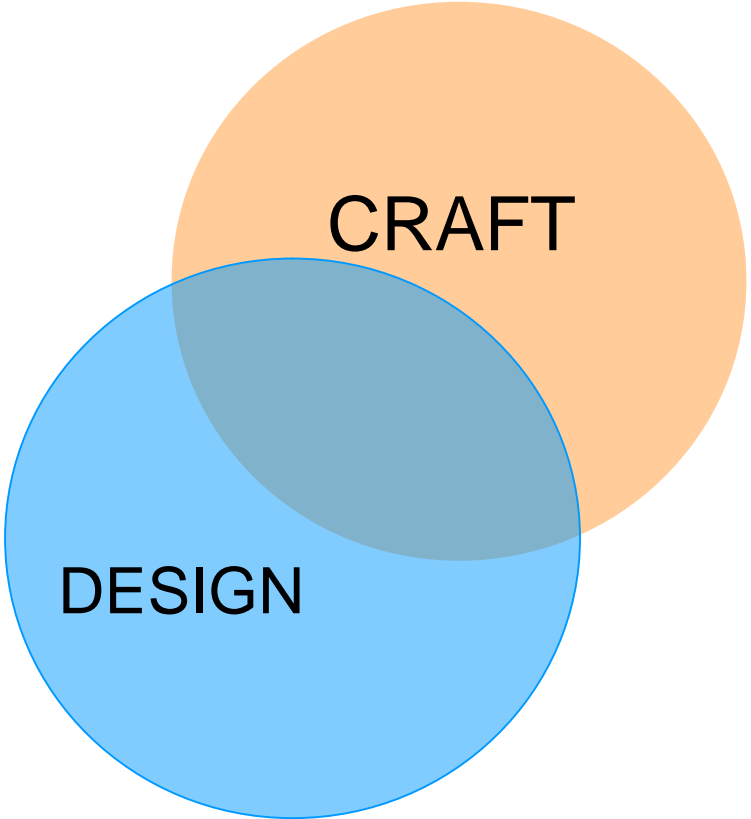
THE BIG PICTURE

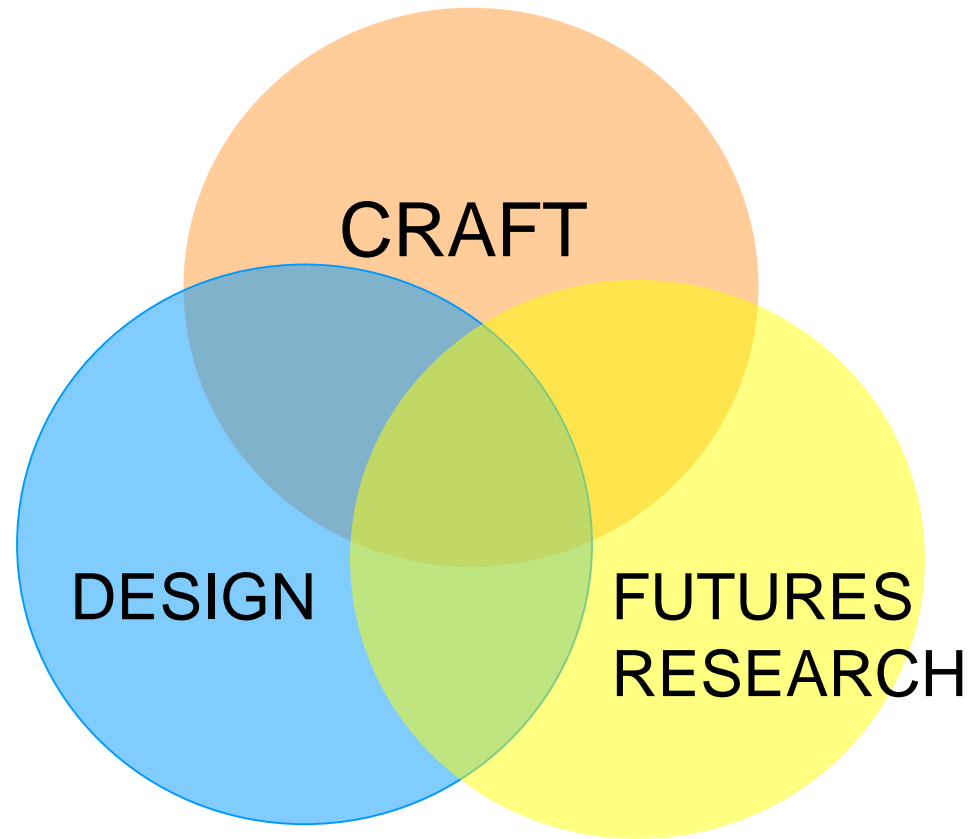
The old traditions of textile and fashion industry in Finland had faced great changes from the 1990 and there was a serious need to educate a new type of innovative specialists for textile and fashion field, for both local and global job market.

DISCIPLINE



CRAFT





DISCIPLINE

- arteology is a science
 - where artefacts are studied
 - of products and professions
 - which assists the design and production of artefacts
 - Latin "ars" (art, technique)
 - Greek "logos" (word, knowledge)

(<http://www2.uiah.fi/projects/metodi/123.htm> 4th June, 2007)

DISCIPLINE

- artefact or artifact (lat. artificium) is anything made by man
- a product of human work
 - an industrial product
 - a work of art
 - a building
 - an appliance
 - a program
 - a service

(<http://www2.uiah.fi/projects/metodi/123.htm> 4. June, 2007)

DATA

"THE JUMP"

1999-2001

SYKSY 1999

a-b-r

History and
theory of
forecasting

a = art, b = business, r = research / syksy = fall, kevät = spring

SYKSY 1999

a-b-r

History and
theory of
forecasting

Topics:

From tea leafs
to science

a = art, b = business, r = research / syksy = fall, kevät = spring

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KEVÄT 2000
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Forecasting
processes

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Topics:
Critical
focus points

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Future of
forecasting

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Challenges of
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Future of
forecasting

COURSEWORKS / PROJECTS FOR COMPANIES

Topics:
From tea leafs
to science

Topics:
Mixing unique
experiences

Topics:
Critical
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Topics:
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<p>COURSEWORKS / PROJECTS FOR COMPANIES</p>			
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COURSEWORKS / PROJECTS FOR COMPANIES			
PRACTICAL TRAINING			
WORKSHOPS / SEMINARS			
Topics: From tea leaves to science	Topics: Mixing unique experiences	Topics: Critical focus points	Topics: Challenges of forecasting

