

Report on the integration activities

Deliverable 4.4.1.

CreThiDev
April 2019



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Overview

The results of the activity reported in this report (Network Integration) is the 4th activity of the transferring work package (WP4), which was launched in December 2017.

This activity is led by CreThiDev. and aims to integrate new hubs into the CreativeWear transnational cluster, with the pilot hubs accompanying the processes of set-up and development of the relevant transnational services.

This activity has been launched by CreThiDev as activity leader, in March 2018 during the CreativeWear meeting organised in Valencia on March 8th, 2018, but due to some delays in recruiting the new hubs the activity was limited during the first semester of 2018 to the participation of 2 New Hubs in TCBL#2018 Conference in Prato, end of May, and was reported in the Deliverable IV B.2.1, last June.

In this Final Network Integration report, we present the results of this activity: the Final composition of the CreativeWear Network, which recruited finally 7 new Hubs (instead of 4 initially planned). With the initial Hubs, the CreativeWear Network has in total 12 Hubs.

The parts of this report on the Results of the Integration Activities of CreativeWear are:

- A presentation of the Initial CreativeWear Model of the 5 initial Hubs
- A presentation of the enlarged CreativeWear Network of 12 Hubs
- A presentation of examples of collaboration between Old and New Hubs
- The resulting CreativeWear Model after the integration of the New Hubs

An Annex of the deliverable (on New Hubs Activities) reports how the Integration Process was organised, what are the contexts, activities and plans of the 7 New Hubs, what assistance was proposed to them and how the CreativeWear Network intends to pursue its activities after the Integration Period and after the end of the Project duration (end of May)

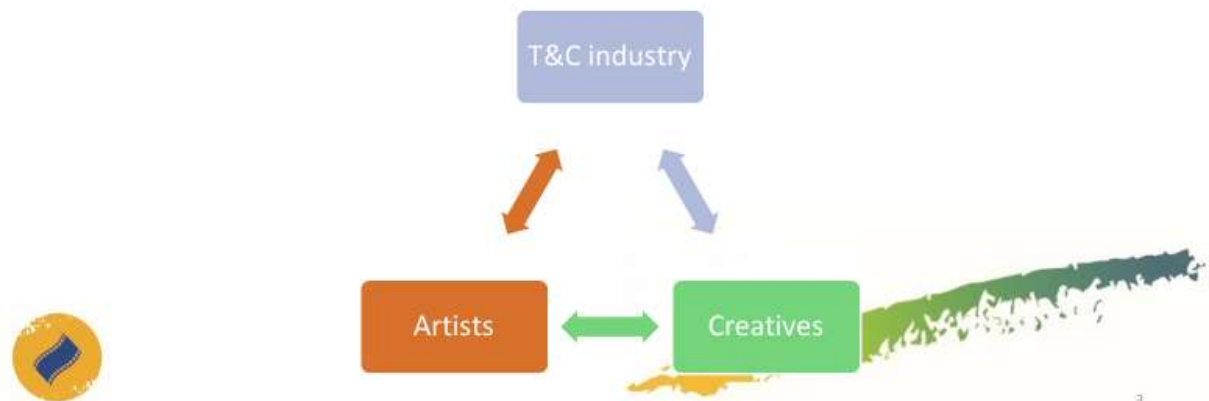
The Initial CreativeWear Model of the 5 initial Hubs

CreativeWear Hubs are Aggregators



Project co-financed by the European Regional Development Fund

A CreativeWear Hub is an AGGREGATOR



CreativeWear is an Interreg MED project aimed at revitalizing the crisis ridden T&C sector through a new attention to creativity, personalized design, and artisan and small-scale production, for territorial value chains led by customer-driven business models.

The project seeks to recover and valorise the design heritage and “making” knowledge of Mediterranean cultures by bringing renewed creative energy to T&C clusters and industrial districts.

It establishes a network of Creative Hubs that experiment different ways of supporting cooperation between creatives and enterprises. Pilot testing of these approaches will validate new, more sustainable business models for cultural and creative industries that add value to T&C businesses in the Mediterranean. Successful solutions will be extended trans-nationally to similar/complementary Creative Hubs in the MED area and beyond. CreativeWear established an initial network of 5 Creative Hubs (one in each partner region) to experiment new forms of interaction between creatives (artists, designers, etc) and entrepreneurs.

Each Hub follows a differentiate - and complementary to the others – Model

The Heritage Hub in Prato offers access to textile heritage (catalogues, books, samples, collections, etc.) to inspire creativity and a strong Mediterranean identity for new T&C productions.

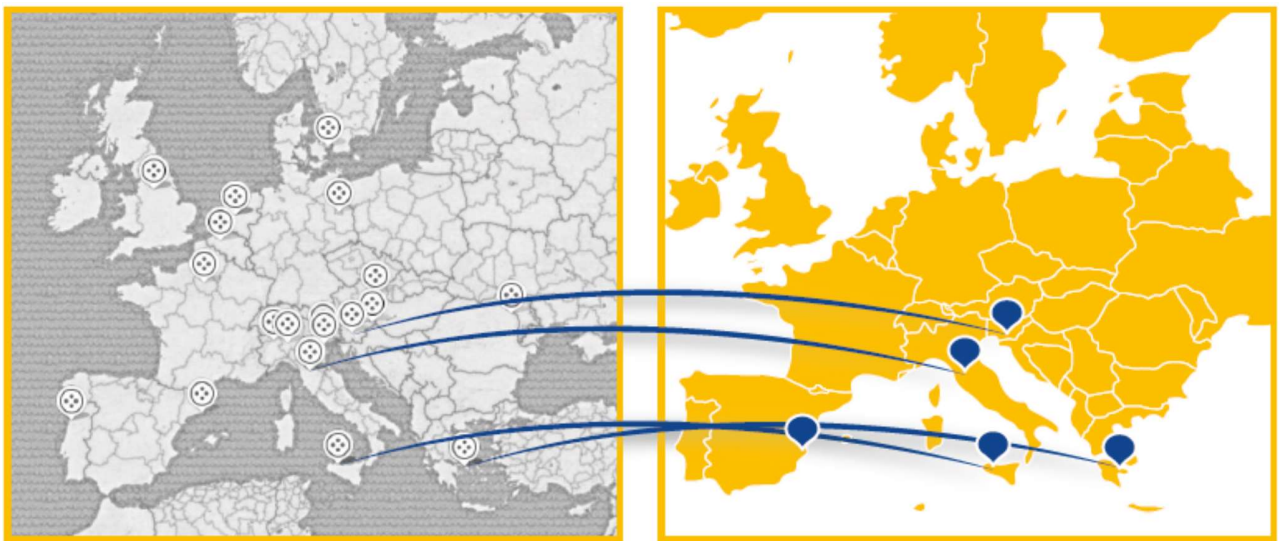
The Social Hub in Ljubljana focuses on the circular economy by connecting opportunities and needs of different T&C enterprises, using an inclusive approach driven by multi-disciplinary creativity. The Hub is structured around a Social Co-working Factory.

