Livestream in English

Innovation – Sufficiency – Luxury
4th December 2020, 10.00–17.00
www.tada-residency.ch/livestream

What happens when creative people from different disciplines engage in a direct exchange of ideas with entrepreneurs from the textile industry? What happens when artists try out industrial processes and machines?

The new TaDA Textile and Design Alliance residency programme was launched in September 2020. Every year, six to eight artists/designers from Switzerland and abroad have the chance to work for three months with various textile companies in Eastern Switzerland in a studio made available to them on site. Besides the artist residencies, TaDA has now also introduced a public discussion format called the Spinnerei. It provides a forum for presenting the results of the residencies and debating related issues of the day.

This year's five residents are currently working with TaDA's partner companies and organisations. Stéphanie Baechler, Alexandra Hopf, Oliver Maklott, Selina Reiterer and Quang Vinh Nguyen come from diverse backgrounds. At the TaDA Spinnerei they will give insights into the projects and processes they developed during their residency. Afterwards, experts will discuss the topics of sustainability, sufficiency and luxury at three round tables.

The TaDA Textile and Design Alliance cultural promotion programme was jointly launched by the Cantons of Appenzell Ausserrhoden, Thurgau and St.Gallen.

Moderators:
Meret Ernst, editor at Hochparterre
Marianne Burki, TaDA director

10.00–13.00		Greeting: Marianne Burki Introduction: Meret Ernst Presentations: Processes, ideas and results from the residency. In cooperation with the following TaDA partner companies and organisations: — Brubo GmbH, Speicher — Empa, St.Gallen — Lobra AG, Thal — Rigotex AG, Bütschwil — Saurer AG, Arbon — Schoeller Textil AG, Sevelen — Sitterwerk, St.Gallen — Textilcolor AG, Sevelen — Textildruckerei GmbH, Arbon — Textilmuseum, St.Gallen — Tisca Tischhauser AG, Bühler
	10.15	Stéphanie Baechler, artist and textile designer, Fribourg
	11.05	Alexandra Hopf, artist, Berlin
	11.50	Selina Reiterer, artist and textile designer, Bregenz Oliver Maklott, media artist, Vorarlberg
	12.40	Quang Vinh Nguyen, product designer, Lausanne
13.20		Break
14.15		Sufficiency — In Praise of Frugality? It's all really quite simple: For more sustainability, we just have to consume less. In particular, we should buy fewer garments and wear them longer. But what impact would this have on the fashion industry, which is geared today towards "fast fashion", with collections coming out at ever shorter intervals? And what does sufficiency mean for production countries where fast fashion is made but not consumed? Fashion designer David Abraham discusses in his overview different perspectives on "frugality" and sufficiency. — David Abraham, fashion designer, Abraham & Thakore (overview, online presence) — Nina Bachmann, Head of Technology and Sustainability, Swiss Textiles — Alexandra Hopf, artist — Stéphanie Baechler, artist Moderator: Meret Ernst

15.15	Sustainable Production — Many Roads

The textile industry is one of the largest and most widespread industries world-wide, second only to food. How we treat textiles therefore has a global impact. But what is sustainable? What are the effects of synthetic versus natural materials on the environment? Is recycling really the solution? What do sustainable design processes look like? And what role does the circular economy play in all these questions? Andreas Heydasch introduces this complex topic in his overview.

— Andreas Heydasch, Diplom-Volkswirt (economics degree),
  EPEA (Environmental Protection Encouragement Agency) Switzerland (overview)
— Christophe Guberan, product designer
— Quang Vinh Nguyen, product designer
— Joana Jorge, Project Manager at ModaLisboa, online presence

Moderator:
Marianne Burki

16.15	Innovation and Luxury

Textile production in Eastern Switzerland has traditionally focused on luxury goods — lace, for example, was for a long time reserved for the upper classes. Innovations in production then made these products available to the broader public. Today, many companies in Eastern Switzerland specialise in exclusive finishes and other refinements. What does this mean for production? Christine Weder has done in-depth research into the topic of luxury and the value of the ephemeral and immaterial in society. She will introduce the discussion with a brief overview.

