



FUSION

`_masterclass:`

03

`_date:`

26/04 -27/04

`_TITLE:`

Product Design Application For User Centred Design

`_PARTICIPANTS:`

8 fully funded designer-makers; local participants

INTRO TO MASTERCLASS **IPCA, PORTUGAL**

Considering the pandemic that we are experiencing and the impossibility of carrying out the masterclass in Portugal, in our facilities and with the local textile industry, we wanted to transform this masterclass into a space for presenting what is produced in our region in terms of fashion and textiles from the design perspective. Aiming to think and create for and with the elderly, empowering them from the collaborative design point of view.

We will present a set of designers, brands and factories that will contextualize the production of Portugal at various levels of the development of the textile product and discuss future perspectives.

TOPICS TO COVER

- Physical, sensory and social consequences of aging.
- Designing for and with older adults.
- Preserving our heritage.
- The movement 'DIY' movement.
- Portuguese textile companies and sustainability.
- Digital fabrication.



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PAULA TAVARES

Paula Tavares is a professor, artist and researcher. She has a Phd in Fine Arts, with the thesis "The complex relations between art and politics in Western culture. The political art as institutional contradiction." Her research interests are in fine arts and design, autonomous disciplines linked by drawing. In recent years, her research has been focused on gender and politics in animated film and illustration. She is the Co Director in ID+ Research Institute for Design, Media and Culture and she coordinates the CAOS group Communication, Art, Object and Synergies. She is also the General Chair of CONFIA - International Conference on Illustration and Animation. She works as Coordinator Professor at the Polytechnic Institute of Cávado and the Ave where she is the Director of the School of Design since 2015. She has participated in several design competitions - national and international,



MIGUEL TERROSO

Miguel Terroso is a industrial designer with a master in industrial design from the Faculty of Engineering and with a PhD in industrial engineering and management from the University of Porto. With several years of experience in product design and development, He is currently adjunct professor at the IPCA Design School. He is also the co-founder of the startup Bowear that thinks, designs and develops solutions for extremes, He believes that in the future we will be more, older and will live mainly in big cities. Being native of the northern coast of Portugal, the geographical relationship with the sea aroused his early taste for swimming. This direct relationship with water has sharpened his interest in nature and he still see it today as one of my great sources of inspiration.



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MIGUEL TAVARES

Miguel Tavares, textile and chemical engineer, is a professor in the professional technical course in Fashion Design at IPCA. Guides 7 students in curricular internship in the scope of technologies and manufacturing processes inserted in the Fashion Design course. For 20 years he has been developing research and work in the identification of the different methodologies and processes of textile manufacture. It develops and monitors processes related to dyeing, and their implications for physical behavior, mechanical and chemical resistance. While responsible for production in a textile company, he accompanies different manufacturing processes, as well as techniques for delimiting and handling materials in the production process.



SUSANA BETTENCOURT

Susana Bettencourt, Founder, Creative, Financial and Operational Director. Modatex, University of Minho, Degree and Master - Invited Assistant Professor; Head Designer - Rialbanni brand; Designer Responsible for launching, creating and designing the Swallow Collection Brand; Fashion Designer of Knitwear and Accessories - Salsa Jeans - Responsible for women's knitwear collection: collection planning, concept, design, technical sheet, monitoring of the production process; Collaboration with Parrillu's Factory in the Department of Design and Research - Responsible for the knits of Marni and Carolina Herrera Knits. Professional Internship - Alexandra Moura; Threads & More internship, Brisbane - Australia; Accessory design; Internship-Fátima Lopes- Collaboration in the 500 years of tourism project in Madeira.



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PEDRO CARVALHO

Pedro Carvalho de Almeida is a communication designer from Porto, Portugal, specialising in visual identity and Brand Archaeology. He is an assistant professor of design at the University of Aveiro, Portugal, and a visiting professor at The Glasgow School of Art, Innovation School. He holds a PhD in design from Central Saint Martins, University of the Arts London, where he was awarded a postdoctoral scholarship for Cultural Engagement funded by the Arts and Humanities Research Council (AHRC). He is an integrated member of the Research Institute for Design Media and Culture (ID+), Unexpected Media group (LUME). Funded twice by the Portuguese Foundation for Science and Technology (FCT), his research addresses the recovery, organization and use of corporate archives as generative resources for feeding innovation, with a particular focus on iconic Portuguese sports footwear brands. His previous design work includes brand mark designs, visual identity systems, consultancy, and training for a broad range of organizations in Portugal and the UK.



