

The New Fashion Container Project

Contemporary art has its home, contemporary fashion is homeless.

"Connecting fashion rooms, pavilions, containers"

"Connecting countries, cities, people"

"Connecting ideas, projects, installations"

"Connecting visual and verbal communication"

"Connecting research, discoveries and creativity"

- A. DREAMING ON PAPER
 - a. THE MANIFEST
 - b. THE WHY, THE HOW...
- B. FOCUSING ON THE CONCEPT
 - a. THE MOST IMPORTANT GOALS
 - b. THE 11 CONTAINERS
 - c. THE 11 CITIES
 - d. THE 11 SCIENTIFIC COMMITTEES
- C. THE MASTERPLAN
 - a. FINANCING AND FUNDING
 - b. SUMMARIZING THE PROJECT
 - c. OVERALL DESCRIPTION OF THE PROJECT
 - d. METHODOLOGIES
 - e. RELEVANCE AND SOLIDARITY
 - f. CROSS NATIONAL – FROM LOCAL TO GLOBAL
 - g. THE MAIN OBJECTIVES
 - h. THE PARTNERS
 - i. THE TARGET GROUPS
 - j. PRODUCTION AND REALISATION
- D. THE PARAMETERS FOR SUCCESS
- E. THE NFCONTAINER PROJECT: PART OF THE SOLUTION

A. DREAMING ON PAPER

THE MOST IMPORTANT GOALS

The **NFContainer project** is born as a reaction and an alternative to expensive and time-consuming fashion weeks, fashion fairs and fashion exhibitions. The containers are existing pavilions, rooms, or galleries where people can reflect, sit together, to think of a better world. The NFContainer project is a team project, a unique new approach for a global (fashion) platform that will connect people, ideas, inventions and innovations, stimulating local projects that can become global thanks to the digital.

The NFContainer project will connect all creative industries working in fashion in a less formal way. The platforms are more informal and open-minded, creating a realistic dream, creating spaces where we invent the future. Fashion is a fast-growing industry, but let's slow down to study quality-based research on values lost in greedy consumption. We are living a digital way, connecting globally.

THE MANIFEST

Fashion must become a global healthy industry. Fashion is the second most polluting industry in the world; therefore, we have an enormous challenge to redesign, to rethink together with the different players to reset this industry. We have a dream to create a world with improved ethical behaviour regarding poverty and natural resources, a world that is economically, environmentally and socially sustainable. Starting from using sustainable textiles, producing less but better, we can reduce the carbon emissions; we can reduce our traveling and reduce expenses of fashion events abroad; we can show fashion in all its different aspects to millions of people using digital technologies; those are only a few solutions the NFContainer project is proposing.

This project does not talk about the past but about the NOW and the FUTURE respecting conservation, education and communication of fashion values related to creativity and commercial success. The **NFContainer** project is global and updated in real time; it is a manifest against

old concepts of Biennales where budgets are too high and transport costs enormous. It is a new concept for failed Fashion Weeks, traumatic fairs and costly fashion exhibitions focused on extravagance making fashion superficial activity. This project wants to address the back and the front (stage) of fashion in a contemporary, performative way.

THE NFCContainer project: Why? How? Where? Who? Finance? Timing?

The NFCContainer:

- The word "container" stands for a space that can be a private room, a pavilion in a park, a shop, a part of a museum space, a warehouse, a gallery, or simply a location in a dynamic area of a city or neighbourhood, where we can stimulate creativity and activate curiosity.

The 11 containers:

- There is no particular reason why there are 11 containers; they can become less or become more.

The 11 cities:

- Are chosen because of existing connections; they can be less or become more.

The NFC: the why?

Fashion is not only a commercial activity, it is a cultural expression of human behaviour, an expression of language and body language with the scope of bringing joy and satisfaction to people's lives; in every garment a vision is included and in every fabric a technique is developed; in every culture a garment has a different significance; in every production lies a secret; in every hand is knowledge to keep alive. That's why the NFCContainer project will welcome people to share their ideas with others. The containers will produce culture, togetherness, creating sensorial environments to bring fashion to a level of culture and enjoyment.

The NFC: the how?

