

ART-CHERIE 1st NEWSLETTER – July 2017

Welcome to the first newsletter of the ART-CHERIE project!

In this newsletter, we would like to introduce the project **ART-CHERIE – Achieving and retrieving creativity through European fashion cultural heritage inspiration**, who is involved, what has been done and what are the next steps.

What is the ART-CHERIE project?

The ART-CHERIE project is a 30 months' duration project, supported by the European Commission and is co-funded by the Erasmus+.

This project came up in a moment where the **Fashion industry** is characterised by a high level of creativity and innovation and quick changes in trends. This industry is constantly reinventing itself, responding to consumer needs. Inspiration comes from culture, societal changes and from old designs and garments. One of the main challenges for the fashion designers is to find a balance between the satisfaction of consumers' needs and remaining profitable.

To adapt to the rapid changes in fashion, designers should be up to date, involved in fashion research and have greater knowledge about the past and current state of fashion trends. If **sources of inspiration** are provided to the designers they produce better quality, more **creative and original design works**. In this context, the ART-CHERIE project addresses the issue of apprenticeships delivery in the fashion sector dominated by Small and Medium Enterprises (SMEs) and micro enterprises.

The **objective** of ART-CHERIE is to [a] contribute to the protection and exploitation of fashion's cultural heritage and [b] to organise and structure it in vocational training courses for the improvement of EU fashion designers working in textile and clothing (T&C) Industries, and/or young fashion designers.

The **priorities** addressed by the project are:

- Open **innovative education**, training and youth work, embedded in the digital area for fashion industries;
- Improving and extending the offer of high quality learning opportunities for workers in companies and young designers;
- Further strengthening key competences in VET curricula.

Who is involved?

The consortium of the project consists of 5 partners from Belgium, Greece, Italy and UK. The coordinator of this project is EURATEX, the European Apparel and Textile Confederation (Belgium).

The European Apparel and Textile Confederation (EURATEX) – BE



EURATEX represents the interests of Europe's **textile and clothing (T&C) industry** on behalf of more than 177.000 companies which employs 1.7 million workers in the EU (2016). EURATEX is growingly involved in skills policies thanks to its vast experience in managing EU funded projects. EURATEX is conscious that the industry 4.0 trend is being shaping the T&C sectors and is having a considerable impact on the skills available in the SMEs. Being part of ART-CHERIE project is important for EURATEX considering its objectives in developing a **designer's skills-training tool** using as source of inspiration a collection from the Textile Museum of Prato and creating courses for fashion industry designers working in this industry and young students aiming to work in the EU T&C fashion sector. Based on its network, the ART-CHERIE project will be recognised as an added-value tool among sector's stakeholders and SMEs. [Website](#)

GNOSI ANAPTIXIAKI NGO – GR



GNOSI ANAPTIXIAKI NGO is a non-governmental, non-political and non-profit making, national based development agency. With extensive experience in managing **European Projects**, and in cooperation with the clothing and textiles sector, the decision of participating to the project as a partner was a great opportunity to be part of a strong partnership which will work for interesting and innovative targets and objectives with added value to the sector which could be exploited further to other countries and other professions within the sector. GNOSI NGO based on its experience and expertise will be responsible for the development of the **training Web platform** that will be the basic tool and product of our project. [Website](#)

The Hellenic Fashion Industry Association (HCIA) – GR



The Hellenic Clothing Industry Association (HCIA) represents Greek companies from all sub-sectors of the clothing industry (men, women and children's clothing, underwear, swimwear, shirts and fashion accessories). The decision for the participation of HCIA in the project based on the innovative idea of the **exploitation of the European cultural design** and textiles heritage in order to sensitise the fashion designers and offer them the opportunity to exploit the textile heritage and use it as an inspiration tool in order to enforce the originality of their creativity. As the HCIA has vast experience in working with companies from all sub-sectors of the clothing industry our role will be to contribute to the development of the training courses, piloting the web platform in the companies and disseminate and exploit our project's results. [Website](#)