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MA-COURSE > MA-PROGRAMME

2001-2003

THE PROGRAMME

PO/VI-SCIENCES

Cross-scientific view
to forecasting

PO/VI-PRACTICES

Practical requirements of
producing and
Communicating forecasts

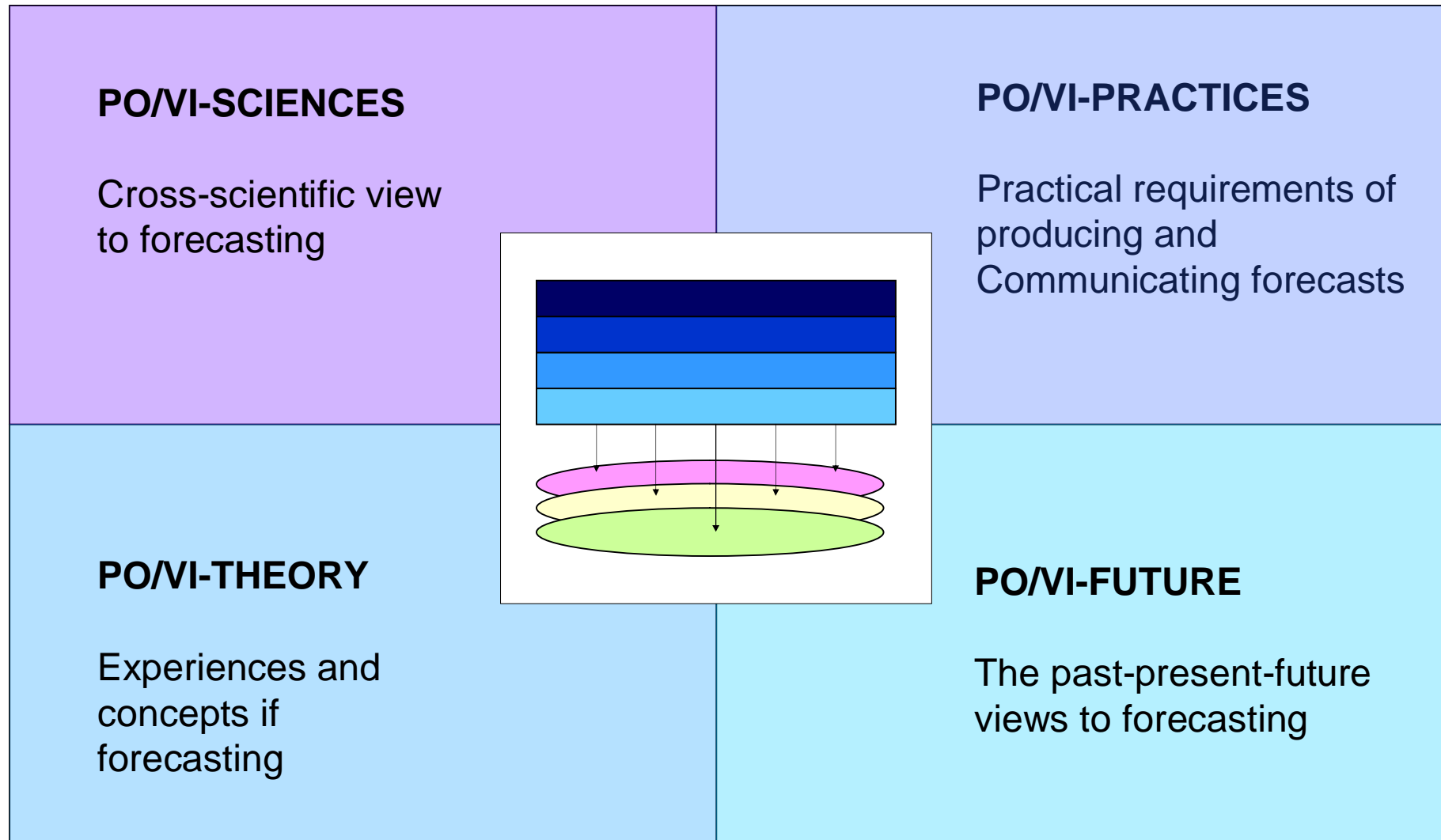
PO/VI-THEORY

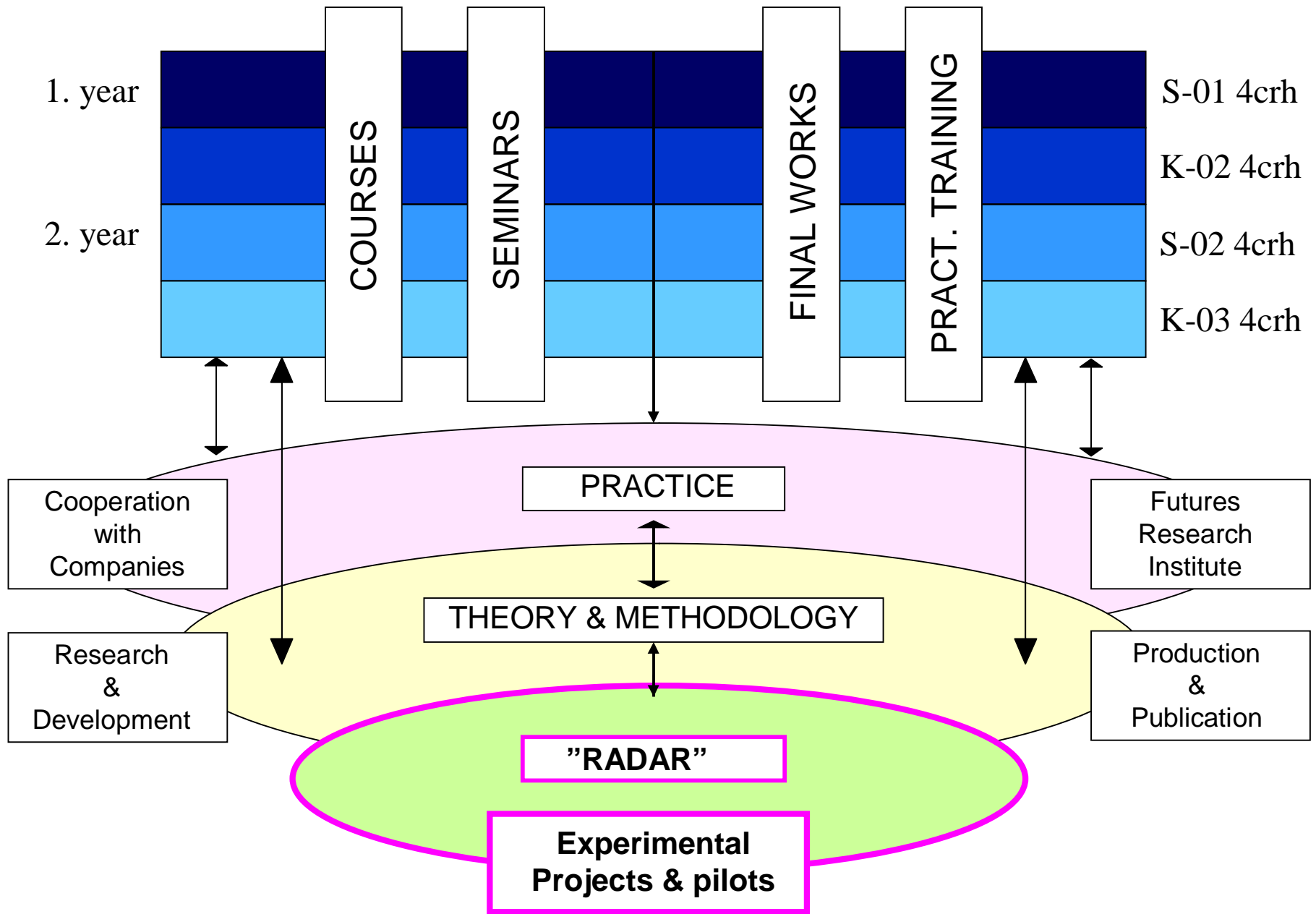
Experiences and
concepts of
forecasting

PO/VI-FUTURE

The past-present-future
views to forecasting

THE PROGRAMME





SAMPLE 1

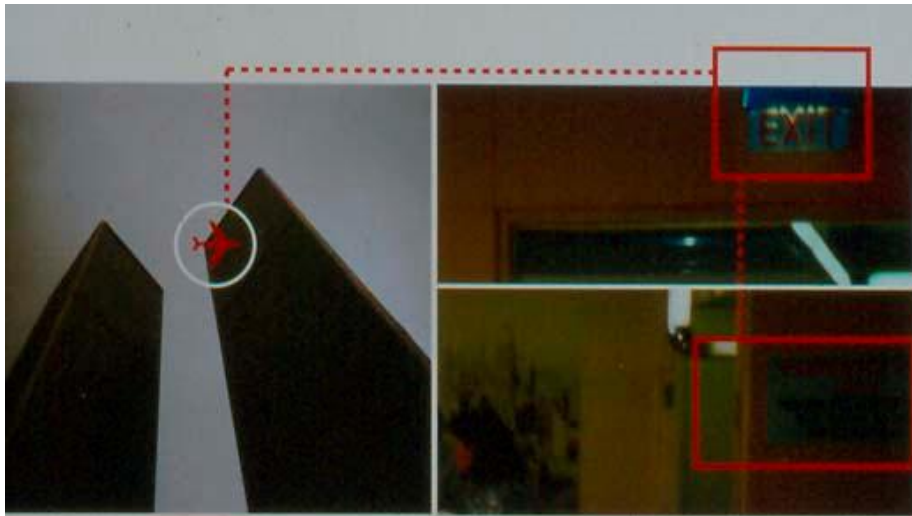
WILD CARD 911

immer
RENDS 2005



PARADISE FICTION
it's not a bad religion

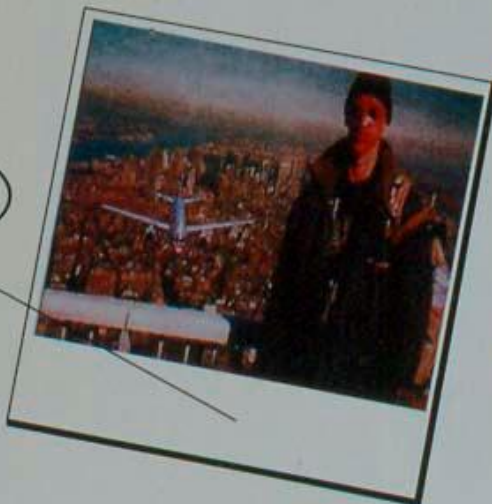





EXIT → PARADISE FICTION

exit = escape sense = order beauty = (human-) nature
 knowledge = direction

"The view from my roof will forever be altered.
 Those fuckers! I'm so angry -yeah!?"
 Jeffrey, NYC 2001



 TARGET GROUP

- adult, who's thoughts are young
- lives in a city
- westerner, european
- positive self-conscious
- no social limits
- no profession limits
- knows how to handle negative thoughts and things clearly
- group person, but not an activist
- feels the changes of environment
- has some cult fashion pieces in a closet, like 70's Star Wars t-shirt or 80's Adidas jacket...knows the value of past
- woman or man