The NFC project is a composition of 11 containers taking place in 11 different cities all over the world. The 11 containers will offer a broad programme where fashion is the object, becoming the subject and the project. While physical moments will take place in the different cities, digital media will create a community. The digital container will connect millions of people thanks to new technologies developed by genius all over the world. The digital container will be active 365 days a year.

The NFC: the where?

From Sydney to Shanghai, from Paris to New York, from San Francisco to Dublin, from Detroit to London, from Johannesburg to Stockholm, from Milan to Arles, from Antwerp to Tbilisi, from Boràs to Berlin, from New Delhi to Sao Paulo, we will contact the curators, educators,

fashion critics, fashion organisations and foundations, designers, artists, AI researchers to join the NFC project.

The NFC: with whom?

The feeling that we are all searching for a new language and a different rhythm for connecting with each other through fashion is a clear sign that the time is ready for a more global approach respecting the local energy we all generate in our cities and neighbourhoods, and during the last few months at home because of Covid-19. This feeling must be translated into actions; the fashion system, whose meaning has become fragile, was being dictated by tired old business models. Therefore, we are convinced that the NFCContainer project can bring a new positive energy to our creative field.

The NFC: the finance?

Who is financing this "utopian" project? People, institutions, companies, CEO's of tech companies, who believe in a new 'local versus global' project creating a global community out of Fashion Weeks. This project looks to the future; it looks at the cultural versus the business side of the fashion industry. We believe that we can find partners in 11 cities who can support this global project financially.

The NFC: the timing?

Jenny Holzer: A SENSE OF TIMING IS THE MARK OF GENIUS.

After the registration of this document (August 2020) partners will receive the Document and the Masterplan on the NFCContainer project. A scientific committee will be created. A magazine and a booklet will be printed and distributed. A website and different social media tools will be activated. During 2020–2021 we will continue working to find partners, sponsors and financial and structural support. We will organize a trailer project early 2021.

B. FOCUSING ON THE CONCEPT

THE 11 CITIES

Paris / Milan / Berlin / London / Tokyo / Shanghai / New Delhi / Sydney / Johannesburg / San Paulo / New York are the cities where Fashion has a voice. Previous contacts with creative people are the reason for having chosen those 11 cities as the starting point of the NFCContainer project.

THE 11 + 11 MEMBERS OF THE SCIENTIFIC COMMITTEE

The Scientific Committee is composed of 11 curators (one from each city) and 11 specialists active in the different fields of the

NFContainer project. These 22 people will discuss on a regular basis the topics for the events in order to guarantee the continuity of the NFContainer project. This committee will suggest new partners connecting ideas, exhibitions and research projects.

The 11 NFContainers - CONTENT

1. The "digital" container (connecting in real time)
2. The "exhibition" container (the public display)
3. The "critical" container (the writing & publishing platform)
4. The "science" container (the research laboratory)
5. The "NOW" container (the under 20 platform)
6. The "little history" container (a little look back)
7. The "speaker's" corner (connecting voices)
8. The "surprise" container (the improvisation room)
9. The "pattern" container (patterns of life)
10. The "brain" container (the vision room)
11. The "dining" container (the talking and inventing)

THE "DIGITAL" CONTAINER (headquarters) (1)

The digital container connects information. The digital container connects people, cities, ideas, and projects. We will think, act and bring a community together without any preconceived target or hierarchy. The digital container will show "in real time" performances, photographs, shows, crafts people working on a garment, rehearsals of fashion events or live interviews about projects happening in the cities that joined the NFContainer project. The digital container must be fully operational 365 days around the clock!

Example: From every participating city we will receive daily material about an ongoing project related to one of the 11 topics presented in the Containers.

THE "EXHIBITION" CONTAINER (2)

Thanks to local exhibitions, the work of (unknown) creatives, artists, fashion photographers, fashion designers, video artists, will be shared globally leading to positive, provocative confrontations. Each partner will contribute financially to the projects/exhibitions they present in their city.

Example: In each city an exhibition (related to fashion) will be presented. We will discuss online the topics of the exhibition, we will host interviews with the authors and the curators. This creates a network stimulating exchange of knowledge for a broad audience.