The Technology Hub in Valencia aims both to engage with creative actors in the development and marketing of new textiles and to improve awareness of new materials and processes among local designers.

The Art Hub in Athens mobilizes the diffused creativity of artists and other territorial stakeholders to raise awareness towards sustainable, eco-friendly production and social innovation, paving the way for business model innovation for the T&C industry.

The Crowd Hub in Palermo implements a cultural crowd-sourcing platform for matchmaking among creatives, T&C businesses, solution-providers and sponsors. This becomes a means for developing new business models for cultural actors and a tool for innovative cultural policies.

CreativeWear Hubs are connected to one or more TCBL Labs



TCBL is a research and innovation project funded by the European Union's Horizon 2020 programme under Grant Agreement 646133. TCBL is building a multi-faceted business ecosystem of sector enterprises, innovation labs, service providers, and business advisors, all working together to transform the Textiles and Clothing industry.

TCBL has built a valued-based Community of 228 enterprises, 28 business labs, 75 expert advisors, 12 service providers, and 7 startups collaborating towards this shared goal.

For more information see: <https://labs.tcbl.eu>

CreativeWear Hubs involve in their activities a wide range of Creatives and Artists



Advertising
Marketing



Architecture



Crafts



Design



Film, TV
Video, Radio
Photography



IT
Software
Computer
services



Museums
Galleries
Libraries



Music
Performing
Visual arts



Publishing

For instance, Athens Art Hub has involved 375 people in its activities, including:

- 151 Designers
- 51 Students from different arts
- 41 Artists from different arts
- 22 Entreprises of T&C
- 17 People working in Education
- 14 Architects

CreativeWear Hubs perform a wide range of activities with their participants



For instance Athens Art Hub has performed :

- An Art and Fashion Competition with more than 50 participants
- The production of 34 prototypes of textile based products
- Several Trainings and Workshops
- Four exhibitions and several Events in Athens and participations to 3 International Events abroad
- Matchmaking and Collaborations building of Creatives with local Industry actors as well as International Collaborations with other Hubs

The enlarged CreativeWear Network of 12 Hubs

Overview of the 12 Hubs composing the enlarged CreativeWear Network

Overview of the initial 5 CREATIVWEAR HUBS

- **The Heritage Hub in Prato:** Developed by the TEXTILE MUSEUM of Prato, uses Textile heritage (catalogues, books, samples, collections, etc.) to inspire creativity and a strong Mediterranean identity for new T&C productions.
- **The Social Hub in Ljubljana:** Developed by ALLIUM and e-Zavod, focuses on the circular economy by connecting opportunities and needs of different T&C enterprises, using an inclusive approach driven by multi-disciplinary creativity. The Hub is structured around a Social Co-working Factory.
- **The Technology Hub in Valencia:** Developed by AITEX, aims both to engage with creative actors in the development and marketing of new textiles and to improve awareness on new materials and processes among local designers.
- **The Art Hub in Athens:** Developed by CreThiDev and HCIA, mobilizes the diffused creativity of artists and other territorial stakeholders to raise awareness towards sustainable, eco-friendly production and social innovation, paving the way for business model innovation for the T&C industry.
- **The Crowd Hub in Palermo:** Developed by ARCA, implements a cultural crowd-sourcing platform for matchmaking among creatives, T&C businesses, solution-providers and sponsors. This becomes a means for developing new business models for cultural actors and a tool for innovative cultural policies.

Overview of the 7 new CREATIVWEAR HUBS

- **The Identity Hub in Bari (IT):** proposed by INMATEX and coached by the TEXTILE MUSEUM of Prato, working on the combination of the traditional "know-how" of the territories with technologic innovation to build chains of innovative production processes involving companies, artisans, masters of art and designers.
- **The Skills Hub in Thessaloniki (GR):** Proposed by SEPEE and coached by HCIA, promoting, with cultural actors, the natural fibres value chain and the skills and crafts of people working in it for boosting thematic tourism activities and the image of the T&C industry and its products.
- **The Fashion and Design Hub in Igualada (SP):** Proposed by FITEX and coached by AITEX, aims to stimulate business cooperation for the development of the design industries, by facilitating digitization, innovation and creativity processes, and their capacity to meet the innovation needs of the fashion industries.
- **The Awareness Hub in Izmir (TK):** Proposed by TEKSMER and coached by CreThiDev, wants to be a bridge between Cultural and Creative Industry and Textile and Clothing Industry and develop awareness about the importance of the creative design and the manufacturer-designer and academic cooperation.
- **The Sustainability Hub in Biella (IT):** Proposed by CITTADELARTE (Fondazione Pistoletto) and coached by the ARCA, dedicated to the development of sustainability in the textile industry gathering in a platform dozens of companies producing eco-sustainable fabrics, yarns and fashion accessories
- **The Training Hub in Cakovec (SLO):** Proposed by HUMANA NOVA and coached by ALLIUM, devoted to the prototyping of innovative textile products with a strong added social value and providing new training and job opportunities to unemployed.
- **The Innovation Hub in Bidart (FR):** Proposed by ESTIA and coached by CreThiDev, aiming to support textile and fashion companies in their efforts to prototype

innovative item, test new solutions before integrating and test new value chains in order to support transitions toward circular fashion and smart textiles

France : A New Hub beyond MED - The Innovation Hub in Bidart (new)

This Hub is proposed by ESTIA and coached by CreThiDev,

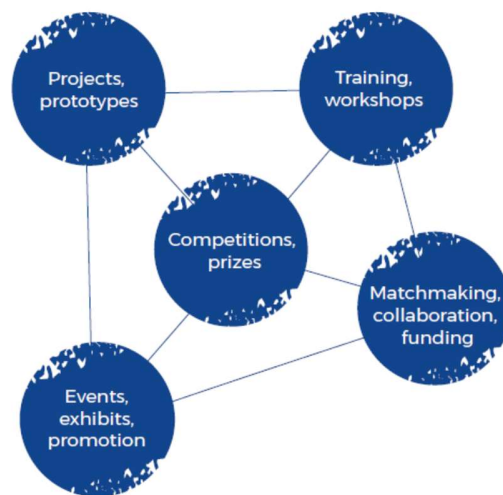
Focus

The hub is aiming to support textile and fashion companies in their efforts to prototype innovative item, test new solutions before integrating and test new value chains in order to support transitions toward circular fashion and smart textiles

Main Creative Sectors

Artists	Museums	Music	Publishing	Audio-visual	Design: product, graphic / fashion	Architecture	Crafts	Advertising / marketing	Creative spaces	Creative communities	IT developers software
				Yes	V High		VHigh		V High	V High	High

Main services / activities



Links with TCBL Labs

Wants to become a TCBL Lab and collaborates with Athens Textile & Clothing Design Lab (for a prize of 10 t-shirts with art work designs from CreativeWear creatives for next 24H Innovation competition). The Hub is interested to collaborate with TCBL's Fablab in Barcelona.