 IDEOLOGY

- 11.9.2001, the beginning of new period
- fear of reality, escape from that
- religion without god
- fantasy of designed people, "a good man"
- live for life
- fantasy of living, final fantasy of our life
- sunday - feeling; no thoughts, no stress, relaxed
- man can create a person who is safe, fun and without bad thoughts
- enough of eastern vibes, now it's time for europeans
- trend design for one consumer group, not for everybody
- believing in yourself with other people, man is not alone
- paradise in us



together



believe in fiction

get the reality

religious fun



created love and happiness

escape



summer 2005
EXIT 1: clear beauty
colors



materials soft, light, clean, pure, natural, comfortable, wrinkled

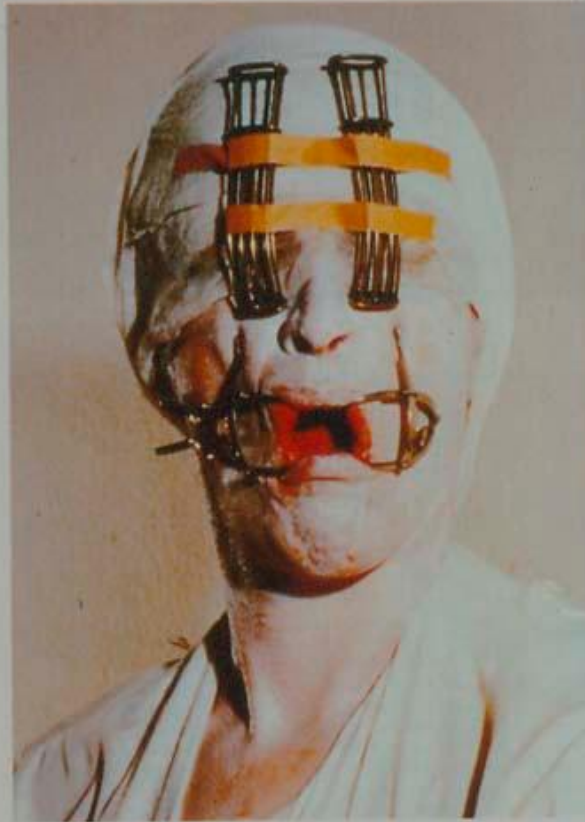
summer 2005
EXIT 2: god friend
colors



materialS settling, coloured, printed, knitted, hi-tech, techno, UV

summer 2005

EXIT 3: beast vs. us
colors



materialS

rough, wringled, curled, fried, cool, lasting

SAMPLE 2

WILD CARD 911

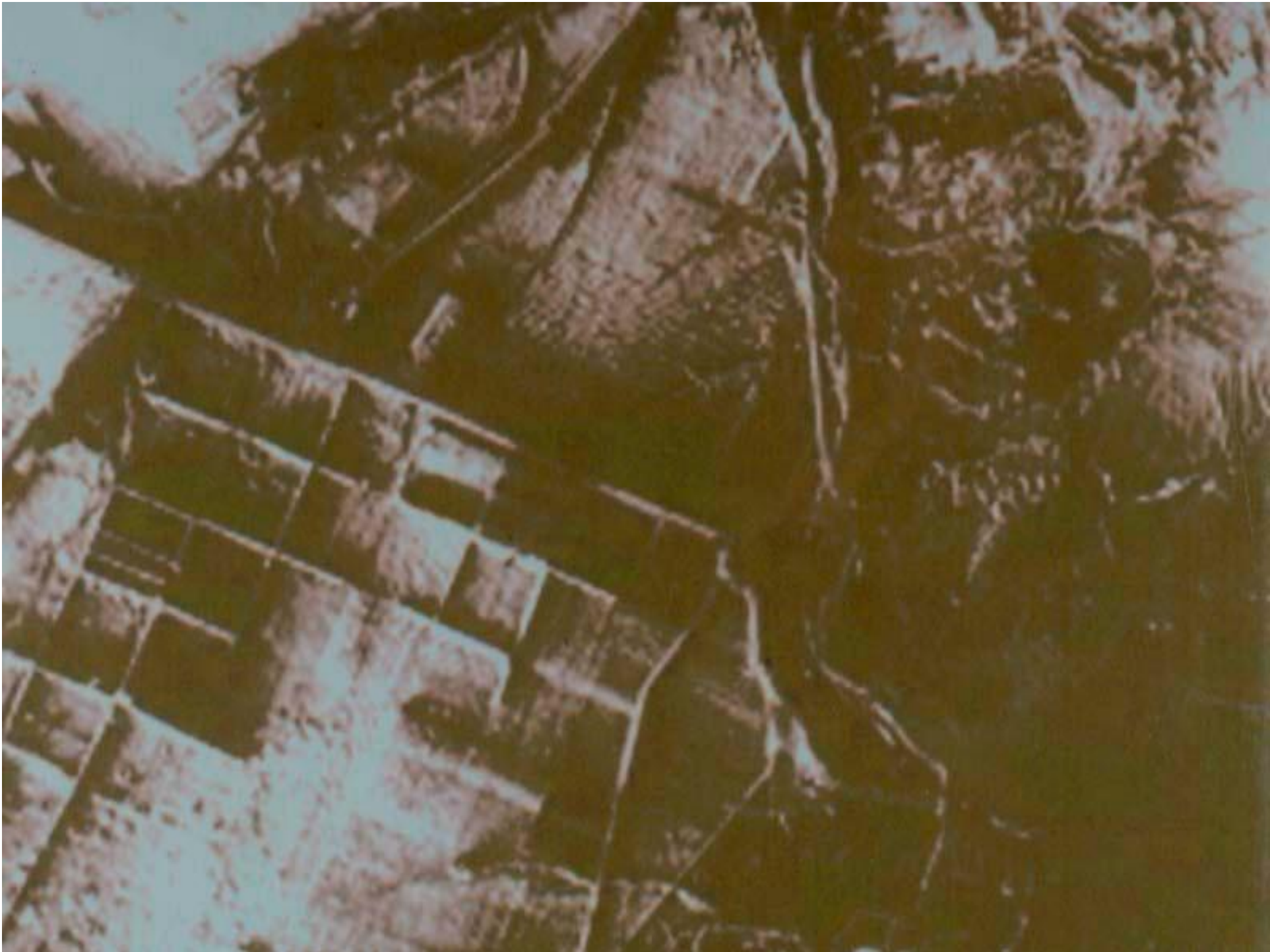


Serenity
spiritual













ACTION
Adrenalin

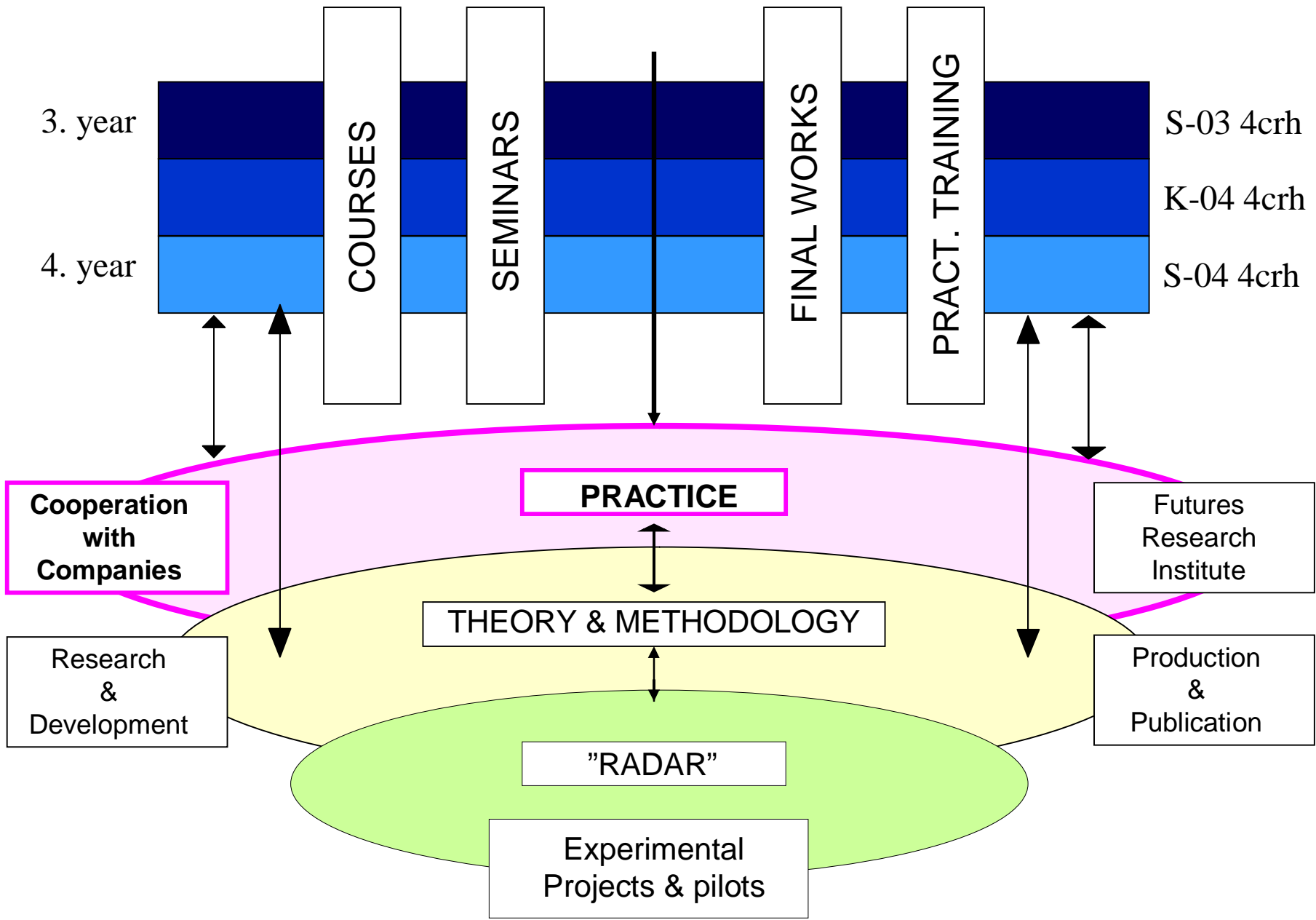




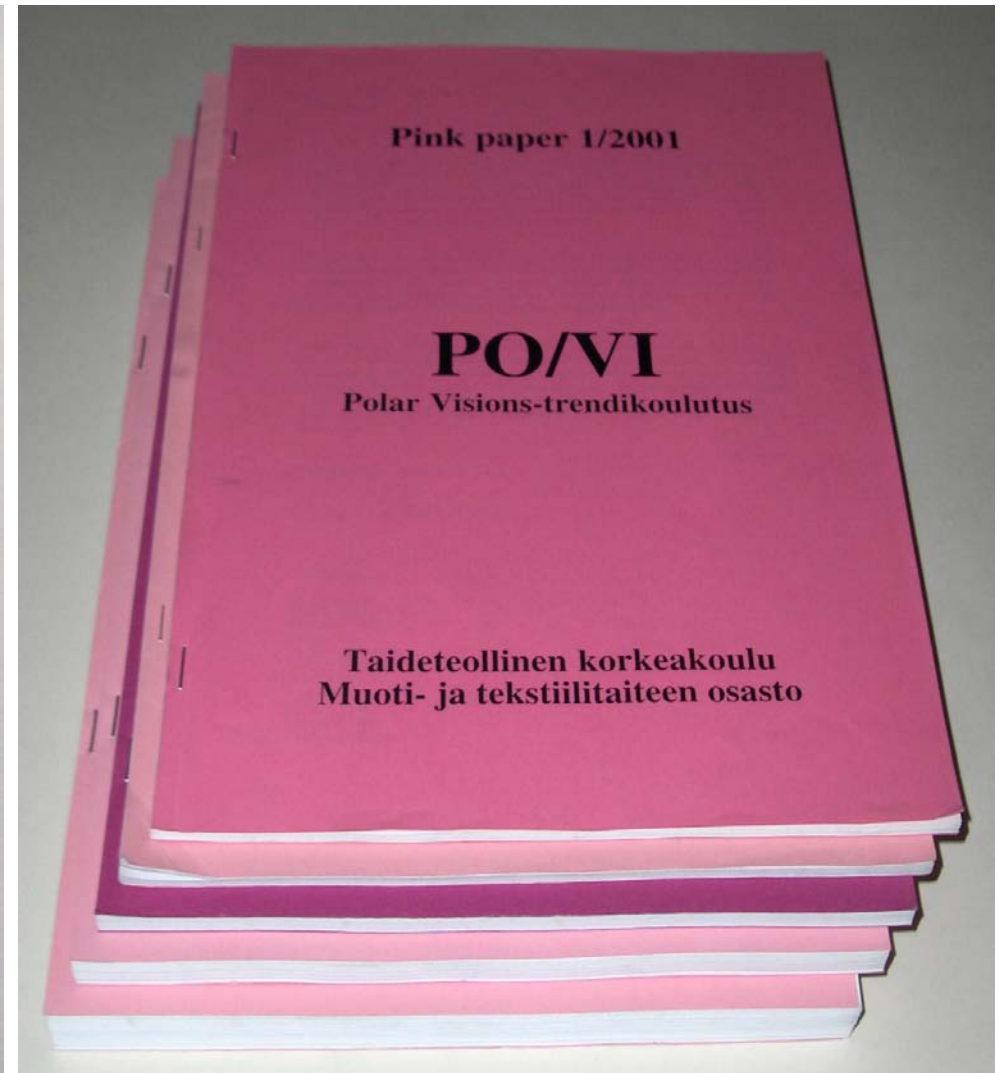
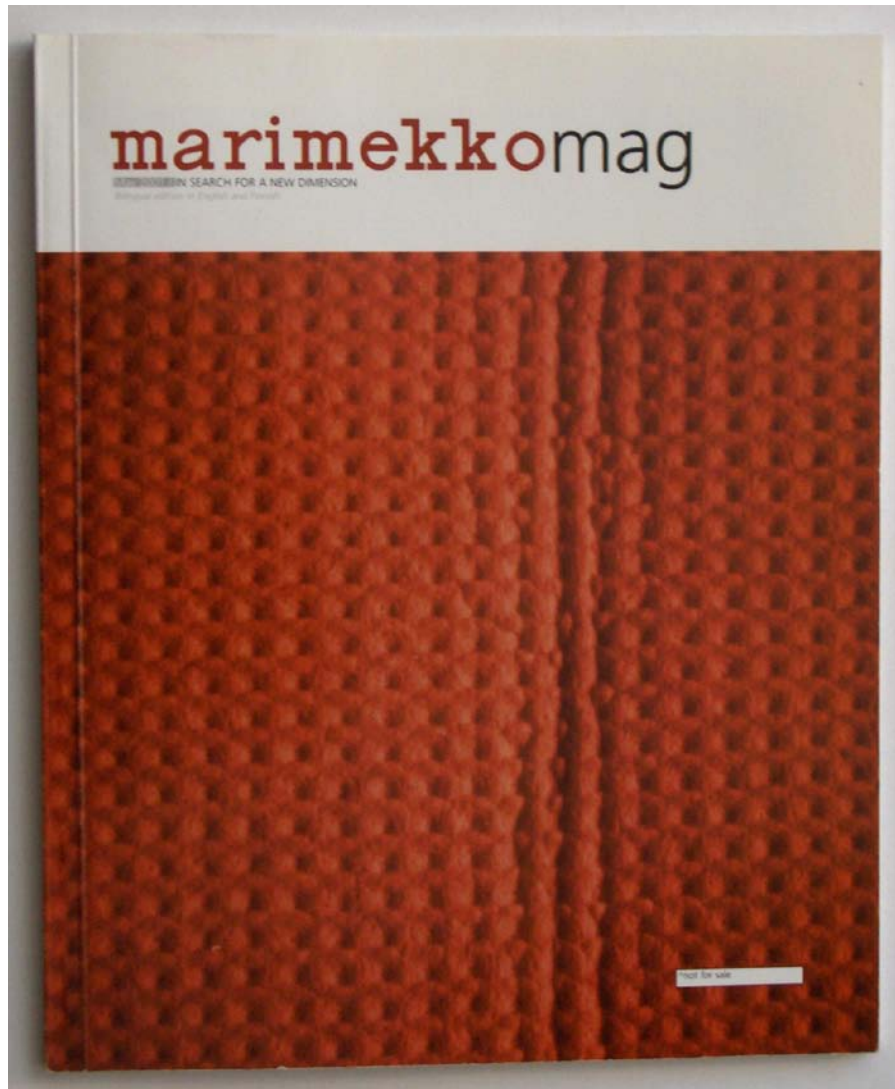


TESTING THE PROGRAMME

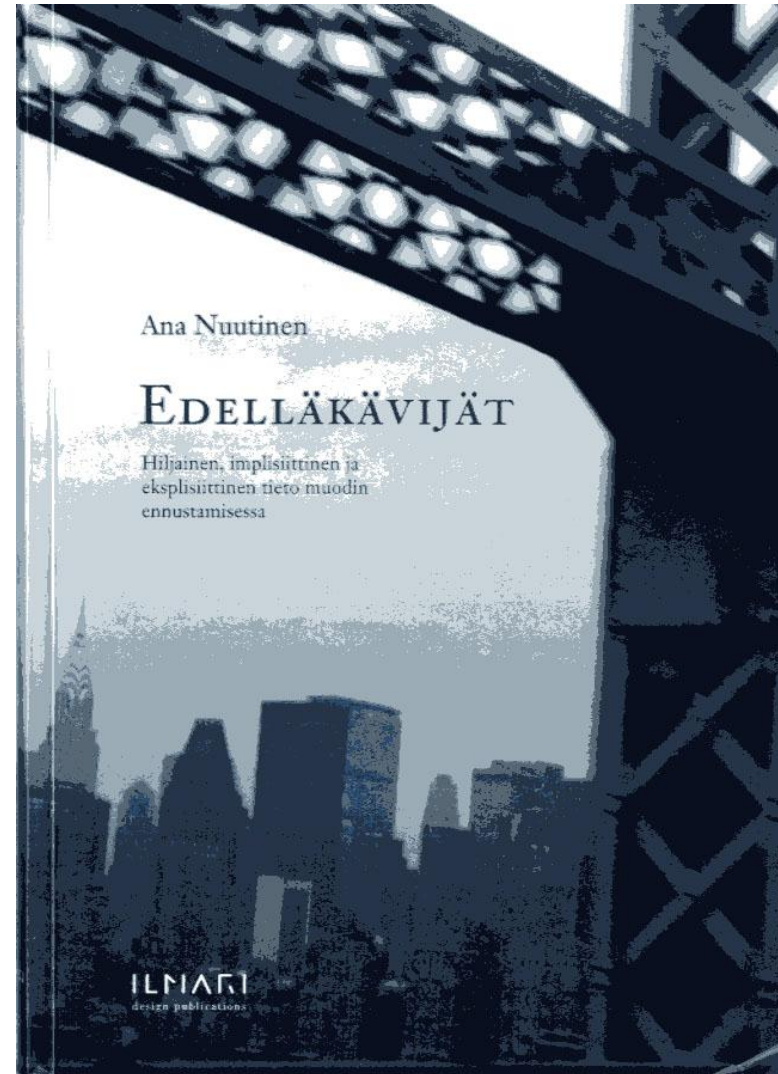
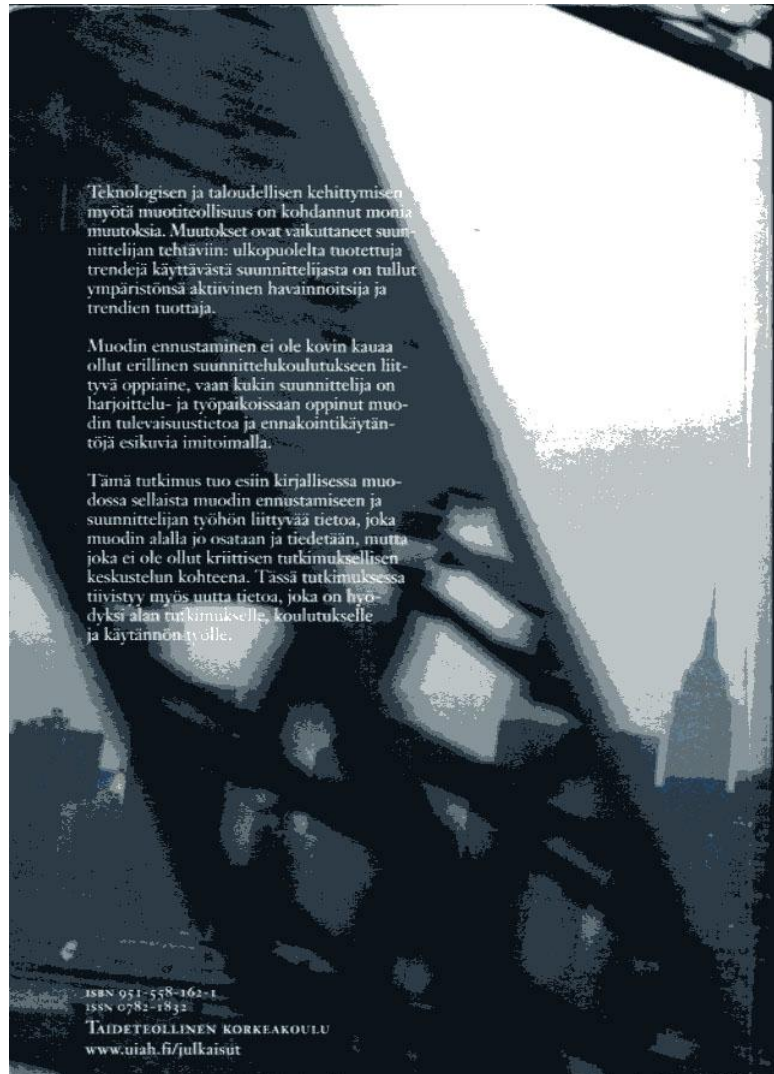
2003-2004



