

EDUFASHION

Press Release – april 2011

EDUfashion project launches Openwear platform with an event in Milan

EDUfashion, the european funded project for ethical fashion creation, new attitudes and continuous education has unveiled their online platform Openwear and is launching it with a 3-day event during the design week in Milan from the 14th to the 16th of april.

Openwear is the first fashion community to share an open-source brand and provide networking tools and a learning environment to a self-managed workforce focused on independent, socially engaged, critical and multitasking creative production for a new approach to fashion focused on local production, open technologies and collaboration.

To communicate the launch and spread the news Openwear teamed up with Vectorealism, a digital fabrication facility to organize Wefab: an event offering Milano Design Week's visitors a way to explore creative possibilities with new technologies such as 3D printing and laser cutting but also the new opportunities that open source approaches and collaborative processes can bring to the creative sector, especially fashion and design.

WeFab exhibition will feature objects, installations and workshops that explore the cross-fertilization of new production technologies and innovative ways to design and make products.

Highlight of the WeFab program is the Design Smash contest, where team of designers from all across Europe will go from idea input to output of real object/accessory by the end of the evening.

The event starts on thursday the 14th with a conference session hosted by the University of Milan discussing new ways of organizing creative collaboration to explore alternative to the precarious labor conditions in the creative sector. Keynote speaker Angela McRobbie from Goldsmiths College of London.

On Saturday an [Openwear workshop is taking place, held by Serpica Naro](#). We'll put our hands on old shirts and upcycle them [following the instruction of Openwear's Lookmaps](#).

WeFab's location is a club near Zona Tortona, which will feature also three full days of demonstrations, micro trainings, dj sets and will host a temporary shop selling handmade productions.

The complete schedule and the registration forms are available at <http://www.wefab.it>