

Raising awareness of a fossil free wardrobe at Dutch Design Week (DDW)

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Domain textiles

Objective(s)

We aim to raise awareness by showing and discussing innovative materials such as mycelium, pineapple, and others. In addition, we want to co-create a shared understanding of the possibilities of creating a fossil free wardrobe.

We aim to position WUR as an institution that is dedicated to contributing to a more fair, clean, and sustainable industry but also as an institution who aims to collaborate with society

Target audience

Dutch Design Week visitors. This includes experts from industry, scientists, students, consumers, and designers.

Medium

We propose a 'fossil free wardrobe' stand during the Dutch Design week (DDW, 19-27 October 2024) in Eindhoven. The stand is organized in an interactive way. There is a varied mix of approaches to present innovative materials and their production process. Visitors are invited to discuss and give feedback on the materials. Next to that, we will share some viable solutions gathered during the co-creation sessions organized in the WUR Summer School (earlier that year) regarding fossil free wardrobe. Visitors can vote which solutions they think are most appealing. This makes it possible to ask follow-up questions and inform about the challenges that are still present.

Scientific story