SAMPLE 3



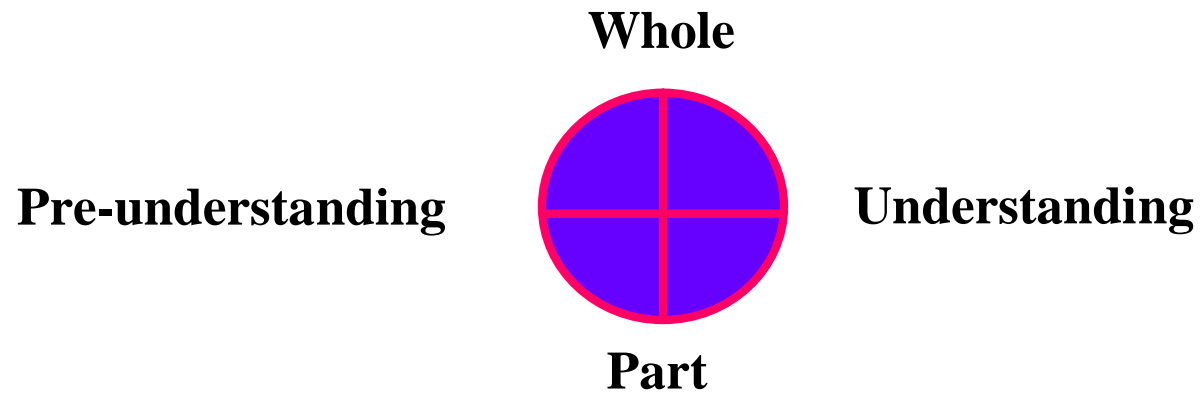
SAMPLE 4

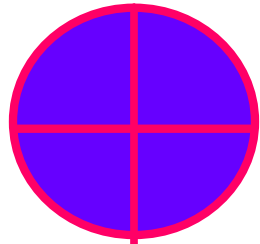


DATA ANALYSIS

METHOD

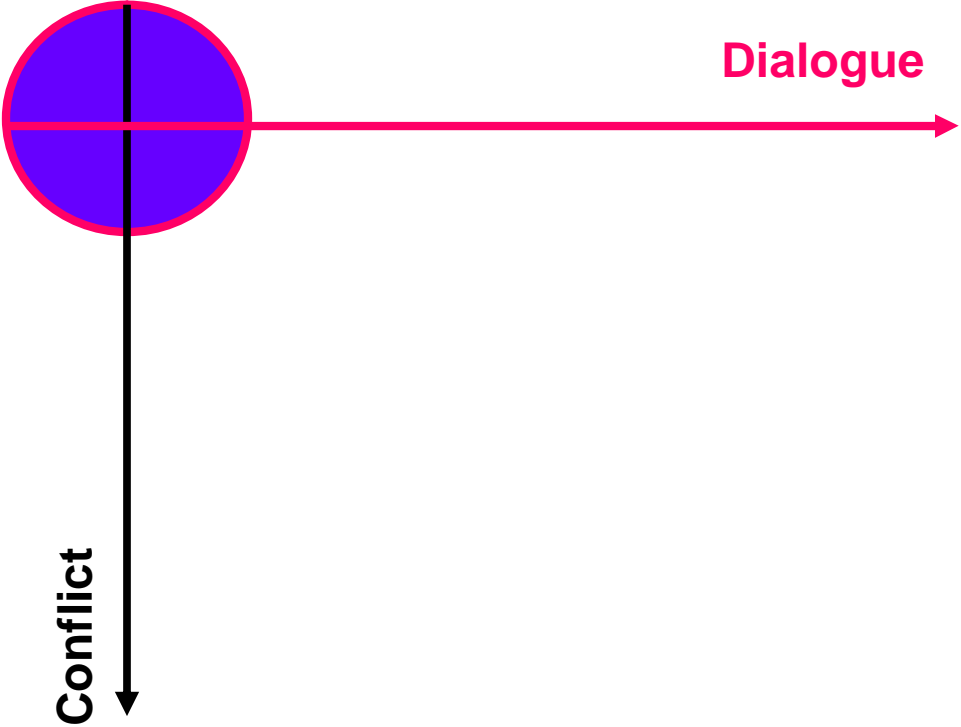
- hermeneutics
- hermeneutic circle (spiral)
- pre-understanding
- conflict
- dialogue
- application
- horizon
- fusion of horizons