Prato Textile Museum – IT



The Prato Textile Museum can be considered one of the most important cultural centres at European level dedicated to conservation, study and valorisation of old and contemporary textiles. We have decided to take part in the **ART-CHERIE project** and we are absolutely happy and proud about it, because we do really believe in the exploitation of fashion's Cultural Heritage, especially considering that it could be recognised as one of the most precious and creative sources of inspiration provided to designers. Recalling the aim of ART-CHERIE project that is to enhance the importance of **European textile & fashion heritage**, the added value of Prato Textile Museum participation lies in the possibility to access an extraordinary range of ancient fabrics, Pre-Columbian textiles, Italian and European silks from the 13th to the 19th century, as well as European and ethnic textiles and clothes, embroidered textiles and sacred vestments. This special "corpus" can represent an impressive base to develop the contents of innovative and specialised designer's skills-training online tool. [Website](#)

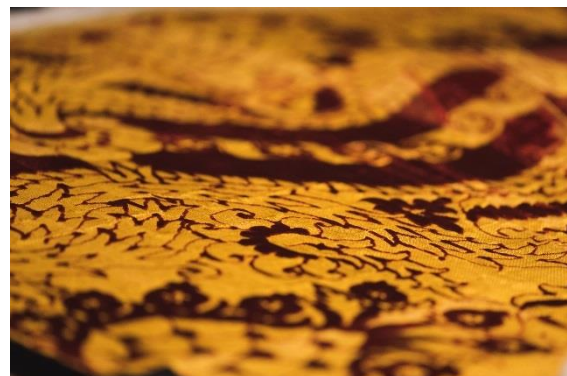
University of the Arts London – UK



The ART-CHERIE project represents an important collaboration for The University of the Arts London (UAL) as its main aim is to enhance learning for fashion creators inspired by our shared European heritage. UAL is Europe's largest specialist arts and design university, with an international reputation in art, design, fashion, communication and performing arts and close to 19,000 students from over 130 countries. LCF strongly believes in some future where blended, online and flexible learnings become key. As we value knowledge exchange in collaboration with industry partners addressing the needs of young professional designers in Europe, we hope that through **digital means as education tool** we can enable to bridge the contemporary and heritage that will inspire the young fashion generation. We are hopeful that the online course will enhance designers' skills to create new fashion products based on a greater understanding of the heritage collection of museums and the Textile Museum Prato in particular. [Website](#)

What has been done?

The University of the Arts London - London College of Fashion (UAL-LCF) has been contributing to the development of the curriculum framework since January 2017. The online training course that the Art-Cherie will develop is based on a 7-unit vocational training curricula framework. This curriculum engages with skills development for fashion design professionals. Two of the units piloted as online course will contain, firstly a specific unit on garment and design that will include reference to trend analysis. And the second **focusing on embroidery** embracing the specific strength of LCF for content in relation to both education and industrial experience. On 3-5 July 2017, the five project partners have gathered in the Prato Textile Museum in Italy to define and identify the items from the museum collections to be used as research and inspiration sources for the online course. During the meeting, also a final discussion validated the specific needs of the course outline.



Also, Professor Jose Teunissen, Dean of School of Design and technology, LCF attended the Fashion Digital Memories EUROPEANA Fashion symposium on 22-23 May 2017 in Venice where she presented the ART-CHERIE project and talked about the **new challenges fashion designers** have to face in a time period when there is an abundance of images on internet and all kind of data of consumers can be captured. EUROPEANA is the Meta data-aggregator and display space for European digitised works through assembled collections shared by thousands of European museum and galleries. EUROPEANA is also a network representing the heritage sector in Europe.



The 2nd technical meeting of the project was held on 4-5 July 2017 in Prato, where the Textile Museum is based. The aim of the meeting was to define the most suitable Museum collections to be used as source of inspiration and **creative tool for the online courses** addressed to design professionals and students by UAL. The Museum collections contain a wide range of items that must be digitalised and catalogued in order provide photos and information to the users. The meeting agenda left an entire day to visit the **Museum collections**: a guided tour of the permanent and temporary exhibition was held, as well as a lecture about ancient fabrics managed by the museum curator. Moreover a selection of ancient fabrics was shown to the project partners, who had the chance to see such special items in detail.



What's next?

The next ART-CHERIE project' steps are the catalogue and digitisation of the Prato Textile Museum' exhibits and collection. This work will be developed in order to give a wider audience of fashion designers the opportunity to experience and be inspired by **fashion archive collections**.

In parallel, the development of the framework of the curriculum will be finalised by UAL clarifying issues such as language and terminology, the status of the designers (students / professionals), the structuring of contents and the design of courses.

The digital e-learning platform' discussions among partners will also start to fit the needs of the ART-CHERIE project.

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