



FAS.P
on²ite

Workshop_Milan_4.11.09

- . **Introduzione alla giornata**
Introduction to the workshop activities.
- . **Interventi di approfondimento**
Contributions
- . **Interventi dei gruppi**
Groups presentations
- . **Discussion**
- . **Costruzione del brief**
Talking about the Brief

- h. 10.00 - 10.40** **Introduction to the workshop day activities**
Stefano Maffei
- h. 10.45 - 11.00** **Production and urban context**
Pier Paolo Peruccio
- h. 11.00 - 11.20** **Business models and extended liability company**
Nicola Spiller
- h. 11.20 - 11.40** **Visualization techniques**
Viola Chiara Vecchi
- h. 11.40 - 12.00** **A framework for fashion product – The Zero collection**
Alessandro Casinovi
- h. 12.00 - 13.00** **Team A / B / C presentations**
- h. 13.00 - 13.30** **Discussion**
- h. 13.30 - 14.00** **Break**
- h. 14.00 - 16.00** **Elaboration of the project-brief for each team**

IL METODO DI LAVORO | WORKING METHOD

INDIVIDUAZIONE TRE AREE DI RICERCA RESEARCH AREAS IDENTIFICATION

Modello di business | *Business model*
Tecnologia | *Technology*
Servizio | *Service*



APPROFONDIMENTO RICERCA PER I TRE GRUPPI

Insights and case studies



IPOTESI DI PROGETTO FUTURE PER OGNI GRUPPO

Future teams project



TUTOR FEEDBACK



3 BRIEF DI PROGETTO COMPLEMENTARI

3 complementary brief project

1. BUSINESS

Produzione on site
Azienda Responsabile
Consumo energetico ridotto
Qualità delle materie prime
Tracciabilità dell'intero ciclo produttivo

On site production
Corporate Manager
Reduced energy consumption
Quality of materials
Traceability production cycle

Ethical food store

Supermercato dedicato al cibo biologico e naturale, *Whole Foods Market* ha cambiato radicalmente il significato della sana alimentazione celebrando il piacere dei sensi.

A Supermarket dedicated to organic and natural food, *Whole Foods Market* radically changed the meaning of healthy eating and celebrates the pleasures of senses.

WHOLE
FOODS[®]
M A R K E T



BUSINESS

Etichette e manifesti educano i consumatori alle virtù dei cibi biologici e i prodotti vengono esposti per esaltarne colore e profumo.

Labels and posters educate consumers about the virtues of organic food and the products are displayed to bring out their colors and fragrances.



Attraverso il progetto *Whole Planet Foundation and Grameen Trust* se si acquista la canzone *Hear Me Now* da iTunes, *The Green Children* donerà il 50% dei profitti per il finanziamento di programmi di microprestiti per alleviare la povertà.

Buying *Hear Me Now* from iTunes, *The Green Children* will donate 50% of profit from the sale to fund microlending programs to help people lift themselves out of poverty

VIDEO CONTEST

presented by Teens Turning Green and Whole Foods Market®

PROJECT GREEN PROM

MAKE A VIDEO TO SHOW HOW YOU WOULD GREEN YOUR HIGH SCHOOL PROM AND YOU COULD WIN FABULOUS PRIZES!

Contest ends March 30, 2009

ENTER TO WIN AT teensurninggreen.org

GRAND PRIZE
Flight to New York and overnight hotel stay for winner and guardian (4/5-4/6) • Eco-Teen Lounge at your prom courtesy of Macy's Blue Teen • Prom Fashions courtesy of Whole Foods Market • Eco Prom Dress designed by Babar Ziajigar • Eco Prom Shoes by Obsequia Pure Vegans • Makeup and Hair consults with Jane Iredale, Founder Inbelle Mineral Cosmetics and John Masters, Founder, John Masters Organics • Green Prom Event Consult with Danielle Vindler, Founder D'Green • Eco Products from Inbelle Mineral Cosmetics, Buffalo Soap, Pargen Organics, John Masters Organics, Whole, Naturals, Organic Essentials and more. (Prizes will be awarded for 2nd-4th Place - see website for details)

ENTRY RULES • All entries must be high school juniors or seniors attending a prom • Enter to win at teensurninggreen.org • Upload your video to the teensurninggreen YouTube site • Contest ends March 30th • Winner announced on April 1

on bats - show off your green bones | show off your hair | make up/inbelle mineral cosmetics and 100% beauty | hair john masters organics | prom shoes obsequia

WHOLE FOODS MARKET 100% NATURAL

turning green TEENS

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2. TECNOLOGIA | TECHNOLOGY

Co-progettazione
Visualizzazione dei prodotti
Visualizzazione dell'indossato
Social Network
Library condivisa

Co-design
Viewing products
Worn display
Social Network
Shared Library



WHO'S FOLLOWING WHAT?