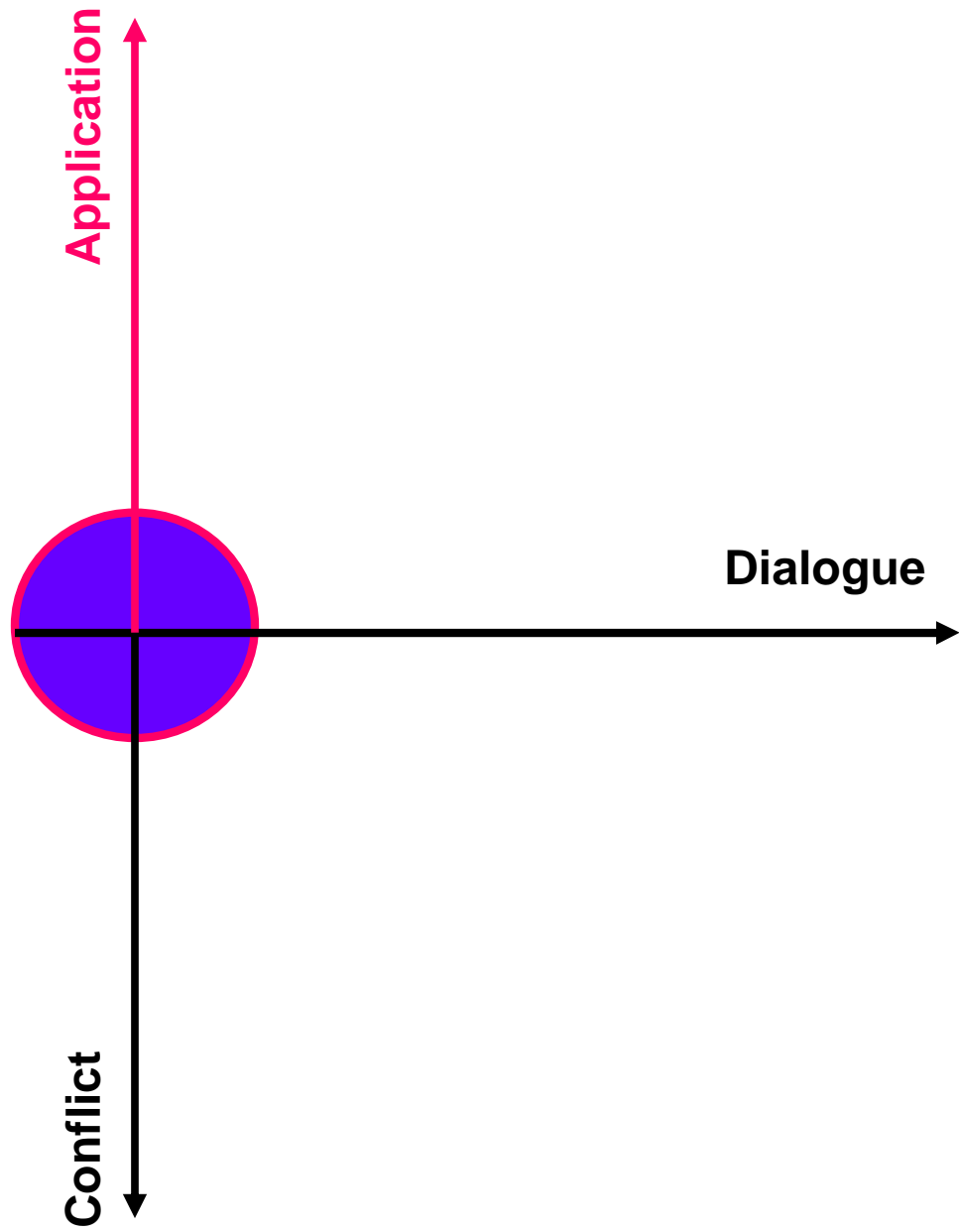


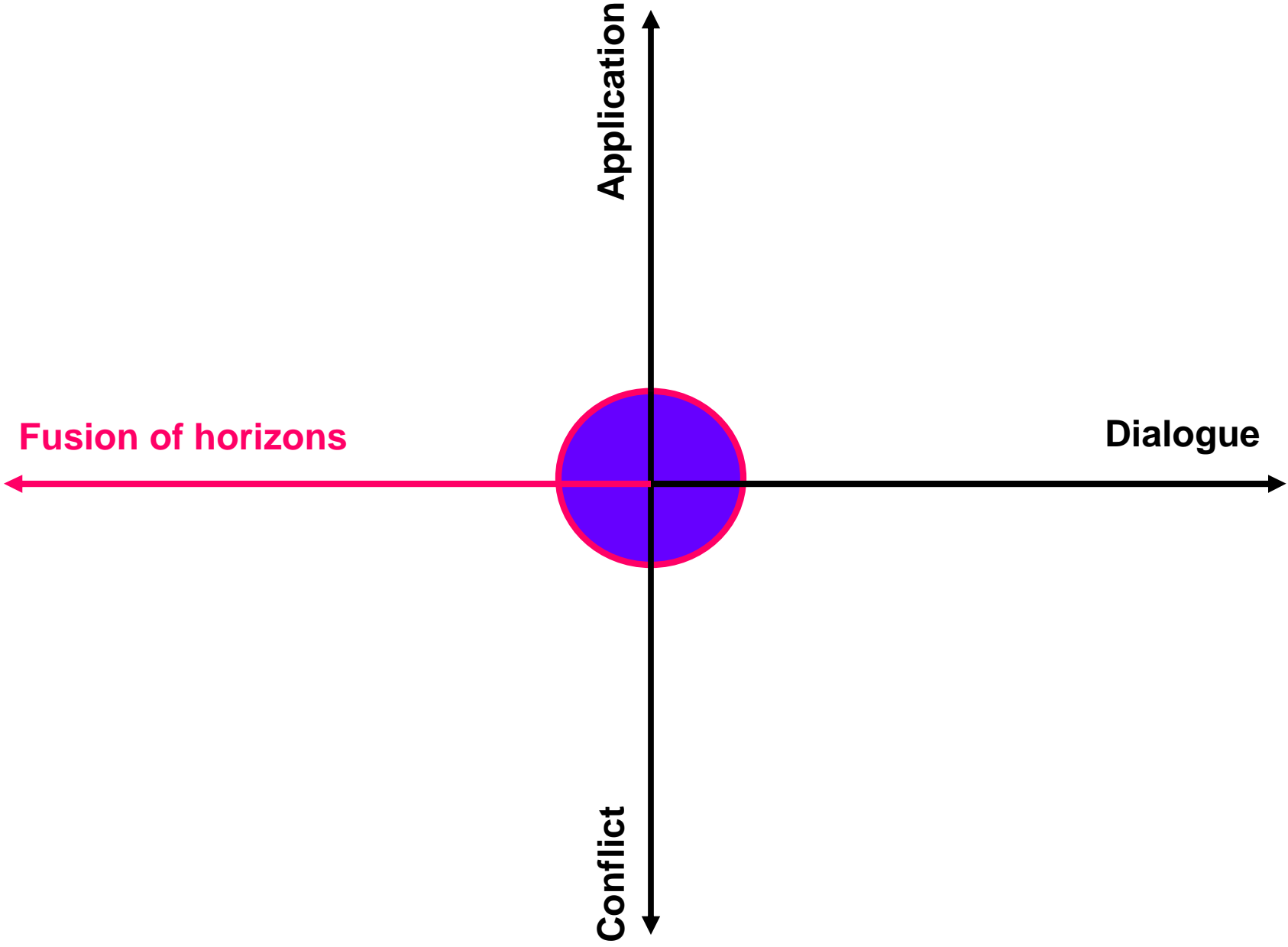


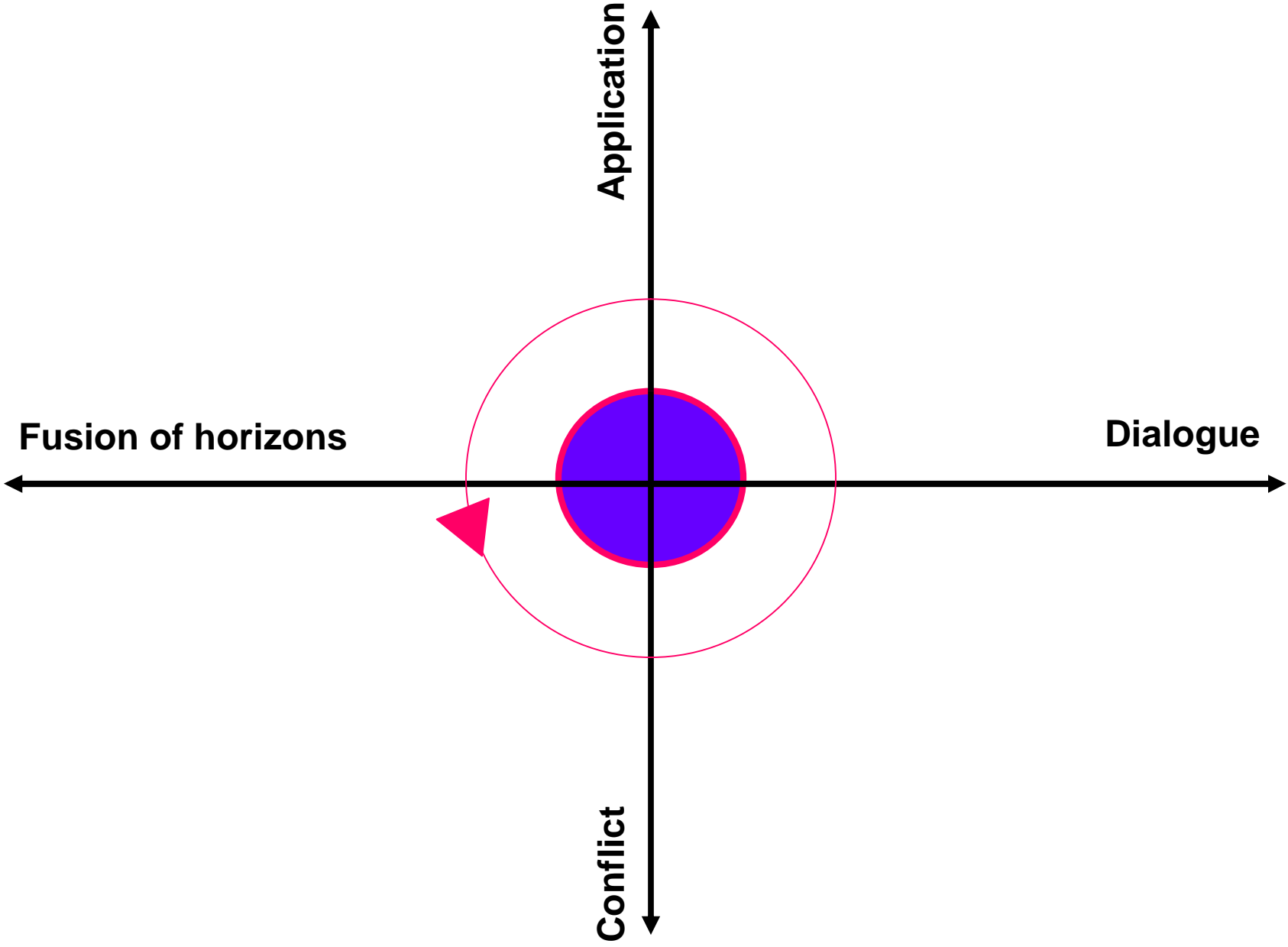
Conflict



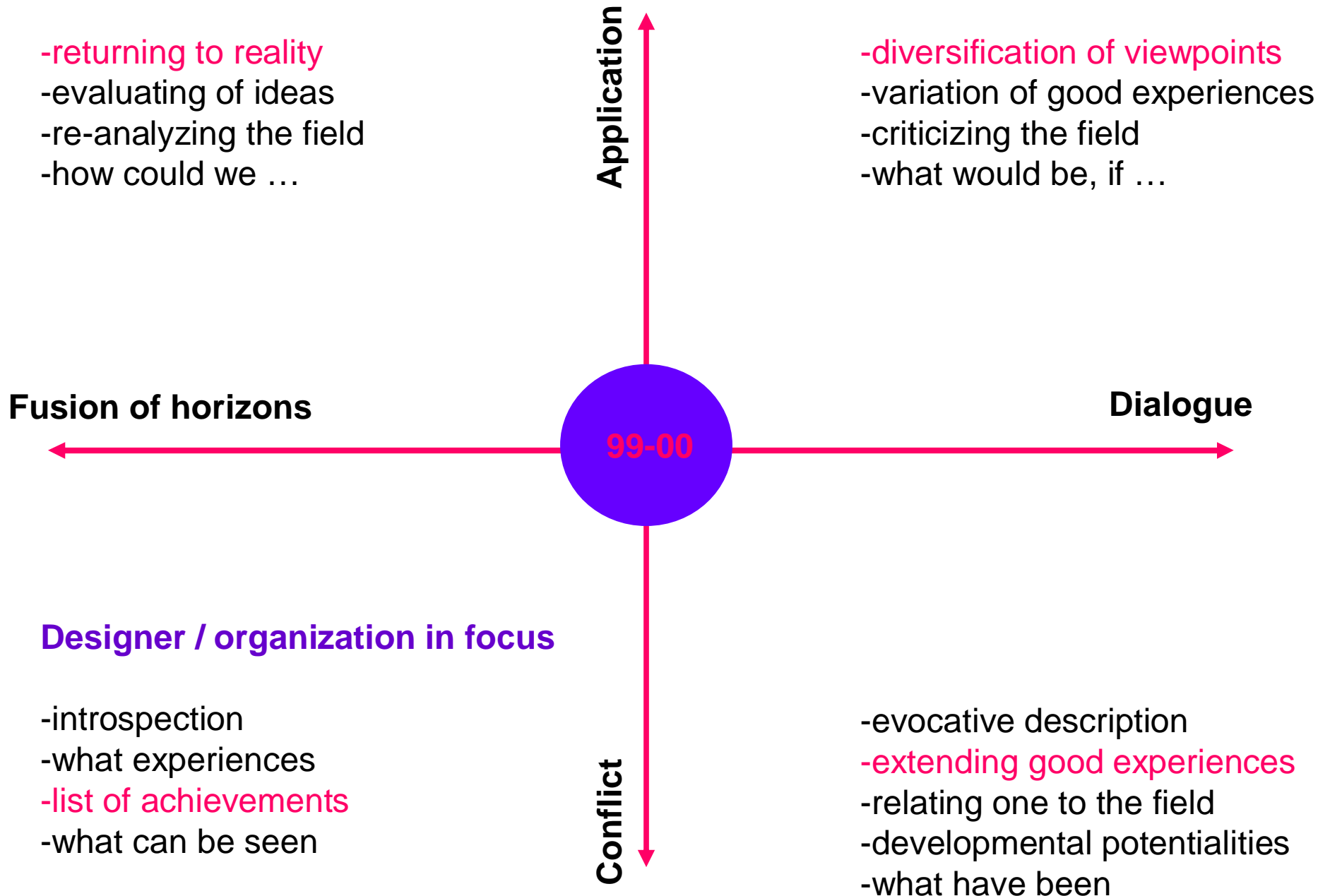


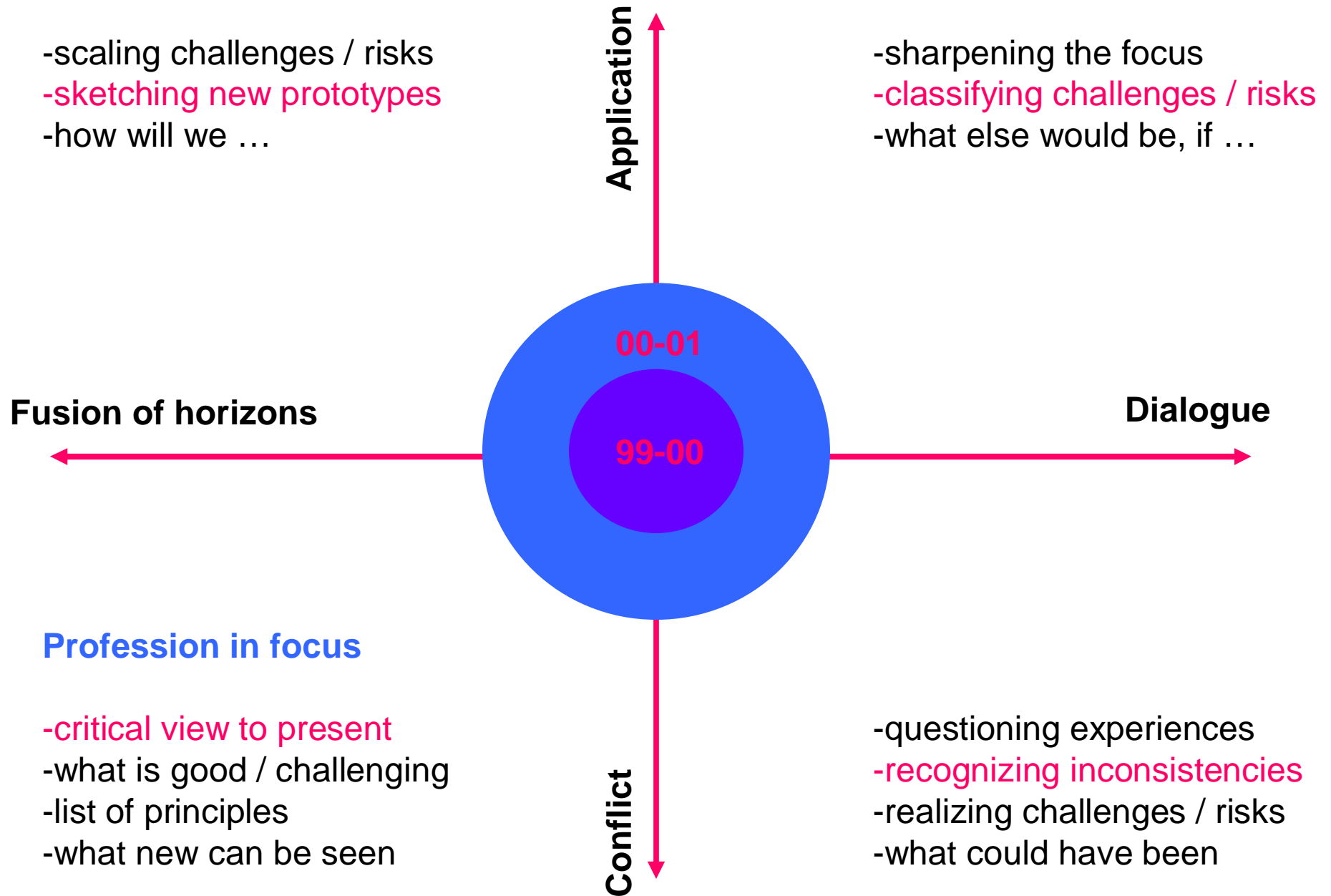


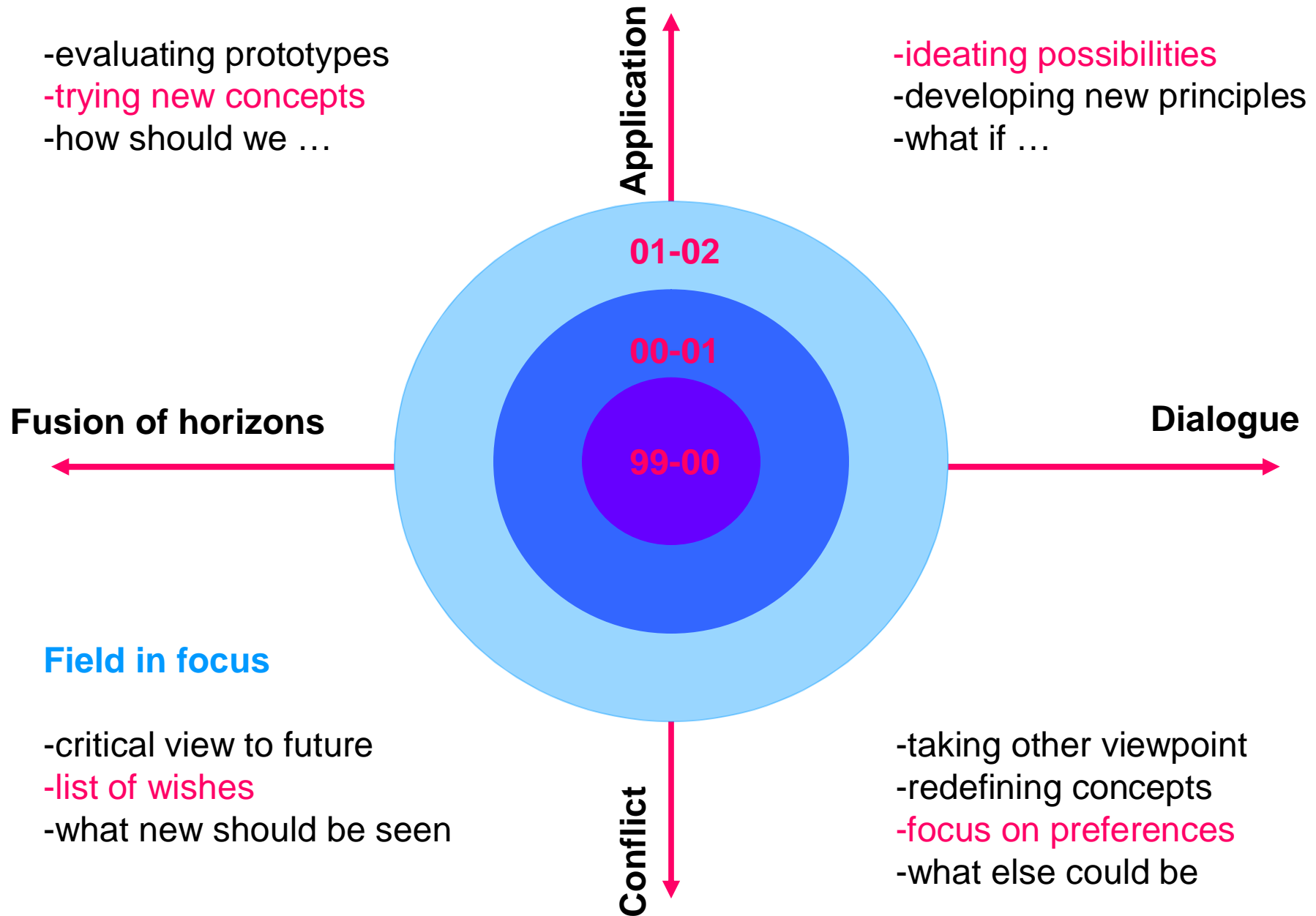




“THE PATH”







- activating prototypes
- confirm new concepts
- how do we ...

Applic.



- generalizing new possibilities
- redefining structures
- what if ...

02-03

01-02

00-01

99-00

