



MATERIAL MINDSET

November 8, 2011



Tuesday, November 8, 2011, AMFI – Amsterdam Fashion Institute organised the 5th edition of the Beyond Green symposium. As you might know the symposium addresses Sustainability in Fashion. This edition's main theme is Material Mindset.

Without materials no fashion. That sounds logical. But how are those materials made? And how sustainable are the Fashion Industry's process steps? During the symposium, these (and other) questions are answered.

Next slides show you an impression of the programme, links to the presentations and websites, and pictures by Joris van Egmond.



Material Mindset

**International Symposium about
Fashion and Sustainability**

Programme 8 November 2011

- 9.00 hrs Doors open
- 9.30 – 9.45 Opening **Souraya Bouwmans-Sarra**f
- 9.45 – 10.20 Innovation & Creation **Geleyn Meijer**
- 10.20 – 10.50 Detoxing Fashion, **Ilze Smit**

SPEAKERS

Souraya Bouwmans-Sarraf is director AMFI. She studied History at the University of Brussels and has a MBA at the NIMBAS-Bradford School of Management. www.amfi.hva.nl www.amfi.nl www.international.hva.nl/schools/school-of-design-and-communication

Stephen Fetherston is lecturer english & communication at AMFI. He is specialised in English and Textual Communication. He is specialised in English and Textual Communication and has taught business and conversational English to language students and professionals. www.amfi.hva.nl www.amfi.nl www.international.hva.nl/schools/school-of-design-and-communication

Geleyn Meijer is the chairman of the domain Media, Creation and Information of the Hogeschool van Amsterdam, University of Applied Sciences. He has broad working experience in ICT among which director Strategy and Innovation at Logica. Geleyn has a PhD in Robotics and Informatics. www.international.hva.nl/schools/school-of-design-and-communication

Ilze Smit is Toxics Campaign Leader at Greenpeace. She is actively campaigning to stop the dumping of toxic waste in rivers. Ilze has expanded her area of work to the Beijing office of Greenpeace to convince large Chinese sport brands to operate toxic free as well. www.greenpeace.nl/detox

Carole Collet is Course Director, MA Textile Futures and Researcher at Central Saint Martins College. She is also Associate Director of the University of the Arts Textile Futures research Unit. She has been contributing worldwide on the subject of future textiles, sustainable design practices, climate change and the role of science in design. www.carolecollet.com

Helen Storey is an artist and designer. She launched her own label in 1983 with Caroline Coates. In 1991, Storey won Most innovative Designer of the Year. After a great career in fashion, Helen is currently professor of Fashion and Science at the London College of Fashion. www.catalytic-clothing.org/who.html

Tom Domen is Innovation Manager at Ecover. This company, based in Antwerp, supports catalytic clothing, the brainchild of Helen Storey (see above). Catalytic clothing is made of fabrics where smart chemical elements are added. When garments of this fabric are exposed to sunlight, they purify the air. www.ecover.com/nl/nl/news/details.htm?ID=444

Charline Ducas is the Sustainable Materials Specialist for Textile Exchange. She is native French and is based in Amsterdam in The Netherlands. Charline joined Textile Exchange (formerly Organic Exchange) in October 2009. Previously, she has spent 6 years in Germany working in various roles at adidas in materials development. In her last role she was responsible for materials innovation including sustainable textiles. Her education background in textiles includes a Master's of Science in textile engineering. <http://textileexchange.org>

Christiaan Bolck is working as researcher at WUR at Biobased Materials. Furthermore he is a programme coordinator at Biobased Performance Materials at Wageningen. www.fbr.wur.nl/UK/Research+fields/programmes/biobasedmaterials