Innovation interests linked to T&C

Wool-knitting	Cotton	Natural fibres	Eco-friendly production	Short runs	Made to measure	Technical textiles	Social entrepreneurship	Other
		Very High	High	Yes	Very High	High	Very High	Smart textiles / processes

Collaboration with others Hubs

The Hub is coached by the Art Hub in Athens and is interested in collaborations with the Tech Hub in Valencia, and invited the Art Hub to its 24H Innovation competition and event, where prizes from all the Hubs will be distributed to the winning team.

Greece: Two twinned Hubs (one old, one new)

The Art Hub in Athens

This Hub has been developed by CreThiDev and HCIA, both partners of CreativeWear.

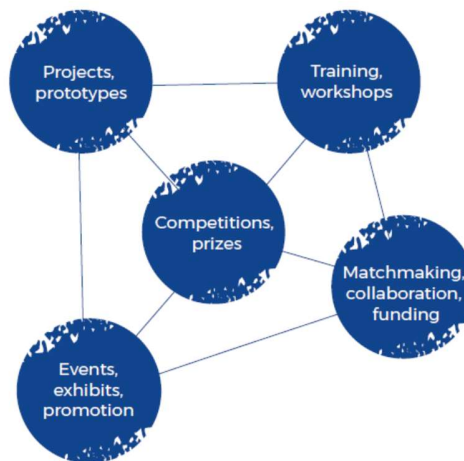
Focus

Mobilizes the diffused creativity of artists and other territorial stakeholders to raise awareness towards sustainable, eco-friendly production and social innovation, paving the way for business model innovation for the T&C industry.

Main Creative Sectors

Artists	Museums	Music	Publishing	Audio-visual	Design: product, graphic / fashion	Architecture	Crafts	Advertising / marketing	Creative spaces	Creative communities	IT developers software
					Very High	High	High				Very High

Main services / activities



Links with TCBL Labs

The Hub collaborates with Athens Textile and Clothing Design Lab, run by HCIA, who is also running the Hub.

Innovation interests linked to T&C

Wool-knitting	Cotton	Natural fibres	Eco-friendly production	Short runs	Made to measure	Technical textiles	Social entrepreneurship	Other
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Yes	Very High	Very High	Very High	Yes		Yes		
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Collaboration with others Hubs

The Hub has collaborated with the Tech Hub in Valencia, the Crowd Hub in Palermo, the Heritage Hub in Prato and the Social Hub in Ljubljana as well as with the new Hubs in Thessaloniki (GR), Bidart (FR) and Izmir (TK).

The Skills Hub in Thessaloniki

Proposed by SEPEE and coached by HCIA (Art Hub of Athens)

Focus

Promoting, with cultural actors, the natural fibres value chain and the skills and crafts of people working in it for boosting thematic tourism activities and the image of the T&C industry and its products.

Main Creative Sectors

Artists	Museums	Music	Publishing	Audio-visual	Design: product, graphic / fashion	Architecture	Crafts	Advertising / marketing	Creative spaces	Creative communities	IT developers software
			Yes		Yes		Yes	High			Very High

Main services / activities



Links with TCBL Labs

The Hub is already collaborating with TCBL Labs in Athens, in Palermo and in Ljubljana and has participated to TCBL#2107 in Athens and TCBL#2018 in Prato.

Innovation interests linked to T&C

Wool-knitting	Cotton	Natural fibres	Eco-friendly production	Short runs	Made to measure	Technical textiles	Social entrepreneurship	Other

	Very High	High	High	Very High				-
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Collaboration with others Hubs

The Hub is coached by the Art Hub of Athens

Italy: Four twinned Hubs (two old, two new)

The Heritage Hub in Prato

Developed by the TEXTILE MUSEUM of Prato (Heritage Hub)

Focus

Uses Textile heritage (catalogues, books, samples, collections, etc.) to inspire creativity and a strong Mediterranean identity for new T&C productions.

Main Creative Sectors

Artists	Museums	Music	Publishing	Audio-visual	Design: product, graphic / fashion	Architecture	Crafts	Advertising / marketing	Creative spaces	Creative communities	IT developers software
	Very High			High	Very High			High			

Main services / activities



Links with TCBL Labs

The Hub is already a TCBL Lab.

Innovation interests linked to T&C

Wool-knitting	Cotton	Natural fibres	Eco-friendly production	Short runs	Made to measure	Technical textiles	Social entrepreneurship	Other
High		High	High		High		Interested	Valorisation of T&C Heritage & Archives

Collaboration with others Hubs

The Hub collaborates with all initial Hubs; it has invited in Prato the New Hubs of Bari, Thessaloniki and Igualada; it coaches the New Identity Hub in Bari.

The Identity Hub in Bari

Proposed by INMATEX and coached by the TEXTILE MUSEUM of Prato

Focus

Working on the combination of the traditional "know-how" of the territories with technologic innovation to build chains of innovative production processes involving companies, artisans, masters of art and designers.

Main Creative Sectors

Artists	Museums	Music	Publishing	Audio-visual	Design: product, graphic / fashion	Architecture	Crafts	Advertising / marketing	Creative spaces	Creative communities	IT developers software
	High				Very High	Y	Very High				

Main services / activities



Links with TCBL Labs

The Hub is interested to become a TCBL Lab and has participated to TCBL#2018 in Prato.

Innovation interests linked to T&C

Wool-knitting	Cotton	Natural fibres	Eco-friendly production	Short runs	Made to measure	Technical textiles	Social entrepreneurship	Other
Yes		Yes						weaving, embroidery

Collaboration with others Hubs

The Hub is coached by the Heritage Hub of Prato and has been invited to TCBL#2018 in Prato.

The Crowd Hub in Palermo

Developed by ARCA, partner of CreativeWear project.