[We Can Show You](#)

zafu

Best Prices

Jeans

Plus Jeans

Pants

Bras

Accessories

My Stuff

▶ All About Me

Help



Welcome to zafu
find your perfect jeans in three minutes

Answer a few simple questions

We'll tell you the jeans that fit you

You choose the ones you like

1. Do pants/jeans typically gape at the waist?

1 Waist Gape

2 Waist Fit

3 Seat

4 Thigh

5 Wishlist

6 Style

7 Stats

Summary



Fits OK

Gapes a little

Gapes a lot

Do you wear plus size jeans? ▶

Continue

ACAIBURN
SECRET OF THE AMAZON
Are You Overweight?

FIND YOUR WEIGHT >>

Height	Age 19-34	Age over 35
5'0"	97-128	108-138
5'1"	101-132	111-143
5'2"	104-137	115-148

FREE DIET PROFILE

*Click for Details **Lose Weight FAST!**

Glam Media

My Virtual Model™ COMMUNITY



WHAT'S NEW

FIND A LOOK

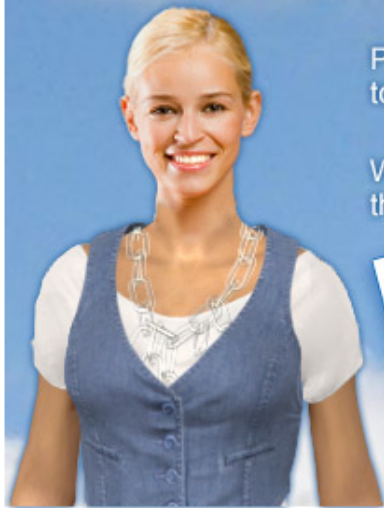
CREATE A LOOK

FASHION TOOLS

BLOG & FORUM

SIGN IN | JOIN

MORE 3D CLOTHING FROM THE BRANDS YOU LIKE



People using My Virtual Model always asked for more clothes to try on, more brands, more stores, more choices.

We designed a new way to create 3D garments that would rise to this task.

INTRODUCING
Quick 3D

TRY IT NOW ▶



BLOG [see all](#)

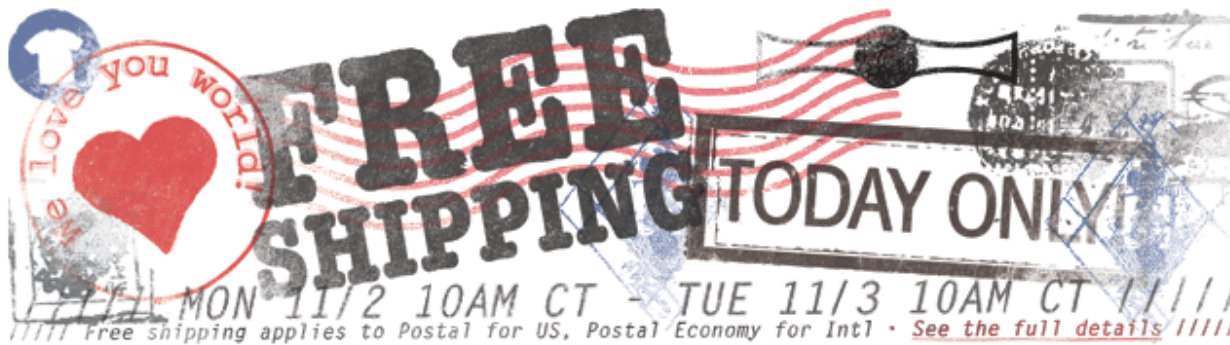
FEATURED LOOKS



my virtual model
fashion search

By Louise Guay





Google™ Custom Search

→ [Search options](#)



New tees for MONDAY, NOVEMBER 2



Sponsored by STA Travel, your awesome design could send you to Australia!

→ [LEARN ABOUT THE CHALLENGE!](#)

HUH? THREADLESS?