Cosette Armstrong is Assistant Professor at Oklahoma State University. Her research areas are Sustainability education, Sustainable design & product development. She has won many awards for her research and for the next days she will help AMFI incite sustainability in the curriculum. www.humansciences.okstate.edu/facultystaff/faculty-profile.php?FacID=416

programme	content	speakers
opening symposium	context, aims www.amfi.nl	Souraya Bouwmans-Sarraff
Intro morning session	brief explanation of day www.amfi.nl	moderator Stephen Fetherston
intermezzo	make a forest www.makeaforest.org	Joanna van der Zanden
Click for presentation	innovation & creation www.dmci.hva.nl	Geleyn Meijer
Click for presentation	detox campaign Greenpeace www.greenpeace.org/detox	Ilze Smit
Click for presentation	biomimicry & new design models www.carolecollet.com	Carole Collet
intermezzo	free fashion challenge http://freefashionchallenge.com	Laura de Jong
Click for conversation	clothing that can purify air www.catalytic-clothing.org www.ecover.com www.amfi.nl	Helen Storey & Tom Domen & Stephen Fetherston
Intermezzo (not shown)	No Impact Man trailer www.youtube.com/watch?v=Z9Ctt7FGFBo	www.noimpactman.com
closing morning session	wrap-up, conclusions, challenges www.amfi.nl	Stephen Fetherston
opening afternoon	context, aims, curriculum www.amfi.nl	Souraya Bouwmans-Sarraff
intro	brief explanation of afternoon www.amfi.nl	Stephen Fetherston
intermezzo	Warm Sweater Day www.warmetruiendag.nl	Anne-Marie Pronk
intermezzo	Ma Contrexpérience www.youtube.com/watch?v=yEH4Yum4nN4	Contrex
Click for presentation	Sustainable innovations in fibers and processes: technological innovation in the industry nowadays which support a more sustainable industry. http://textileexchange.org	Charline Ducas
intermezzo	Of Forests And Men www.desforetsetdeshommes.org/en/filme	www.goodplanet.org
Click for presentation	developments in chemical and polymer industry www.dpivaluecentre.nl	Christiaan Bolck
intermezzo	Soulwax Radio http://radiosoulwax.com	Radio Soulwax
Click for presentation	Sustainable Apparel Product Development: In Search of a New Dominant Social Paradigm for the Field Using Sustainable Approaches http://coe.k-state.edu/sustain/armstrong.html	Cosette Armstrong
intermezzo	Go beyond the cover www.youtube.com/watch?v=9mIBKifOOQQ	Dermablend™
presentation	wrap-up, conclusions, challenges www.amfi.nl	Stephen Fetherston
panel discussion	about curriculum www.amfi.nl	Leslie Holden



ILZE SMIT on DETOXING FASHION

www.greenpeace.org/detox

Picture by Joris van Egmond





Behind the desk @ the entrance hall: Joyce Overklift Vaupel Kleyn, Anneke Wijnhoff & Walter van de Giesen



Picture by Joris van Egmond



Picture by Joris van Egmond



Picture by Joris van Eindhoven



Picture by Joris van Egmond

AMFI's Ineke Siersema, Marja Vreeswijk & Margot Erlings and from <http://modebewust.nu>'s Tine Luyt & Miranda Hoogervorst



Technician SLG, Carole Collet, VJ Rachel de Boer, Geleyn Meijer





Picture by Joris van Egmond



Picture by Joris van Egmond

Picture by Joris van Egmond





AMFI's Souraya Bouwmans-Sarraf & Marja Vreeswijk





Picture by Joris van Egmond

Frontrow: unknown, Ilze Smit, Carole Collet & Tom Domen



Picture by Joris van Egmond

Frontrow: Stephen Fetherston, Charline Ducas, Leslie Holden and 2 others



2nd row: Margot Erlings, Carla Wijnstroot, Cora Verhoog, Ineke Siersema

Picture by Joris van Egmond



Moderator **Stephen Fetherston**







Picture by Joris van Egmond



Picture by Joris van Egmond



Mystery guest **Green Bitch**



Picture by Joris van Egmond

<http://www.facebook.com/pages/Green-Bitch/215890221817387?sk=info>

**HELEN STOREY
TOM DOMEN
STEPHEN FETHERSTON**

about
Clothing That Can Purify Air

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BEYOND GREEN – MATERIAL MINDSET

[Read Modebewust.nu's report about Beyond Green – Material Mindset](#)

for serious questions about this ppt: contact j.b.m.piscaer@hva.nl