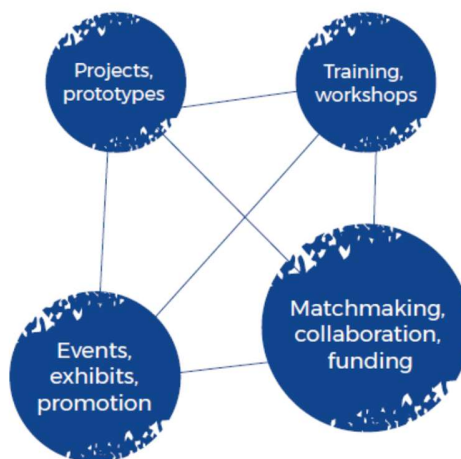
Focus

Implements a cultural crowd-sourcing platform for matchmaking among creatives, T&C businesses, solution-providers and sponsors. This becomes a means for developing new business models for cultural actors and a tool for innovative cultural policies.

Main Creative Sectors

Artists	Museums	Music	Publishing	Audio-visual	Design: product, graphic / fashion	Architecture	Crafts	Advertising / marketing	Creative spaces	Creative communities	IT developers software
		High		High	Very High		Very High				

Main services / activities



Links with TCBL Labs

The Hub is already a TCBL Lab.

Innovation interests linked to T&C

Wool-knitting	Cotton	Natural fibres	Eco-friendly production	Short runs	Made to measure	Technical textiles	Social entrepreneurship	Other
Very High	Very High	Very High	Very High	Very High	Very High	Very High	Very High	

Collaboration with others Hubs

The Hub has collaborated with all initial Hubs (for Vestino 2017 and 2018), is coaching the new Sustainability Hub in Biella and has invited the new Training Hub in Cakovec to Vestino 2018.

The Sustainability Hub in Biella

Proposed by CITTADELARTE (Fondazione Pistoletto) and coached by ARCA (Crowd Hub of Palermo)

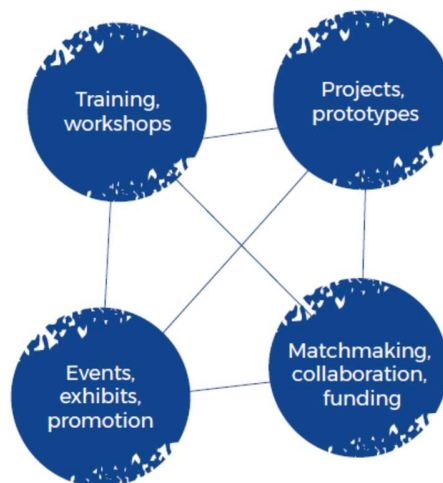
Focus

Dedicated to the development of sustainability in the textile industry gathering in a platform dozens of companies producing eco-sustainable fabrics, yarns and fashion accessories

Main Creative Sectors

Artists	Museums	Music	Publishing	Audio-visual	Design: product, graphic / fashion	Architecture	Crafts	Advertising / marketing	Creative spaces	Creative communities	IT developers software
Very High	High				Very High	V H	V H	Very High	Very High	Very High	

Main services / activities



Links with TCBL Labs

The Hub collaborates with the TCBL Lab in Palermo, run by ARCA, its current interests and activities are very linked with sustainability all along the value chain and for this reason it is interested in TCBL's Cotton Case.

Innovation interests linked to T&C

Wool-knitting	Cotton	Natural fibres	Eco-friendly production	Short runs	Made to measure	Technical textiles	Social entrepreneurship	Other
	High							

Collaboration with others Hubs

The Hub is coached by the Crowd Hub of Palermo and participated to Vestino 2018

Slovenia: Two twinned Hubs (one old, one new)

The Social Hub in Ljubljana

Developed by ALLIUM and e-Zavod

Focus

Focuses on the circular economy by connecting opportunities and needs of different T&C enterprises, using an inclusive approach driven by multi-disciplinary creativity. The Hub is structured around a Social Co-working Factory.

Main Creative Sectors

Artists	Museums	Music	Publishing	Audio-visual	Design: product, graphic / fashion	Architecture	Crafts	Advertising / marketing	Creative spaces	Creative communities	IT developers software
	High	High			Very High		V H	High			

Main services / activities



Links with TCBL Labs

The Hub is already a TCBL Lab.

Innovation interests linked to T&C

Wool-knitting	Cotton	Natural fibres	Eco-friendly production	Short runs	Made to measure	Technical textiles	Social entrepreneurship	Other
Yes	High	Very High	Very High	Yes	Yes	Yes	Very High	Self sufficiency (bio economy, circular economy...)

Collaboration with others Hubs

The Hub has collaborated with all initial Hubs and is coaching the New Training Hub in Cakovec.

The Training Hub in Cakovec

Proposed by HUMANA NOVA and coached by ALLIUM (SOCIAL HUB of Ljubljana).

Focus

Devoted to the prototyping of innovative textile products with a strong added social value and providing new training and job opportunities to unemployed.

Main Creative Sectors

Artists	Museums	Music	Publishing	Audio-visual	Design: product, graphic / fashion	Architecture	Crafts	Advertising / marketing	Creative spaces	Creative communities	IT developers software
		Yes			Yes		High	High	High	High	Yes

Main services / activities



Links with TCBL Labs

The Hub collaborates with the TCBL Lab in Ljubljana run by ETRI.

Innovation interests linked to T&C

Wool-knitting	Cotton	Natural fibres	Eco-friendly production	Short runs	Made to measure	Technical textiles	Social entrepreneurship	Other

			High		High	High	Very High	
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Collaboration with others Hubs

The Hub is coached by the Social Hub in Ljubljana.

Spain: Two twinned Hubs (one old, one new)

The Technology Hub in Valencia

Developed by AITEX, CreativeWear project's partner.

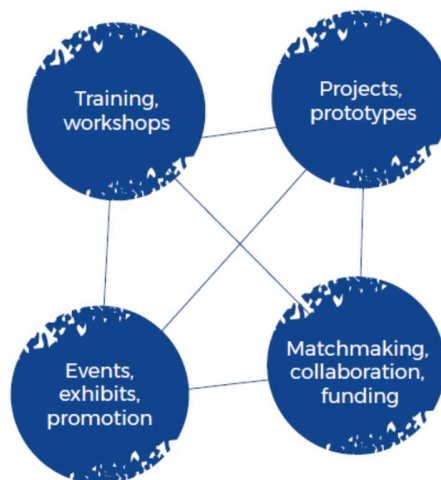
Focus

Aims both to engage with creative actors in the development and marketing of new textiles and to improve awareness on new materials and processes among local designers.

Main Creative Sectors

Artists	Museums	Music	Publishing	Audio-visual	Design: product, graphic / fashion	Architecture	Crafts	Advertising / marketing	Creative spaces	Creative communities	IT developers software
				High	Very High			High			Yes

Main services / activities



Links with TCBL Labs

The Hub wants to become a TCBL Lab.