THE "CRITICAL" CONTAINER (3)

Writing, reading, editing, publishing are the activities for this confrontational container. Books, magazines, blogs, Instagram, podcasts, zoom meetings and digital forums will push us to launch the

debate; how to make fashion more human? How to keep and preserve the dream and the escapism of our industry? How will we offer a platform to makers and producers, practical people and thinkers? We will write, edit, copy and paste, publish and create a new language for fashion.

Example: For the "critical" container several subjects will be launched in zoom panels; the results of those debates will be shown locally in each city. We will publish and print a magazine.

THE "SCIENCE" CONTAINER (4)

'The research laboratory'

In this laboratory we will invite researchers, scientists, chemists, weavers and designers to speak about new solutions for making the fashion industry more sustainable! The NFContainers will host the driving forces for innovation, not the talkers but the doers. The clock is ticking, we must act!

Example: In each country and in each city, researchers are working to find solutions for a more sustainable world. We show those researchers at work, doing tests, producing new weaving techniques or proposing alternatives to polluting fabrics. This container wants to show experiments made in the factory or show films and interviews on the work of researchers.

THE "NOW" CONTAINER (5)

'The under-20 container'

Fashion is a driver of happiness and beauty, not of vulgarity and ugliness; fashion is a noble activity, let's talk and save the future of fashion, dress, tailoring, production and fashion education. The NFContainer project can contribute to this debate by giving a space and a voice to generations to come. They will decide the content of this container.

Example: It's obvious that young people see the world differently. The TikTok generation is the internet generation; how do they see the world of fashion? Do they need expensive designer clothes? Why are they connected to labels such as 'SUPREME'? Can we have an ongoing conversation or do we give them the freedom to curate? The container is yours, use it!

THE "LITTLE HISTORY" CONTAINER (6)

We look back, just for a while...an intense moment... We create a small container in which we show a historic or a contemporary dress; we will study the object, describe the subject, make a project or an exhibition. This small container is the only reference to the past; it's a homage to craft, eccentricity, pride and conservation.

Example: In this container we will show monthly a garment in a small space, for example a shop, and discuss the origins, the meaning, the technique used to make it, the tradition or the provocation it awakes

in people. An example for Europe is the perfecto, an example for Japan is the kimono, but these are very easy examples to start with.

THE "SPEAKERS" CORNER (7)

'The voices of the world!'

We will give (digital) space to a speaker who has a good idea to share; we will listen, comment, share and write. The NfContainer project is not a voice of old knowledge, it is sharing new ideas and new voices. We listen, we share, we consider, we comment, we discuss.

Example: Here we cannot predict the topics; we give a free platform to people. The only requirement is that the talks are filmed for digital presentation in the Container. The only exigence is that the talks are filmed to have them in the computer. AI can help with translations, and connect to millions of people who can listen to the talks.

THE "SURPRISE" CONTAINER (8)

'The improvisation space'

Fashion is full of surprises; that's why we are not going to programme exhibitions long in advance; we will be creative on the spot! Someone passes by... he/she has a good idea...here they propose a wild idea... who is this person we saw yesterday at the party? I know that designer is coming soon, let's call her/him... This container can be small but in a good location; many visitors will pass by and stay for a while enjoying the surprise exhibition / show / photoshoot / styling performance / dance / video shoot...

Example: We create a performance with a designer and a dancer; an ideal moment to understand the transformation of body and body language. Another example is a styling performance filmed and projected on a wall. This goes immediately on-line in the digital container!

THE "PATTERN" CONTAINER (9)

'To cut is to think' wrote Germano Celant in the catalogue of the 1996 Biennale in Florence "Looking at Fashion" (page 31). A garment is made from a two-dimensional pattern which becomes a three-dimensional garment – this is the magic of fashion! Patterns for fashion become patterns of life, focused on sociology and anthropology; breaking old patterns, inventing new ones.

Example: We start a project from a fashion pattern and simultaneously we discuss a pattern of social behaviour in fashion. The result is a discussion, a performance, an exhibition.

THE "BRAIN" CONTAINER (10)

We work together; there is a creative director, a curator, a planner, a dreamer, a technician, a budgeter, a producer, a writer, a communicator, a scientist, a researcher; we sit together, as a real

team to give a project form and substance and content. We discuss, inspire each other, we work, we suggest, we make, we do, we try, we make errors (not too many), we work! We share our knowledge with all the other containers around the world; we blog, we write, we publish.

