

ATTACHMENT PRESSRELEASE 2018, SECTOR FASHION & WORKWEAR

Material Xperience 2018: meet the future of fashion & workwear!

Naarden, 29 January 2018 – Textile made from pineapple leaves, massaging clothing, dresses made from fungus... During Material Xperience 2018 (13-15 March in Ahoy Rotterdam, the Netherlands) designers will fancy themselves in the future!

With an extensive speaker programme, put together along with Marina Toeters (*Design and Research in Fashion Technology at by-wire.net*), a large collection of materials from the independent Materia collection and fascinating fashion related exhibition pieces, Material Xperience is once again a source of inspiration!

Which trends does Materia see within the sector Fashion?

The fashion industry is – after the energy sector – the most polluting industry and is responsible for approximately 10% of CO2-emissions. On top of this, the production of clothing for one household costs a thousand bathtubs of water, and the working conditions in low wage countries are abominable. Preservation, good working conditions, recycling, reuse, and upcycling are therefore trends in the fashion industry.

Besides these trends, material innovation of work clothes and sport items is growing through the application of smart materials, adding functions such as anti-transparency, medication, anti-radiation, odourless, self-cleaning, fireproof, or shape memory. E-textiles are getting better, because the development is taking place within the fibres. 3D printing is taking off in making accessories, shoes, and even complete outfits. Coatings and prints are not only aesthetic, but also functional, adding waterproofness, fireproofness, or even the ability to generate energy, changing colour or texture, the use of communication, or adapting insulation.

What can the fashion professional expect at Material Xperience?

This year visitors can look forward to an impressive 6 independent Materia exhibitions. There will be 6 pavilions on the exhibition floor, containing large exhibition pieces and installations from each sector.

Materials from the independent Materia collection

During this three-day event, Materia will show the newest materials from its independent collection, which were scouted during the past year. A small selection of materials:

Piñatex (ONA691)

Piñatex is a natural textile made from pineapple leaf fibre. The leaves are a by-product of the pineapple harvest, so no extra land, water, fertiliser or pesticides are required to produce the raw material. The pineapple leaves are gathered, decorticated to remove the fibre and processed into a nonwoven textile that is an alternative to leather.

Find out more about this material at materia.nl/material/pinatex/

Recurf (ONA658)

The Recurf project by Amsterdam University of Applied Sciences focuses on processing new material combinations made from biobased plastics and textile waste into attractive products for interior and exterior use.

Find out more about this material at materia.nl/material/recurf/

Wood textile (WOO371)

This wood textile consists of a combination of wood veneer and textile. Thanks to the geometric surface finishing of the wood, it becomes flexible, more or less so depending on the size of the shapes.

Find out more about this material at materia.nl/material/wood-textile/

Large exhibition pieces

Material Xperience is for 140 exhibitors the annual platform to present their materials. Aside from the presentations by exhibitors and the independent material exhibition, several large exhibition pieces – often never shown to the public before – will be exhibited during the trade fair, showing the visitor a glimpse of the future. What can you expect?

Print in Motion

These prints, developed by Anouk van de Sande, have an extra dimension. While they look futuristic and digital, they are in fact analogue, consisting of various layers of stretching and transparent fabrics. The prints create an optical illusion by following the movements of the body. The effects are almost theatrical and can make you dizzy.

Smart textiles

Designer and researcher Kristi Kuusk designs sustainable smart textiles. These textiles have integrated functions that respond to, for instance, touch. By integrating sensors, the articles of clothing can give the wearer a massage or light up.

MycoTEX

MycoTEX is fabric made from mycelium, being the roots of mushrooms. This material is incredibly versatile, but was only used for solid materials, up until now. Textile designer Aniela Hoitink created a flexible version that made steps such as weaving and sewing obsolete.

Find out more about this material at materia.nl/article/mycotex-textile-mushroom-mycelium/

MATERIAL XPERIENCE

13-15 MAART
2018
AHOY
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materia

MEET
THE FUTURE
OF MATERIALS

Speaker programme Fashion

Material Xperience is known for its high-profile speaker programme, which includes renowned (inter)national architects, scientists, designers and other experts. For the first time in the history of the fair, there will be two simultaneous theatre programmes running on the exhibition floor, providing a line-up of 55 speakers who will share their knowledge and experience with audiences.

Wednesday afternoon 14 March, the speaker programme “The Future of Mobility” takes place in the Material Xperience theatre. Speakers are **Marina Toeters** (by-wire.net), **Ellen Mensink** (Loopalive) and **Jef Montes**, amongst others.

Visit us

Material Xperience 2018 takes place from Tuesday 13 March until Thursday 15 March, in Ahoy Rotterdam. For more information and a free ticket, go to www.materialxperience.com.

Opening times

Tuesday (13 March) 10:30 - 18:30

Wednesday (14 March) 10:30 - 20:30

Thursday (15 March) 10:30 - 17:30

About Marina Toeters

Marina Toeters - ambassador of the sector Fashion

Design and Research in Fashion Technology at by-wire.net

Marina Toeters operates on the cutting edge of fashion technology and fashion design. Through her website, by-wire.net, she stimulates collaboration between the fashion industry and technicians for a relevant fashion system and supportive garments for everyday use.

She advises, amongst others, Philips Research and the European Space Agency on product development. As a teacher, coach and researcher, she works for the fashion department at the Utrecht school of Arts, textile department at Saxion University for applied science and industrial design faculty in the Eindhoven University of Technology.

Her goal is to make fashion innovative, by incorporating wearable technology, new materials, and innovative production methods in our current fashion system.

About Materia

Materia is the leading international platform in the field of material innovation and stimulates global shared innovation for a more beautiful, more sustainable and high-quality built and decorated environment. Through an independent and continuously growing collection of more than 2,900 inspiring materials, Materia brings building professionals together: annually at Material Xperience, periodically on current themes and events, and daily via www.materia.nl. Find out more at: www.materia.nl and www.materialxperience.com.

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