Innovation interests linked to T&C

Wool-knitting	Cotton	Natural fibres	Eco-friendly production	Short runs	Made to measure	Technical textiles	Social entrepreneurship	Other
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VH	VH	VH		High	High	Very High		
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Collaboration with others Hubs

The Hub has collaborated with all initial Hubs and is coaching the Fashion and Design Lab in Igualada.

The Fashion and Design Hub in Igualada

Proposed by FITEX and coached by AITEX (Tech Hub in Valencia)

Focus

Aims to stimulate business cooperation for the development of the design industries, by facilitating digitization, innovation and creativity processes, and their capacity to meet the innovation needs of the fashion industries.

Main Creative Sectors

Artists	Museums	Music	Publishing	Audio-visual	Design: product, graphic / fashion	Architecture	Crafts	Advertising / marketing	Creative spaces	Creative communities	IT developers software
H	H			VH	VH	VH			H		VH

Main services / activities



Links with TCBL

The Hub is interested to develop collaborations with the following TCBL Labs: Palermo Place lab, Textile lab in Amsterdam and Textile centre of excellence Lab in Huddersfield. It has participated to TCBL#2018 in Prato.

Innovation interests linked to T&C

Wool-knitting	Cotton	Natural fibres	Eco-friendly production	Short runs	Made to measure	Technical textiles	Social entrepreneurship	Other
		VH	VH	Interest	VH	Interest	Interest	Digitization

Collaboration with others Hubs

The Hub is coached by the Tech Hub in Valencia.

Turkey: A New Hub beyond EU - The Awareness Hub in Izmir

Proposed by TEKSMER and coached by CreThiDev of the ART Hub of Athens.

Focus

Wants to be a bridge between Cultural and Creative Industry and Textile and Clothing Industry and develop awareness about the importance of the creative design and the manufacturer-designer and academic cooperation.

Main Creative Sectors

Artists	Museums	Music	Publishing	Audio-visual	Design: product, graphic / fashion	Architecture	Crafts	Advertising / marketing	Creative spaces	Creative communities	IT developers software
			Yes		V High		VH	Very High	V High	V High	High

Main services / activities



Links with TCBL Labs

The Hub is interested by further collaboration with Centexbel (partner of TCBL project)

Innovation interests linked to T&C

Wool-knitting	Cotton	Natural fibres	Eco-friendly production	Short runs	Made to measure	Technical textiles	Social entrepreneurship	Other
Interest	Interest	Very High	Very High	Interest	Interest	Very High	Very High	High added valued textile and clothing products with functional and creative properties

Collaboration with others Hubs

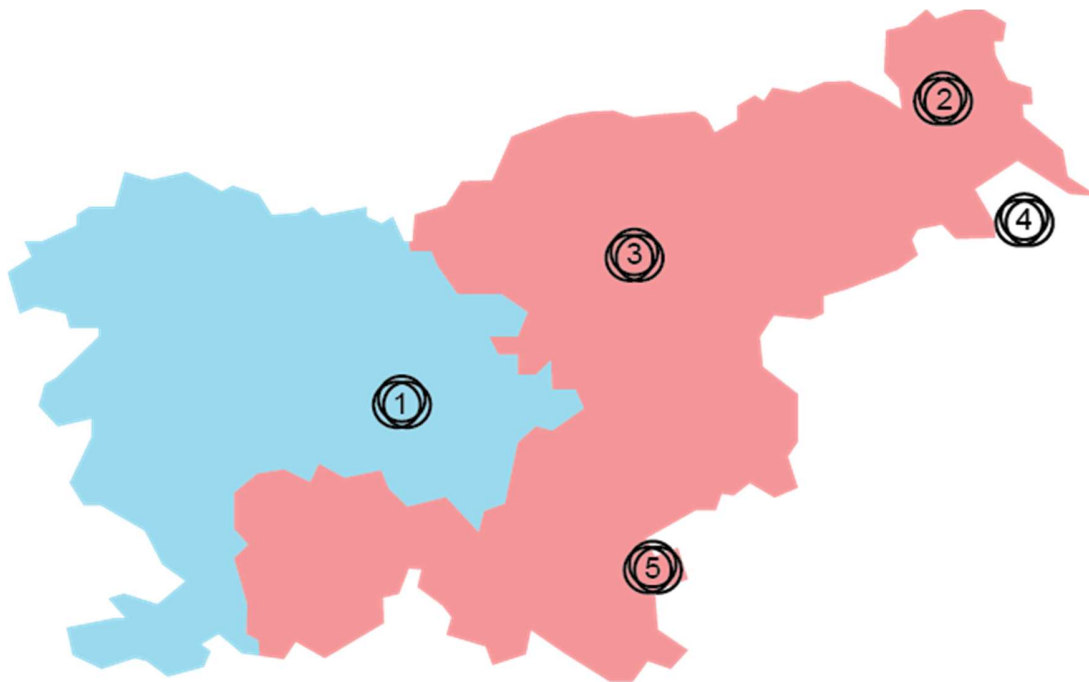
The Hub is coached by the ART Hub of Athens and has had some contacts with the Heritage Hub of Prato.

Examples of collaboration projects between Old and New Hubs

The new Training Hub (Humana Nova) with the Social Hub experiment TRACE TAG

Overview

Cooperation between the Social Hub of ALLIUM and the Training Hub of Humana Nova cooperative involves many actors mainly in Slovenia, but also in Croatia as illustrated below



1/ **Sans Concept** Store & Fashion Lab, Ljubljana, 2/ **Zavod Korak**, Murska Sobota, 3/ **Dolejši Modni Gumbi**, Podlog v Savinjski dolini, 4/ **Humana Nova**, Čakovec HR, 5/ **Co-F**, Metlika

Cooperation fields include:

- The use of a 3 level skill structure for the development of sewing jobs that Humana Nova developed which is a good working model for training and the development of work processes with ongoing quality control in the production of sustainable textile products.
- Cooperation in pooling production capacities and thus developing a support environment for start-ups in the field of fashion and other textile products.
- The development and promotion of a circular story towards the reduction of textile waste, both by processing and by proper recycling in connection with new innovations developed by research institutions in Slovenia, Croatia and the TCBL network.
- A common sales and marketing approach on the collection of products : the Trace Tag concept

FOCUS ON THE TRACE TAG CONCEPT

The Trace Tag concept is helping raise consumer awareness towards slow and ethical fashion - the first product is the Ethical T-shirt. TRACE TAG is the first European Fashion Consumer Trust Standard label, that we started to pilot testing on as small selection of products with a small number of retailers in Slovenia.