— Christine Weder, Assistant Professor for Modern German Literature,
  University of Geneva (overview)
— Martin Leuthold, textile designer
— Selina Reiterer, artist and textile designer
— Oliver Maklott, media artist
— Veronika Aumann, Professor of Textile Design at the Stuttgart State Academy
  of Art and Design, online presence

Moderator:
Meret Ernst

17.15	Thank you all for being with us.

David Abraham
Fashion designer
Abraham & Thakore
New Delhi

David Abraham is a graduate of the National Institute of Design in Ahmedabad, India. He is the Creative Director of Abraham & Thakore, an Indian fashion and textiles brand known for developing contemporary expressions of traditional Indian textile craft. The company is concerned with the role of identity in fashion, particularly in today's India. David Abraham's designs have been acquired by the Victoria & Albert Museum in London and have been featured in multiple exhibitions on contemporary Indian design around the world. He writes a fortnightly column on fashion and textiles for the Indian online journal "The Voice of Fashion".

www.thevoiceoffashion.com/category/fabric-of-india/david-in-the-details-2-60
www.abrahamandthakore.com

Veronika Aumann
Professor of Textile Design
at the Stuttgart State Academy
of Art and Design

Veronika Aumann is a textile designer and researcher interested in unexpected relationships between materials and technologies. She has been a professor for Textile Design at the State Academy of Art and Design in Stuttgart since 2020. Before that she was part of the Design and Experimental Materials Research group at Weißensee Academy of Arts in Berlin. She is currently doing a PhD project on woven, written and coded textiles in the PhDArts programme of Leiden University in the Netherlands. Veronika Aufmann is part of the design collective Beyond Materials and the Research Group on the Production of Knowledge in Art and Design, and serves on the selection committee of Designfarm Berlin.

www.abk-stuttgart.de/personen/veronika-aumann
www.veronikaaumann.com

Nina Bachmann
Head of Technology and Sustainability, Swiss Textiles

Nina Bachmann is the Head of Technology and Sustainability at Swiss Textiles and thus responsible for coordinating research and sustainability efforts among the member companies. She earned a Master of Science degree in Environmental Sciences at ETH Zürich and a Master in Public and Nonprofit Management at the University of Lucerne.

www.swisstextiles.ch

Marianne Burki
Director of TaDA

Marianne Burki, a historian of art and architecture, became director of the TaDA Textile and Design Alliance in 2020. Until the end of 2019, she was Head of Visual Arts with the Swiss Arts Council Pro Helvetia, where she was responsible for Pro Helvetia's visual arts funding policy and, among other tasks, was commissioner of the Swiss pavilion at the Venice Biennale. Marianne Burki was previously director of the Kunsthaus Langenthal. At the Paul Klee Foundation, she was project manager for the catalogue raisonné on Paul Klee. She also wrote the screenplay for and directed the film "Mariann Grunder, Bildhauerin".

www.tada-residency.ch

Meret Ernst
Editor at Hochparterre

Meret Ernst is an art historian and design expert and has been Culture and Design Editor at the magazine Hochparterre since 2003. She teaches design history at the FHNW Academy of Art and Design in Basel and has been vice-president of the Swiss Design Association since 2010. Meret Ernst combines her work in journalism with research, thereby promoting both her own field of expertise and a climate of critical debate.

www.hochparterre.ch

Christophe Guberan
Product designer

Christophe Guberan studied industrial design at ECAL/University of Art and Design Lausanne. Connecting industry, academia and research, his practice focuses on the creative process as a catalyst for innovation. He currently teaches product design at the Massachusetts Institute of Technology (MIT) and ECAL. His work has been presented at various renowned institutions, including Centre Pompidou in Paris, Design Miami, the Salone del Mobile Milano and Tokyo Design Week. Christophe Guberan received the Hublot Design Prize in 2017 and a Swiss Design Award in 2016 and 2018.

www.christopheguberan.ch

Andreas Heydasch
Diplom-Volkswirt (economics degree)
EPEA (Environmental Protection
Encouragement Agency) Switzerland

Andreas Heydasch has been working in the textile trade as well as the textile industry since 1988, for the last twenty years mainly as an independent entrepreneur in Germany, Austria and Switzerland (MüllerZell, Gerns & Gahler, Climatex). Since 2019 he has acted as consultant in various markets (textiles, plastics, food, etc.) with a focus on the development and implementation of sustainability concepts (including "cradle to cradle").

www.epeaswitzerland.com/2020/01/andreas-heydasch

Joana Jorge
Project Manager
ModaLisboa

Joana Jorge is Project Manager at ModaLisboa | Lisboa Fashion Week, with comprehensive experience in the fields of fashion design, teaching and management. After earning a master's degree at the Royal College of Art in London, she joined the Alberta Ferretti design team and later worked with other brands. In parallel, she taught classes in the design process, fashion design and accessories at universities including the Arts Institute of Bournemouth, ESART in Castelo Branco and ETIC in Lisbon. At ModaLisboa, she coordinates the association's various projects, assisting the President and Creative Director, Eduarda Abbondanza. Joana Jorge is also responsible for ModaLisboa's international programme of partnerships, joint ventures and institutional relations.