Fusion of horiz.



Dialogue



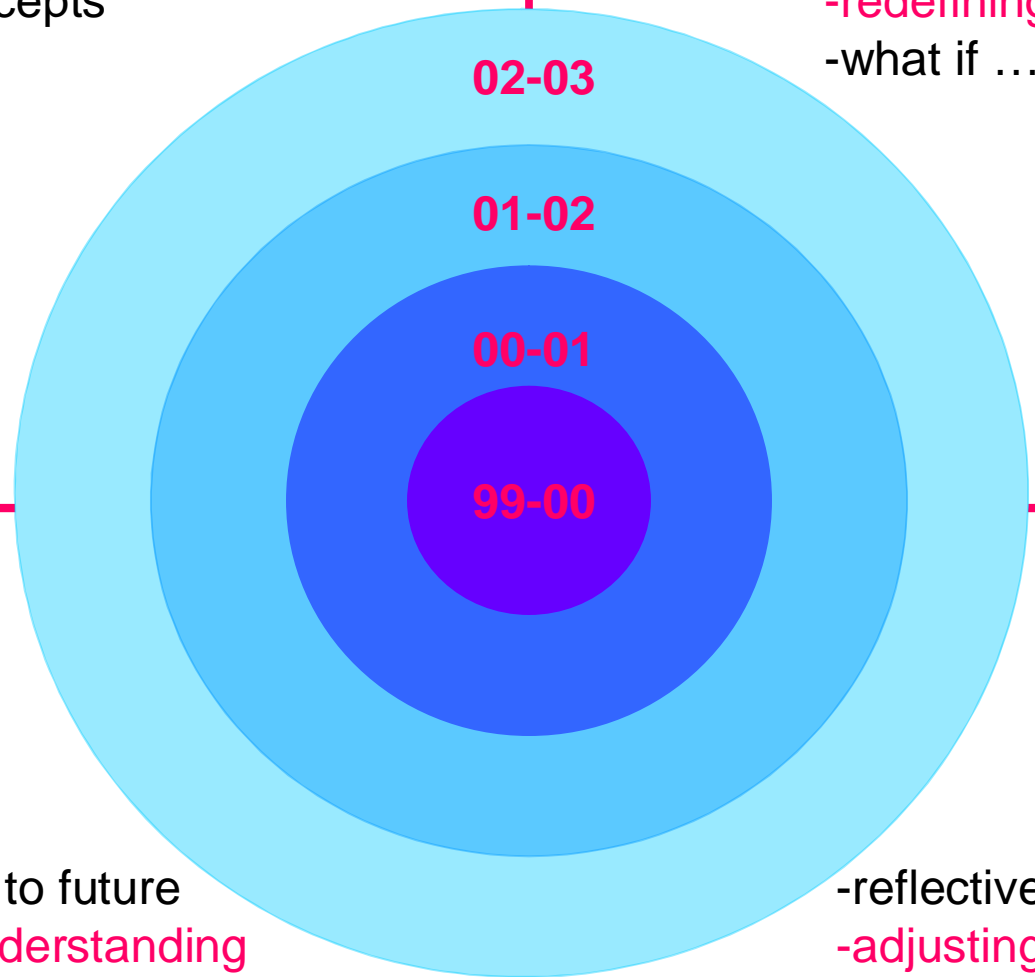
National mirror

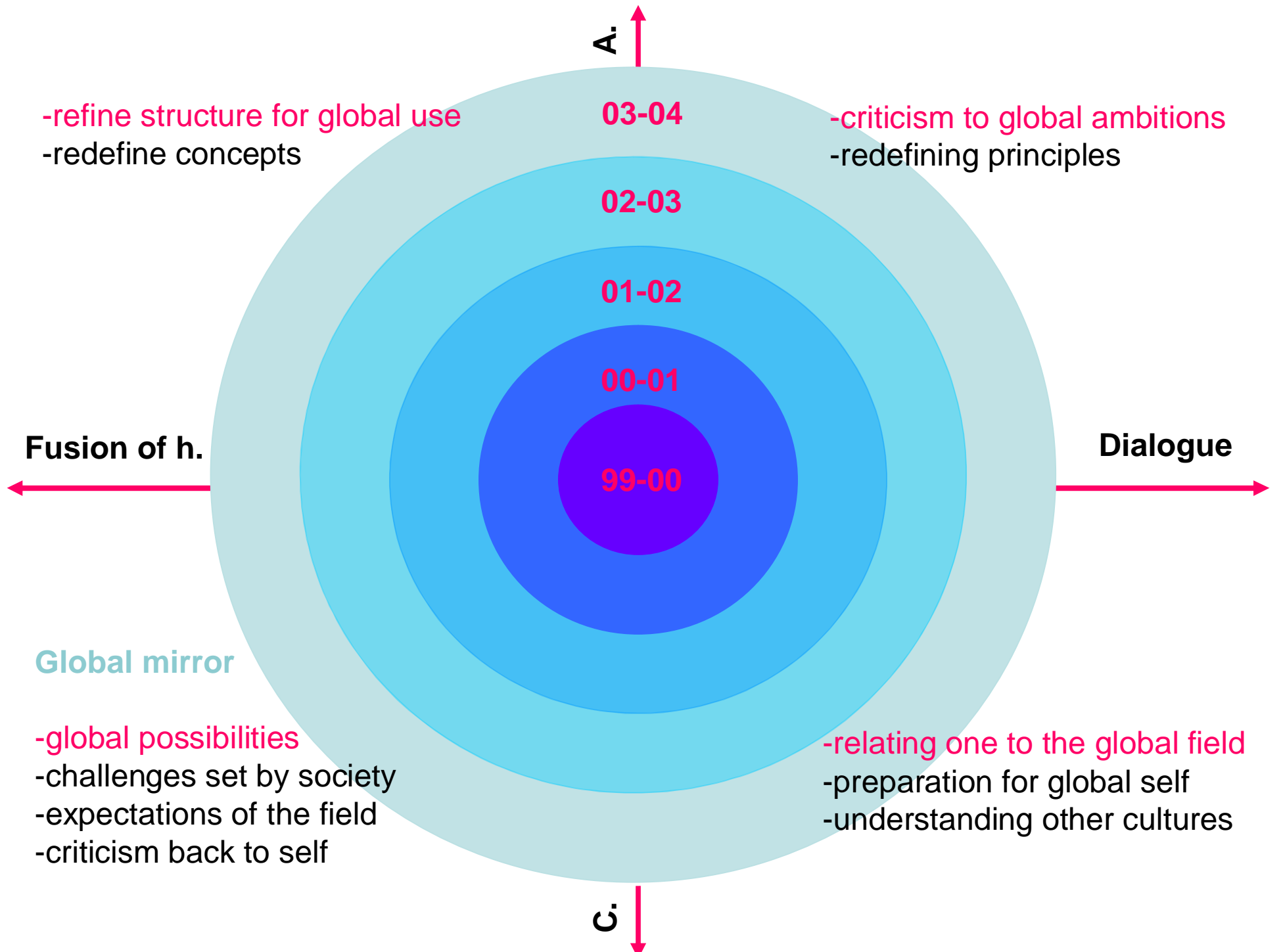
- broadening view to future
- improved self-understanding
- list of products / services
- what new can be

Confl.



- reflective viewpoint
- adjusting to the national field
- what new still could be





NEW FORECASTING

DESIGNER IN FOCUS

- reformation of design education
- pedagogic approach
- renewed learning environment
- designer's new roles
- research and development
- production and publishing

PROFESSION IN FOCUS

- professional expertise
- design entrepreneurship
- design research
- design communication
- management and networking
- national and global competitiveness
- cultural flexibility

FIELD IN FOCUS

- reforms in design education
- increased amount of designers
- strengthened design research
- deep know-how in the design field
- strong know-how centers
- design vs. national vs. global