Trace Tag is a tool for brands designed from the consumer perspective, a visual trigger to engage consumer at point of purchase simple and understandable language that gives consumer basic first information about product as (off-line) entry point for further (online) exploration.

In terms of production Trace Tag is promoting co-working, co-making, co-factory spaces to train fashion professionals and students while simultaneously exposing all aspects the fashion and textile industry to the wider public in an attempt to educate and recruit future generations of textile and clothing workers.

The trace tag concept is based on Purchase With a Purpose business model - a tried and tested model developed within the Etri community, of socially responsible, ethical shopping for products and services that enable individuals and companies safe, traceable and measurable investment Into positive social effects and changes... with an impact on:

- The production, processing of products and the implementation of services enable traceability of ingredients, resources and processes applied. They should protect the nature and natural resources, cultural and industrial heritage of Slovenia.
- Jobs and processes ensure the integration of vulnerable groups, provide them with security and decent work, thus integrating them into the working and social environment through human(e)-centred processes.
- Products and services are innovative, based on healthy business foundations and striving towards circular economy and sustainable development of Slovenia.
- Responsible consumers can perform responsible purchases that are circularly returned onto Etri Community operations that further raise awareness, build and change existing social models of work, employment and cohabitation in Slovenia.

The aim is to:

- Increase awareness; the consumer will gain better understanding of fashion supply chain, recognising the role of the individual in changing our collective spending habits promoting Made in EU and specifically products by Trace Tag.
- Share responsibility; each link in the supply chain is responsible to perform own due diligence
- Empower Independent designers to attain quality certification, giving them an easy way to help certify their adherence to environmental and social standards.

Trace tag trust is generating revenue stream for financing projects with strong social component, developing programs in the fields of inclusive society, circular economy, knowledge and innovation transfer, high added value job creation, green work places, self-sufficiency, social responsible buying and supporting environment.

INMATEX with Prato Heritage Hub and Palermo Crowd Hub - Creative Wear Fest – May 2018

The Identity Hub Bari – INMATEX was involved in the organisation of the Creative Wear Fest, that took place in Prato, on 29-31 May 2018. Together with the creative communities of Prato Heritage Hub, Valencia Technology Hub and Palermo Crowd Hub, INMATEX made a research to develop the agenda of the event, with the objective to valorise the T&C heritage and build a new identity of the productive skills of the involved territories, able to reactivate existing skills and provide designers with the tools to build innovation in processes of a new generation production.

The result of this research was a programme that included art, fashion and textile installations and performances that took place in Textile Museum of Prato and in Corte Genova, an old textile factory that nowadays hosts cultural associations and organisations. The festival, that counted more than 600 visitors, gathered creative communities and SMEs from all hubs and TCBL network of LABS with the aim to strengthen the Creative Wear cluster and to open to wider communities.

Programme

VALENCIA | THE TECHNOLOGY HUB Exhibition

Valencian Region is very rich at cultural level with two important Intangible Cultural Heritage: “Las Fallas” in which multitude of artisan and traditional sectors involved make it a social, economic and cultural engine and “Moors and Christians”, commemorate the battles and fighting between Moors and Christians during the Reconquista period. The Valencia Hub prototypes inspiration come from Valencian typical and cultural clothing realized using new sustainable techniques, such as laser technology, without losing the tradition of its manufacture by working closely with local artists, dressmakers and Valencian textile companies.

INMATEX (INteraction MATERIAL EXperience Lab) | Gradients

Exhibition dedicated to INMATEX research on materials for reactivating the perceptive-sensory characteristics of soft surfaces. The exhibition intercepted some of the main frontiers of contemporary research on visual arts for the reactivation of material relations in the digital age. These studies on identity materials of the territories and the know-how that characterizes them also allowed visitors to weave heritage stories with process innovations and to act "global" through a "local" thought.

Claudia Gangi | AFFORD DANCE

The performance took its name from the word affordances, developed by James Gibson as quality of distance and manipulability of the space. The artist firstly explored a space as original place, closed and indistinct, then developed the nexus of identity and liberation, as a separation between subject and place. Afford Dance reflected this original drama by placing the latter part of the performance as a solution, between identity and place, offered by a new relationship: empathy.

Giulietta Salmeri "Artes Artigianato Tessile"

The artist's performance included the creation of a fabric made on an 8-heddled loom; the warp comprised non-mercerized, natural, 3-strand cotton yarn mounted on a reed with 4 wires per cm,

for a total of 40 cm. The weave was made of natural nettle alternated with bleached nettle, and the resulting fabric was antistatic and hypoallergenic and will have a good absorption capacity. The resulting weave and the new fabric originated from the recovery of drawings and historic techniques, but were reinterpreted and introduced to make them practical according to modern concepts.

Barbara Cammarata | A Protest Against Forgetting - Embroidery on cotton, 1100x100cm, 2017

A Protest Against Forgetting' is mainly a work / relational action, of contamination and cultural re-appropriation that aims at human interactions in their social context. The work is part of a larger project, Crossing. It explores how research, design and technology can be used to improve the culture and social fabric of rural communities. Different mediums have been used, linked in part to the textile tradition, such as embroidery, design, sewing or applications, referring to the incomparable work of the Arpilleras.

Rachel Morellet | "FUTURE DREAM"

In the Future Dream series, Rachel Morellet presented her eclectic world of symbols, printed on paper and retouched in acrylic. Determinate in defining future costumes, she explored with a simple language - and which recalls the reduction of forms - the multiple declinations of everyday life, between subjective impulses and social conventions. Going beyond the concept of appearance, it brings together, about a minimalist gesture, different approaches to life, revealed through the style of a garment, which seems to engage our imagination.

Spazio Artforms - "FUORI DAL TRECCIATO"

Relational work of art, created with fabric scraps of Prato textile companies, by Tatiana Villani - Emanuela Baldi - Manuela Mancioffi. Three artists, co-authors of a single project - have created a creative, interpersonal and spatial relationship through the creation of a large installation made of woven fabrics from various Prato textile companies. "Fuori dal trecciato" is a multi-level intervention, a micro-contamination of space, a means of interweaving mutual knowledge and opening space for people and the city of Prato.

Marika Saonari "RETICOLI"

Since the primal times the image of the woman has always played a secondary role compared to the male one. In the work "Reticoli" antique vernacular photographs found in attics, flea markets and forgotten old boxes are combined with geometric and light embroideries of the artist's hand, creating a new story where women of the '30s,' 40s, '50s make their way into a world mostly masculine and find, in an ironic way, an authority and a power that was not granted at that time.