www.modalisboa.pt/en

Martin Leuthold
Textile designer, president of the
TaDA Board of Trustees

Following his apprenticeship as an embroidery designer, Martin Leuthold joined the
textile company Jakob Schlaepfer in 1973. From 1989 to 2018, he was Creative
Director and a member of the management board at Schlaepfer. With his exclusive
fabric creations, he plays a decisive role in setting tomorrow's fashion trends.
In 2004 he conceived the exhibition "Bling Bling" at the Landesmuseum Zürich.
Martin Leuthold has been awarded countless prizes, including the Swiss
Grand Prix of Design from the Federal Office of Culture and the renowned American
Cotton Design Award.

www.martinleuthold.ch

Martina Lughi
Assistant at TaDA

Martina Lughi studied Portuguese and English literature as well as business and art
management at Ca' Foscari University in Venice. In 2017, she earned a master's
degree in marketing, communication and fundraising for art and culture in Rome.
Alongside her work as an assistant at TaDA, Martina Lughi has been employed
since 2018 by the Swiss Arts Council Pro Helvetia, first as assistant for the Swiss
participation in the Venice Biennale and since September 2020 as coordinator
of the Council's international residency programme.

www.tada-residency.ch

Christine Weder
Assistant professor of Modern
German Literature,
University of Geneva

Prof. Dr. Christine Weder teaches Modern German Literature at the University
of Geneva and is co-project leader of the research project "Luxury and Modernity:
The Ambivalence of the Superfluous in Cultural Conceptions of Literature and
Aesthetics since the 18th century". She studied German, philosophy and religious
studies in Zurich, Tübingen and Cambridge (UK). In 2005, she received her
doctorate with a dissertation entitled "Written Things: Fetish, Amulet and Talisman
around 1800", followed by a post-doc degree in 2015 with the book "Intimate
Relations: Aesthetics and Theories of Sexuality around 1968". Christine Weder was
a visiting scholar at the Berlin Centre for Literary and Cultural Research and at
the University of California, Berkeley.

www.unige.ch/lettres/alman/de/enseignants/moderne/cweder

Stéphanie Baechler

Stéphanie Baechler is an artist and textile designer. She studied textile design at Lucerne University of Applied Sciences and Arts (HSLU) and completed a Master's in fashion at Amsterdam University of the Arts (Hogeschool voor de Kunsten, ArtEZ) in the Netherlands. Stéphanie worked as a Textile Developer/ Design Assistant for Hussein Chalayan in London and was Head of Print Design for the Swiss textile company Jakob Schlaepfer for three years. Since then, her work has evolved to include sculpture and installation, and has focused on the interplay between ceramics and textiles. Her research centres on the tactile dimension and the interaction between body, movement and space.

www.stephaniebaechler.com

Alexandra Hopf

Alexandra Hopf studied at Düsseldorf's Kunstakademie (Art Academy). In her work, she challenges the construction of art history by reinterpreting the historic avant-garde. She is particularly interested in the Russian avant-garde as an expression of the «new man» and the translation of the geometric and block-like silhouettes of Suprematist painting into the realm of the sculptural. Alexandra Hopf weaves together fact and fiction through the media of painting, photography, sculpture and film. She has received a number of bursaries and residencies, and her work has been shown throughout Europe in both solo and group exhibitions. Alexandra Hopf asks the same pertinent questions as the former avant-garde, but addresses them within a global economic crisis context.

www.alexandrahopf.com

Quang Vinh Nguyen

Quang Vinh Nguyen is a product designer. He completed his Bachelor studies with distinction at the Lausanne School of Arts and Design (ECAL). He uses sustainable materials and processes for his product design, and is interested in concrete solutions on contemporary challenges that are still uncertain. As a Swiss designer with Vietnamese roots he is familiar with both western and Asian mentalities. Quang Vinh Nguyen is a co-founder of the multidisciplinary project «Căng tin», which investigates the culinary and folksy traditions of Vietnam in various media (including performances, objects and print).

Selina Reiterer und Oliver Maklott

Selina Reiterer is an artist and textile designer. After her design studies in Berlin and Paris she worked in various cooperations and carried out research at the ETH Zurich in the framework of a project on the connection between technology and design perspectives. Since then she has investigated the relations between object and resonance with textile and sound-oriented space installations. Oliver Maklott is a media artist. After an apprenticeship in news electronics he studied electronic music and sound technology in Vienna. He is a co-founder of various organisations that create real and virtual spaces for experiments and presentations for artists in the fields of music and media. Selina Reiterer and Oliver Maklott share their interest for multiple sensory perceptions. Their artistic practice converges in joint compositions of different media, especially haptic surfaces and objects with sound.

www.selinareiterer.com