Example: The brain container is a zoom platform where researchers discuss the future. If those discussions have a great audience we will create a kind of fashion life magazine.

THE "DINING" CONTAINER (11)

'The timeless kitchen'

The '*dining together*' space is for relaxing and sharing ideas. We must share our ideas with other people out of the office: curators, artists, designers, visitors will share a drink in the NFContainer. Here new contacts will be made, new exhibitions, new dreams. We will change location often, as this could be in the different exhibition pavilions.

Example: The curator of each city organises a monthly dinner with people who are ready to be filmed while discussing a topic of the fashion industry; old, young, famous or not, the table will be composed by a mix of creatives who are willing to join an open discussion.

C. THE MASTERPLAN

The '**New Fashion Container project**' is not always going to provide the answers but the project will try to connect people from all over the world, thanks to a network of scientists, AI researchers, creatives and institutions, partners, sponsors who will believe in this project.

FINANCING AND FUNDING

Sometimes ideas are lacking, sometimes funding; but when both meet in synergy, they create fireworks! Funding is necessary for the start of the NFContainer project and the start of the scientific committee and the digital (brain) container as well as the communication strategy and planning needed for promotion and translation into different drivers such as a magazine, a manifest or a website and an Instagram account. We will contact European Union cultural foundations, private and public sponsors, AI researchers and world organisations who believe in new ideas. Fashion is, by definition, interesting for an investor although the targets are not always defined, the age groups confusing, the return on investment difficult to measure. The innovative approach of this project, the surprising factor of this utopian critical thinking, the experts involved and the participation of the young generations under 20, are sure to stimulate partners to contribute to the success of the NFContainer project. And when money is scarce it's better to invest in ideas than in an economy that was

already bankrupt. It's the right moment to invest in people who dare to do business differently by connecting the local and the global. Let's forget the past, lets jump into the new, the unknown, the experiment, the discovery of a new vision and a new connectivity using a different international global language.

SUMMARIZING THE PROJECT

In a moment of reflection on how to save the planet, we must decide on how to connect our creativity and engagement without huge travel costs, without unjustified exhibition budgets, and impossible, time-consuming production costs. This project, with the temporary name '**The NFCContainer project**', will connect (fashion) rooms, pavilions, containers, countries, cities, people, ideas, projects, installations, visual and verbal communication, and stimulate research, discoveries and creativity. This project is born with the intention of finding solutions – and probably answers – for a distressed Fashion Industry, connecting with people from all over the world with a renewed energy and hope, focused on the NOW defining the FUTURE.

OVERALL DESCRIPTION OF THE PROJECT

One day the '**NFCContainer project**' will be operational. The MANIFEST is an **anti "Fashion Museum", anti "Fashion Week", anti "Art Fair" and anti "Design Week"** proposal. It is a manifest against the old concepts of Biennales where budgets are too high and transport costs enormous. It will open its doors to a broad audience in a more democratic and sustainable way. The platform is conceived for a global community that will be updated daily in real time. The project is mind-opening, thought provoking, creating an instant effect, proposing easy-to-use tools, offering the possibility to explore the subject in greater depth at one's own pace.

METHODOLOGIES

The NFCContainer project will connect all generations, called the Perennials. We define Perennials as the pioneers who are reinventing what it means to be strong, innovative, confident persons of any age. This project is not divided into age groups or into categories but will invest in *utopian* projects that will **surprise!** Are we surprised recently? Yes, by a virus that we can't dominate! Therefore, this project will connect visionaries or philosophers, dreamers or doers. Let's forget the past, lets jump into the new, the unknown, the experiment, the discovery and a new honest approach to creating culture through a different global language.

RELEVANCE AND SOLIDARITY – FUTURE-ORIENTED SOLUTIONS

The sum of all the NFCContainers is to welcome artists, designers, architects, researchers, inventors, dreamers, expressing their ideas, sharing them with a broad international audience through a great solidarity of thought. The project will produce culture, togetherness, creating sensorial environments to bring fashion, architecture and

design to a level of enjoyment, creating a solidarity without borders, overruling any limitation of expression and global heritage.