Photos: <https://creativewear.interreg-med.eu/photo-gallery/events-galleries/galerie/creativewear-fest-success-for-the-textile-creativity-night/>

ESTIA – A CreativeWear Creativity price for the 24H Innovation event– March 2019

ESTIA (our New Hub in South France) collaborates with Design des Landes (Design School) and SMode (Modelist School). HESTIA organises since some years a competition called 24H Innovation where multidisciplinary teams of students (engineers and creatives) work during 2 days to invent a solution to a theme/ problem proposed by a company (an individual, a start-up, a small company or a bigger one).

2019 event was planned for 25/26 of March and about 300 students from France and Spain participated. CreativeWear partners decided with ESTIA that CreativeWear should be a sponsor of the event. CreativeWear and TCBL members belonging to Textile and Clothing were informed of the possibility to submit challenges (through AITEX for CreativeWear and through our Spanish and French partners for TCBL), but due to too short notice could not submit challenges.

What worked instead was to create a new price for the 2019 competition, which will be attributed by CreativeWear partners: a CreativeWear Price, called Creativity Price, to be attributed to the most Creative students' team. Each of the 5 initial Hubs of CreativeWear was invited to propose at least one of his Artists' designs which will be printed on a Natural Cotton T-shirt, using a digital printer located at Athens Art Hub.

As a result 11 pieces were selected and printed:



		
<p>Art Hub Athens Pascaline Bossu</p>	<p>Art Hub Athens Matina Koutoudi</p>	<p>Art Hub Athens Catherine Suen</p>
		
<p>Heritage Hub Prato Liselore Frowijn</p>	<p>Crowd Hub PALERMO Luisa Misseri</p>	<p>Social Hub Ljubljana Dusanka Herman</p>
		
<p>Tech Hub Valencia - AITEX</p>	<p>Sample of presentation leaflet</p>	<p>Tech Hub Valencia - AITEX</p>

Each of the winners (a team of 9 persons) and their 2 coaches, who invented a new type of sea diving equipment which allows to catch fishes without killing them) received, from Thanos

Contargyris, on behalf of CreativeWear partnership as a price, one of these unique T-shirt with one of these designs and the name of the artist and the Hub who created them, printed on them and a leaflet presenting the artist and his/her creation.



This collaboration opened the door to a set of additional cooperations:

- One enterprise of ESTIA's region, MILAN AV-JC, joined TCBL network and is already playing a pro-active role in TCBL.
- As ESTIA was interested to look at how their Fablab could develop a section for prototyping Textiles and Clothing (with a special interest in Technical Textiles they were introduced to TCBL's Fablab in Barcelona; as a first result they are organising a visit of this Lab for their French students there during the ITMA 2019 exhibition (on June 20 and 21st).
- ESTIA are invited to present their activities and their 24H Innovation Concept in TCBL#2019 in Iasi. ESTIA's research on sustainability tracing and the possibility offered by blockchain is of interest for TCBL and new possibilities of cooperation will be probably discussed there.

The resulting CreativeWear Model after the integration of the New Hubs

Overview

The extension of the CreativeWear network to 7 instead of 4 initially planned new Hubs, despite the fact that no funding but just an implementation assistance was offered, is the main success of this integration activity and proves the interest of the CreativeWear model for organisations having already some similar activities and context.

This extension has privileged organisations belonging to the same country than at least one partner. In fact each Hub has found relatively easily one new Hub to attract and coach for becoming a new member of the CreativeWear network. This indicates that there is a potential for each Hub to involve other organisations in the same country, for the moment they cover a different region and have, preferably, some different focus, expertise, audience and priorities (as they enrich the network and create new collaboration opportunities). This last point has been facilitated by the explanation given by the Call to the applicants of one of the key rules of the CreativeWear model: each Hub follows a differentiate - and complementary to the others – Model.

More unexpected has been the interest expressed by organisations outside the MED area to become members of the CreativeWear network. In fact they responded spontaneously to the Call, without any previous contact with CreativeWear partners, who were quite surprised by these applications and even hesitated to accept them. The hesitation was based on the risk to have the MED specificity of the CreativeWear model affected through the integration of these applicants.

In reality the MED specificity of the CreativeWear Model has not been affected despite the enlargement to areas not belonging to the MED regions (South West of France and Turkey) as they are Mediterranean (Izmir) or neighbouring to MED programme regions. The importance given to creativity remains the same and the importance given to the valorisation of cultural heritage remains similar, even if it is marginally lowered: the interest given to museums as target population is lower, while the importance given to IT developers is higher and the interest for technical textiles is higher too.

However the integration of places outside the MED programme regions, despite the additional obstacles in terms of funding of the support provided to them (travel non reimbursed, etc), shows the attractiveness of the model for other areas and encourages future attempts to spread it to a wider geographical area as this is envisaged under the cover of TCBL network, which has decided to pursue its activities after the end of the EU funding it receives until June 2019 as an H2020 project.

The types of activities envisaged by the new hubs and their weighting has proven to be a replication of one of the pre-existing models of the initial hubs, consolidating this model on that isAsue. The same occurred about the basic element of the CreativeWear model: all the new hubs are clearly aggregators of interests of Creatives, Artists and Textile and Clothing Industries of their area.

The other element of the model that has been respected, as indicated already, is that each Hub follows a differentiate - and complementary to the others – Model. Indeed, all the new Hubs have been self-defined with a slightly different focus than the pre-existing ones adding value to the network by emphasising some of the CreativeWear concerns usually already embedded in the pre-existing hubs: Regional Identity Valorisation (Bari), Skills preservation and enhancement (Thessaloniki), Fashion and Design Development (Igalada), Awareness raising (Izmir), Training (Cakovec), Innovation (Bidart).

In fine, only two elements of the model have been tuned by the integration of the new hubs:

- The strong link with TCBL Labs, which characterised the initial Hubs
- The weight given to the target populations

The first case is linked to the fact that the overwhelming majority of the initial Hubs has been created by, or close to, existing TCBL Labs. The result was that the interest for some specific TCBL priorities was very high. Below the interests of the initial hubs is compared to the new ones. The conclusion is that the interest is lower as none of the new Hubs is a TCBL Lab and because of that they were not so much acquainted with the specific cases developed in TCBL. However the level of interest they expressed for these cases is on average high for most of them (>4,5/7), while individually have expressed a very high interest (7/7) for some of them. The conclusion is that the proposals of participation to common focussed initiatives provided by TCBL are part of the attractiveness of the CreativeWear Model.

Finally, as it can be observed in the individual hubs descriptions above, all new hubs either have already developed collaborations with some TCBL Labs, or have identified TCBL Labs with which they want to collaborate in the future. Additionally two hubs (Bidart – FR – and Bari -IT-) have expressed already their clear interest to become TCBL Labs in the future.

Concerning the weight given to the target populations of creatives and artists the integration of the new hubs affected a bit the pre-existing weights, given at the beginning of the project by the initial hubs.

