

Dana Centre
Science Museum
London
65 Queen's Gate
South Kensington
London
SW7 5HD

18 - 19 September 2008

Another Side of Fashion™

The Fashion for Smart Materials

This is the second in a series of networking events to explore the wider influence of fashion, and the potential synergies between fashion, materials science and digital technology. The overall aim of these networking events is to raise the profile and awareness of the value that fashion and design can bring to the development and commercialisation of new products and materials amongst the science and technology communities.

Fashion has a significant role to play in developing new markets and products that are fast emerging or on the horizon, such as advanced materials for fashion aesthetics, wearable technology for consumer electronics and mobile communications. These synergies will be explored by specialists from both cultures, and will be informed by public responses to a public exhibition and debate.



University of the
Arts London



Programme

Thursday 18th September

Products + Materials Bazaar (open all day)

d.lounge, Dana Centre

An exhibition of materials, products, demonstrators, posters and fashion visualisations to inform and inspire. Open to the public, free admission.

Public debate

d.café, Dana Centre

7.00pm-8.30pm

The public debate will be hosted as part of the Dana Centre's programme of innovative debates about contemporary science, technology and culture. The debate will feature presentations by experts in the fields from fashion, smart materials, and digital communications, and will be facilitated by Rory Cellan Jones, the BBC's technology correspondent.

Friday 19th September

Products + Materials Bazaar (open all day)

d.lounge, Dana Centre

Workshop for specialists

d.studio, Dana Centre

9.30am-4.30pm

The aim of this workshop is to inform the research agenda for smart materials by producing a set of research priorities and a roadmap for this hybrid area of smart materials and digital technologies for fashion.

Speakers include: Arrow Science Consulting, NPL, Cambridge Display Technologies, Couture Clubbing, Brunel University, Cute Circuit and Nokia.

This event is hosted by the National Physical Laboratory; Central Saint Martins and London College of Fashion, University of the Arts London; the Creative Industries Technology Innovation Network; SMART.mat and The Materials and Design Exchange, Materials KTN; and the Smart Materials and Systems Committee of the Institute of Materials, Minerals and Mining.

To participate in the public debate on Thursday 18 September, please book tickets via the Dana Centre:

www.danacentre.org.uk

Admission is free and tickets will be available from August.

If you would like to attend the workshop for specialists on Friday 19 September, please register your interest by emailing

[Odette Valentine: odette.valentine@npl.co.uk](mailto:odette.valentine@npl.co.uk)

If you would like to showcase your technology, materials, products or concepts in the exhibition, or submit a poster, please email

[Sharon Baurley: s.baurley@csm.arts.ac.uk](mailto:s.baurley@csm.arts.ac.uk)

For directions to the Dana Centre go to: www.danacentre.org.uk