

## • OVERVIEW

The issue of environmental sustainability is becoming of common concern to both producers and consumers. Indeed, price increases and social and economic insecurity have awakened a consciousness toward what is sustainable on a daily basis, even within the experience of fashion. From a design perspective, the 2nd hand, on the other hand, represents a material resource that designers rework and reassemble to produce collections with less environmental impact but greater meaning. This approach, as evidenced by Italian young brands such as *Lessico familiare e Fili Pari*, demonstrates the productive and communicative effectiveness of a circular fashion, better known as upcycling or re-fashion. The course of Workshop I wants to give relevance to the topic of Upcycling, giving the possibility to students to investigate this concept through a “learning by doing” approach. In fact, the students were asked to propose a fashion product that is addressed to Upcycling.

For these purposes, the structure of the course will be divided into theoretical lessons, to set the general and specific frames of the scenario and the peculiar traits of the subjects, and into design tasks, to analyze the specific scenario, to reveal the relevant possibilities to work on and to propose and design a fashion product.

## • SPECIFIC OBJECTIVES

Related with this scenario, the course wants to reach the following specific goals:

- Understanding the meaning of Upcycling and the main methodologies related to this topic;
- Learning how to detect specific proposals on fashion market and specific consumers;
- Developing fashion ideas related to upcycling and addressed to particular targets.

## • FINAL EXAM

Both for attending and non-attending students, the exam consists in the presentation and discussion about the three deliveries and the project.



**Master of Fashion Studies**

2023/2024

**Prof. Gianni Denaro**

### **ATTENDING STUDENTS**

*following activities can be developed in teams of maximum 5 attending students\**

The attending students have to respect the scheduling of the course divided in 3 steps and 3 deliveries:

1st Step & Delivery "Upcycling unusual materials"

2nd Step & Delivery "New Target consumer"

3rd Step & Delivery "Proposal and prototype"

Per each step, a lesson to describe methodology and tools will be organized, and the students have to present the delivery during a "show & tell" session (see the scheduling).

*\*to be attending students, the presentation of the all Deliveries is compulsory. If the students miss just one of the three presentations automatically become no-attending students.*

### **NO-ATTENDING STUDENTS**

The no-attending students have to develop in autonomy the same deliveries of the attending students (1st, 2nd, 3rd deliveries).

#### **• EVALUATION AND FINAL GRADE**

The grade is based on "passed" and "not passed".

To pass the exam students have to develop all the steps and obtain a sufficient evaluation to all deliveries.

#### **• CONTACTS**

Students are asked to register and upload their materials on the Google classroom page of the course (code: cxs5nmv).

**Gianni Denaro**

[gianni.denaro@uniroma1.it](mailto:gianni.denaro@uniroma1.it)