The most important change is however due to the introduction of two new categories of target population (Creative Spaces and Creative Communities), which had been discovered during the initial activities of the initial hubs, which have been introduced in the questionnaire filled by the new hubs and were absent if the one filled by the initial hubs: both proved to be amongst the priority targets the CreativeWear hubs must have. This conclusion would probably be confirmed by the initial hubs if they were asked.

There is also a very clear consensus that the most important target of the hubs are designers of any type and that advertising/marketing sectors are another important target. Finally the main new conclusions are that crafts and IT developers are probably more important targets than initially thought, while musicians and audio-visual actors may be more difficult to reach than initially expected (and, in some places, museums too).

Impact of the integration of the new hubs on the interest for the innovation fields of TCBL

The initial hubs had evaluated the interest for them of the innovation fields suggested by TCBL as follows:

Interest for innovation fields suggested by TCBL	Natural fibres	Eco-friendly production	Short runs	Made to measure	Technical textiles	Social entrepreneurship	Cotton	Wool-knitting
Athens	7	7	5	4	5	7	7	5
Prato	6	6	7	6	4	5	4	6
Palermo	7	7	7	7	7	7	7	7
Ljubljana	7	7	5	5	5	7	6	5
Valencia	7	3	6	6	7	1	7	7
Average	6,8	6	6	5,6	5,6	5,4	6,2	6

As a result of the integration of the new hubs this vision has slightly changed:

Interest for innovation fields suggested by TCBL	Natural fibres	Eco-friendly production	Short runs	Made to measure	Technical textiles	Social entrepreneurship	Cotton	Wool-knitting
Bidart	7	6	5	7	6	7	2	3
Athens	7	7	5	4	5	7	7	5
Thessaloniki	6	6	7	4	4	3	7	1
Prato	6	6	7	6	4	5	4	6
Bari	5	4	4	4	4	2	1	5
Palermo	7	7	7	7	7	7	7	7
Biella	1	2	2	2	2	2	6	3
Ljubljana	7	7	5	5	5	7	6	5
Čakovec	4	6	4	6	6	7	4	4
Valencia	7	3	6	6	7	1	7	7
Igualada	7	7	5	7	5	5	3	3
Izmir	7	7	5	5	7	7	5	5

Average	5,9	5,7	5,2	5,3	5,2	5,0	4,9	4,5
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This is due to a marginally lower average interest expressed by the new hubs (especial for Cotton and wool-knitting), as illustrated in next page.

Interest for innovation fields suggested by TCBL	Natural fibres	Eco-friendly production	Short runs	Made to measure	Technical textiles	Social entrepreneurship	Cotton	Wool-knitting
Bidart	7	6	5	7	6	7	2	3
Thessaloniki	6	6	7	4	4	3	7	1
Bari	5	4	4	4	4	2	1	5
Biella	1	2	2	2	2	2	6	3
Čakovec	4	6	4	6	6	7	4	4
Igualada	7	7	5	7	5	5	3	3
Izmir	7	7	5	5	7	7	5	5
Average	5,3	5,4	4,6	5,0	4,9	4,7	4,0	3,4

The new hubs also suggested some additional fields to explore:

- Smart textiles / processes (ESTIA- Bidart – Innovation Hub)
- Weaving, embroidery (INMATEX - Bari – Identity Hub)
- Digitization (FITEX - Igualada – Fashion and Design Hub)
- High added valued textile and clothing products with functional and creative properties (TESMER – Izmir – Awareness Hub)

Impact of the integration of the new hubs on the importance of the target populations

The initial hubs had evaluated the importance given to the different target populations of creatives and artists as follows:

Hubs targeted creatives	Design: product, graphic / fashion	Creative spaces	Creative communities	Crafts	Advertising / marketing	IT developers software	Museums	Audio-visual	Other Artists	Music	Architecture	Publishing
Athens	7			6	5	7	7	7		6	6	4
Prato	7			3	5	6	7	6	4	6	2	3
Palermo	7			6	4	1	6	7		7	1	3
Ljubljana	7			7	6	5	5	4		5	2	4
Valencia	7			1	7	5	1	3	5	2	5	1
Average	7,0			4,6	5,4	4,8	5,2	5,4	4,5	5,2	3,2	3,0

As a result of the integration of the new hubs this vision has slightly changed:

Hubs targeted creatives	Design: product, graphic / fashion	Creative spaces	Creative communities	Crafts	Advertising / marketing	IT developers software	Museums	Audio-visual	Other Artists	Music	Architecture	Publishing
Bidart	7	7	7	7	4	6	4	5	4	3	2	4
Athens	7			6	5	7	7	7		6	6	4
Thessaloniki	5	4	4	5	6	5	2	3	3	3	3	5
Prato	7			3	5	6	7	6	4	6	2	3
Bari	7	4	4	7	4	4	6	2	3	2	5	2
Palermo	7			6	4	1	6	7		7	1	3
Biella	7	7	7	7	7	4	6	4	7	3	7	3
Ljubljana	7			7	6	5	5	4		5	2	4
Čakovec	5	6	6	6	6	5	4	4	4	5	4	4
Valencia	7			1	7	5	1	3	5	2	5	1
Igualada	7	6	5	4	4	7	6	7	6	4	6	3
Izmir	7	7	7	7	7	6	3	4	4	3	4	5

Average	6,7	5,9	5,7	5,5	5,4	5,1	4,8	4,7	4,4	4,1	3,9	3,4
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This is due to differences in targets provided by the new hubs.

Hubs targeted creatives	Design: product, graphic / fashion	Creative spaces	Creative communities	Crafts	Advertising / marketing	IT developers software	Museums	Audio-visual	Other Artists	Music	Architecture	Publishing
Bidart	7	7	7	7	4	6	4	5	4	3	2	4
Thessaloniki	5	4	4	5	6	5	2	3	3	3	3	5
Bari	7	4	4	7	4	4	6	2	3	2	5	2
Biella	7	7	7	7	7	4	6	4	7	3	7	3
Čakovec	5	6	6	6	6	5	4	4	4	5	4	4
Igualada	7	6	5	4	4	7	6	7	6	4	6	3
Izmir	7	7	7	7	7	6	3	4	4	3	4	5
Average	6,4	5,9	5,7	6,1	5,4	5,3	4,4	4,1	4,4	3,3	4,4	3,7

The higher importance given to the inclusion of crafts and of IT developers is the main difference of the choices of this panel.

The less importance given to Audio-visual and music actors is another.

To a lower degree the importance given to museums by a majority of new hubs, lowers their score, but without affecting their ranking in terms of targeted actors (7th position).