



**BIFT-ITAA**  
2012 Joint Symposium  
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BEIJING · CHINA

Edited by  
J.R. Campbell

**Fashion Dialogue 2012**  
**BIFT-ITAA Joint Symposium**  
Research Exhibition & Fashion Show



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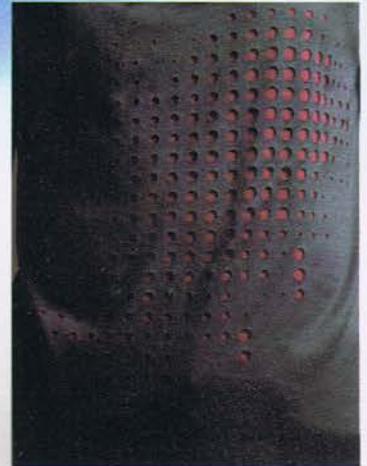
# "Fashion Dialogue 2012" Designer-Educator Research Exhibition



"Fashion Dialogue 2012"  
Designer-Educator  
Research Exhibition

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Coded :: Fashion is a project at the intersection of new media and fashion design. It investigates the role of the designer and consumer and how these roles can be intertwined through interactive coding experiences. Coded :: Fashion is a series of computer applications that manipulate imagery and prepares files for prêt-à-faire (ready to make). The first application takes an image from a camera (external webcam or built-in) and manipulates the input imagery based on the computer code (a series of scripts composed by the authors). The software manipulated image gets inserted into a custom sewing pattern of a shirt and is then output as a vector pdf file that can be loaded into a laser-cutter to be cut into fabric. The resulting one-of-a-kind lasercut pattern pieces are then sewn into a unique garment. The Coded :: Fashion application is currently written in an open-source prototyping software called Processing. The current pre-alpha version requires images to be postprocessed to achieve proper cropping and insertion into the sewing pattern. Development on the full alpha version is ongoing and mobile versions of the software are also being developed concurrently. The context of the research/design problem includes any research questions or hypotheses or unique materials/processes: Using the emerging intersections between code development and interactive cocreation processes, what kind of experiences can be generated to address alternative design and production experiences in fashion? In Coded :: Fashion, the co-authors hypothesize that by utilizing ludological and interactive experiences, one can create a richer connection to the current design and production methods of fashion. Coded :: Fashion is publicly available custom coded software that will be interacted by the user to generate a new type of fashion, one which we call prêt-à-faire (ready to make). Prêt-à-faire makes a commentary on the current state of design and production within the fashion industry and presents an engaged alternative for a more sustainable cycle. The Coded :: Fashion project posits merging the role of the consumer with that of the designer to co-create through direct interaction. The customer engages with the webcam interface to generate imagery to be interpreted by the application. As a result, the customer develops a unique emotional bond with the apparel product through having participated in the creative experience. Other research questions we are interested in answering through the Coded.

Coded :: Fashion project are:

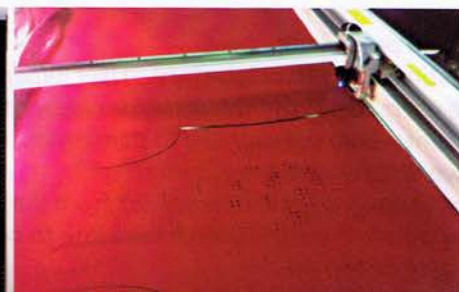
- Usability testing of the User Interface – User Experience qualitative testing
- How do the users feel about the design limitations?
- To what extent would the user like to participate in?
- What can we do to create a richer interface?
- Does the technology augment or detract from the interaction?
- Is there any demand for the prêt-à-faire line to be distributed just as the pre-sewn materials for the consumer/producer to assemble?

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How the research/practice has been developed; including the investigative methods used to answer the question and/or create new or novel insights:

In our collaborative praxis we explore interfaces and create interactive art. We furthered our exploration into user interactions and it's methodology by introducing a guided fashion design methodology that allows the participant to make design choices for a particular garment/product. Although the design choices are limited, the user's experience of creating either a print pattern or laser cutter pattern for a garment nurtures the creative desire built into our human drives. Upon completion of the design interaction, if the user is satisfied with the artistic choices, the product can be sourced and produced uniquely and locally within a few days. The user can be seen as a creator (co-creator) and as a result of this role feels emotionally attached to the interactive experience and to the personalized unique design of their garment. The gathering of local data allows us the insight of what level of design involvement the common user wants to participate in. In addition, the user involvement data via qualitative feedback will be able to be used to improve the user interaction and allow for more user input. This new form of user input and direct participation in the design process by the eventual consumer leads to a new form of garment creation called ready to make (prêt-à-faire). The main findings, insights or conclusions presented in the context of the exhibition presentation: The exhibition will present the collective findings of our local installation of Coded :: Fashion at a local retail location. We will show pieces produced at the store, share feedback and data on the process and will show the software and operation. The exhibition potentially could provide us with a setup of Coded :: Fashion to demonstrate the interactive experience in creating the prêt-à-faire line. In the event of unforeseen circumstances with the interactive installation, we are planning to show a recorded video of the user experience next to examples of the finished product.







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