MARTA AFONSO

Marta Afonso is a designer born in Vila Nova de Gaia, in 1989. She started off by studying textile design, at Soares dos Reis School of Arts in Porto; then she graduated in Design at the University of Aveiro and concluded, six years ago, the master's degree in Communication Design at ESAD (Matosinhos). In 2015, Marta created Atelier Karaka (www.atelierkaraka.com), a creative studio specialized in fabric hand printing techniques. Marta develops bespoke projects, limited editions and unique textile pieces that integrate interior decoration, events or collections, exploring the concept of exclusivity and celebrating what is unique and unrepeatable.



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SUSANA ANTÓNIO

Susana António, combines design with traditional knowledge and social innovation to create an impact on the lives of local communities in Portugal. Susana's motto is "Old is beautiful", and she wants us to rethink our perspective on aging and the elderly. She is co-founder and creative director of the creative hub 60+ Avó Veio Trabalhar. She has worked with several entities such as Calouste Gulbenkian Foundation, Cascais Municipal Chamber, Lisbon Municipal Chamber, Chapitô, Experimenta Design, Santa Casa Misericórdia, Beta i or Thinkpublic Service Design Agency and several Non-Profit Organizations, nationally and internationally. He collaborated in several initiatives such as Action For Age, Entregerações or UAW-United at Work using the creative design tools to solve social problems such as loneliness, senior isolation, the integration of immigrant citizens in our communities and the problem of unemployment. In 2013, he founded the NGO Fermenta, which promotes the social and cultural valorization of local communities and organizations, through responsible design and punctual performance all over the country and across borders.



ANA PEDROSA RODRIGUES

Ana Pedrosa Rodrigues is a Client Manager at Pedrosa & Rodrigues, a textile company located in Barcelos and a specialist in jersey clothing. Strategically aimed at the medium-high and luxury segments, it has fashion brands with global reach among its customers: Loewe, Helmut Lang, Diane von Furstenberg, Dior, among many others. Before joining the family business, she graduated in Fine Arts and Contemporary Art in the United Kingdom, adding work experience at the auction house Sotheby's in London and as a press officer for the artist Joana Vasconcelos, in Lisbon.



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DAY 1:

10.00

WELCOME FROM IPCA/PORTUGAL

Speaker: Paula Tavares

Content: Official opening and presentation of objectives and program overview, schedule of two days, learning outcomes.

10.15

DESIGNING FOR OLDER ADULTS: PHYSICAL, SENSORY AND SOCIAL CONSEQUENCES OF AGING

Speaker: Miguel Terroso

11.00

MATERIALS AND SUSTAINABILITY THE STATE OF THE ART IN ITV

Speaker: Miguel Tavares

11.45

BREAK

12.00

CRAFT, ART AND FASHION RELATIONSHIP

Speaker: Susana Bettencourt

Content: Creative Process for Fashion Knitwear Collection
Susana Bettencourt Case Study

12.30

VALÉRIUS 3600 - COMPANY PRESENTATION VIDEO

Content: How do you wear the Future?

We wear clothes made from recycled yarn.

Today it is impossible not to think of tons of waste from the textile industry that goes into the trash daily, while at the other end, cotton crops dump thousands of liters of agricultural herbicides in the wild and consume about 15,000 liters of water to produce 1 kg of cotton.

13.00

30 MIN ROUNDTABLE DISCUSSION



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DAY 2 :

10.00

REVIEW OF PREVIOUS DAY, PRESENTATION OF THE DAY

Speaker: Paula Tavares

10.15

BRAND ARCHAEOLOGY AND THE CASE OF CORTEBEL 50 IN ALMALAGUÊS

Speaker: Pedro Carvalho de Almeida

11.00

WHAT DIY DOES AND DOES NOT MEAN

Speaker: Marta Afonso

Content: learning and discovering over 6 years of Atelier karaka.

11.45

BECRI - COMPANY PRESENTATION VIDEO

Content: Introducing our productive System: our products consist of knit fabric in its most varied composition. From this raw material we produce all type of garments that can be complemented with different types of embroidery, piece or all over prints, piece transfer printing, washing or dyeing.

12.00

BREAK FOR LUNCH

14.30

ENGAGING THE OLDER POPULATION, CO-DESIGNING INVOLVING THE ELDERLIES

Speaker: Susana António

15.15

THE FACTORY'S NEW ROLE TURNING INSTABILITY INTO OPPORTUNITY

Speaker: Ana Pedrosa

16.00

30 MIN ROUNDTABLE DISCUSSION



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see you there



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OF ART & DESIGN

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