Threadless is a community-based tee shirt company with an ongoing, open call for design submissions.

IF YOUR DESIGN IS CHOSEN FOR PRINT, GET PAID UP TO

\$2,500+

\$500 PER REPRINT





Ponoko
the world's easiest making system

the ponoko showroom
* See what others have made >
* Add your designs >

home materials make request sell showroom blog

make it yourself

Design a product, get an instant online price, then click to get it made right here.

Find out [how it works](#)

Get making



find someone to make it for you

Got a great idea but need help making it? Commission someone from our creative community to make it for you.

Find out [how it works](#)

Make a request

Bid on requests



MAKE IT (RED) - IN A LOT OF COLORS.

CONVERSE IS A PROUD PARTNER OF (PRODUCT)

Estimated Delivery **2-4 Weeks**
No International Shipping

MAKE — Start An Original

All / Mens / Womens / Kids



Shoes

- All Shoes ✓
- Chuck Taylor All Star
- Jack Purcell
- Skate

Style

- All Styles ✓
- Lo-Top
- Hi-Top
- X-Hi

Material

- All Materials ✓
- Suede
- Canvas
- Leather

Reset Filtering

Sort By: **Our Favorites** | Just In | Most Popular | High Price | Low Price | On Sale

Displaying 1-32 of 36 | 1 2

TED textiles environment design

TED è un gruppo di ricerca istituito nel 1996 che coinvolge i professionisti e studenti del Chelsea College of Art and Design di Londra.

L'obiettivo principale è quello di guardare al ruolo che il progettista può svolgere nella creazione di progetti che abbiano un impatto ridotto sull'ambiente e che utilizzino strumenti innovativi nello sviluppo di prodotti in tessuto.

TED was set up in 1996 as a research cluster involving design practitioners at Chelsea College of Art and Design, London .

The main aim of TED is to look at the role that the designer can play in creating textiles that have a reduced impact on the environment and to provide a toolbox of designer-centred solutions.



TEXTILES ENVIRONMENT DESIGN



Ethical Fashion Forum è il social network istituito da TED per promuovere progetti attenti alla sostenibilità ambientale nel settore della moda, connettere tra loro progetti e professionisti, divulgare gli argomenti più recenti, gli eventi e le complesse problematiche discusse nel cuore del sistema tessile sostenibile.

Ethical Fashion Forum is a social network set up by TED to promote projects focusing upon social and environmental sustainability in the fashion industry, it aims to provide a platform shared practices, pooling resources, communication and links across the sustainable textile system.

New textiles platform and project:

Slow Textiles Group

Textiles Futures Research Group

Considerate design

the slow textiles group



**TEXTILE
FUTURES
RESEARCH
GROUP**

UNIVERSITY OF THE ARTS LONDON

3. SERVIZIO | SERVICE

Bottega dell'artigiano
Gestione dell'attesa
Acquisto totale sul posto
Attività di servizio complementari
Relazione con il quartiere e con la città

Shop craftsman
Waiting time
Sales on site
Complementary service activities
Relationship between district and city

Spazio Richard Ginori

Exhibit concept progettato da Paola Navone, un luogo in cui va in scena tutto il processo della realizzazione Richard Ginori. Una scenografia emozionante e un miscuglio ben calibrato di pezzi storici e prodotti appena disegnati amalgamati con installazioni realizzate con materiali poveri.

Exhibit concept designed by Paola Navone, a place where the whole process of production Richard Ginori takes place. An exciting set and a balanced mix of historical items and new products are blended with installations built with poor materials.

Richard
Ginori
1735



SERVIZIO | SERVICE

FAS.P
on site



INTERVENTI DI APPROFONDIMENTO | IN-DEPTH EXAMINATIONS

Approfondimenti tematici | In-depth thematic study

Produzione e contesto urbano | **Peruccio**

Modelli di Business a responsabilità estesa | **Spiller**

Tecnologie di visualizzazione | **Vecchi**

Approfondimenti sul progetto FAS.P.ON.SITE | In-depth examination of the project

Framework sul prodotto moda | **CollezioneZero** | **Casinovi**

TIME SCHEDULING

December 2009

Project Review – Documents on line

January 2010

Project Review – Meeting

December 2009

Project Review - Documents on line

March 2010

Mid Term Review – Winter School (Project progress)

31st October 2010

3° Progress Report