

# AD 61600 Fashion, Technology and Culture



Institute of Fashion and Textile Design, Berlin University of the Arts, *dis.appear*, light-emitting diodes and sensors integrated into textile, 2009

AD61600 Fashion, Technology and Culture (CRN: 45526)

Fall 2013

T 7:00 - 9:50pm

FPRD204

instructor: Prof. Shannon C. McMullen (smcmullen@purdue.edu)

"Fashion is not something that exists in dresses only. Fashion is in the sky, in the street, fashion has to do with ideas, the way we live, what is happening" [attributed to Coco Chanel, n.d.].

From hoodies that hug to jackets that bark when someone gets too close, wearable technologies are starting to walk out of the lab, off of the runway and into your closet. How do such wearable technologies reflect and change our understandings of fashion, identity and even human subjectivity? How can emerging technologies mediate social experiences and be used as a resource for critical thinking? In this course, we will explore the relations between fashion, bodies and technologies as a starting point for artistic and design projects. This exploration will include research on existing electronic fashion designs, discussion of relevant texts and original ethnographic study. In workshops during the first half of the semester we will experiment with soft-circuit technologies (the LilyPad Arduino microcontroller, sensors, conductive and smart materials) and explore knitting as code - testing possibilities for creation in the field of fashion broadly conceived. In the second half of the semester, students will research, propose and realize a final project of their own choosing. The course will close with a 'fashion show' of finished projects.

**Resources:**

Pakhychyan, Syuzi (2008). Fashioning Technology: A DIY Intro to Smart Crafting.  
Seymour, Sabine (2009). Fashionable Technology: The Intersection of Design, Fashion, Science and Technology.

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