CROSS-NATIONAL – FROM LOCAL TO GLOBAL

The project is born with the aim of connecting with global creative industries from all over the world. Ambitious? Yes, but with digital means we can bring this idea to life. Once we are connected through the digital platforms with all the partners we have in our database, representing long-term relations, friendships and mutual respect, we will go live! This means that with our international partners we will create a new view on fashion and dress through the eyes of different cultures worldwide.

THE MAIN OBJECTIVES

The main objective and the concept of this project is to connect with all the creative industries, bringing together crafts specialists, engineers, researchers, scientists, from different generations and backgrounds to discuss the problems and the solutions of the green economy today. We will create a digital open platform accessible to millions of people worldwide active 365 days a year, where we will discuss, write, critique, speak, design and curate our ideas. We will publish the results of our experiences and will develop a critical platform stimulating other industries to join.

THE PARTNERS

So far, we have contacted and spoken to partners only verbally to communicate our enthusiasm. We started recently, during the pandemic, to write and to create this project but when speaking to our eventual partners, friends, relations, artists, designers, architects and researchers, publishers, AI developers, they are immediately stimulated and willing to participate. Partners and funding will be found in institutions and global organisations focusing on the welfare and well-being of our planet's inhabitants.

THE TARGET GROUPS

Our target is broad; we want millions of active, curious people, citizens and travellers, no limit on age or career path. That's why we want to be visible in the city centres, on marketplaces, in shopping areas, and in new young and suburban areas where young and old mix in a common dialogue creating a cultural environment within commuting distance of the city centre. We want to share the emotions of our industries with the broadest audience possible.

PRODUCTION AND REALISATION

This project is a daily conversation with stakeholders, friends, believers. It is conceived to be local and global and therefore free to challenge the unknown. Every day will be a new step forwards; we, the partners, will succeed.

D. THE PARAMETERS FOR SUCCESS

The NFCContainer project is unique – no other project is similar;
The NFCContainer project reflect today's social and cultural processes;
The NFCContainer project aims to attract numerous targets;
The NFCContainer project will connect different social groups;
The NFCContainer is cost reducing;
The NFCContainer project is sustainable;
The NFCContainer project attracts a participating audience;
The NFCContainer project is a platform for understanding fashion;
The NFCContainer project is accessible;
The NFCContainer project is dynamic;
The NFCContainer project uses the most advanced digital technologies;
The NFCContainer creates a new collective;
The NFCContainer project has a voice;
The NFCContainer project connects people
The NFCContainer project is connecting countries, cities, people;
The NFCContainer project will succeed thanks to its perfect timing!
The NFCContainer project is the answer for a Fashion Industry in crisis!

E. THE NFCONTAINER PROJECT: PART OF THE SOLUTION

THE NFCContainer project wants to be part of the solution, not part of the problem.

The statistics around sustainable fashion are remarkable; indeed, we have been bombarded with numbers, but can we speak about shocking changes? Do the numbers have an impact on our conscious minds? Not only the numbers but also the horrors such as the high carbon emissions of factories producing our garments, as well as the exploitation of resources or the exploitation of workers, seem vague, far away, abstract. We don't see the workers in the factory; we don't see the carbon emissions polluting the environment every time we buy a new shirt or dress, nor do we see what happens with the clothing if we don't buy them or discard them. The depletion of natural resources is a fraction of the agony of planet and people. It feels that there's a lot untold, neglected and left behind. Which unfortunately creates space to 'greenwash': it is easy to say that you are 'eco-friendly' or 'fashion conscious' when there is no universally understood definition. We think we are sustainable, but are we? Consequently, people buy guilt-free

while contributing to the problem. The concept of sustainable fashion should be underlying the entire fashion system: the way we design, produce, manufacture, source, outsource, ship, deliver, sell, buy, wear, care for and dispose of. Understanding and participation. Because the best we can do is ACT! We should DO, and CHANGE! BE sustainable, CREATE sustainable, DREAM sustainable! But also: we don't have to reinvent the wheel. Old crafts and tools are often eco-friendly. We can swap and borrow (or through an economic model: rent); use what we have and take care of it; we can sew, repair, transform; re-use; up-cycle – techniques we have used ever since humans existed.

Luckily, a new generation of designers is committed to designing in a sustainable way. There is a tendency of young creators to think about urgency, practicality, normality. Designers who look back to their own heritage and help people from their own community, using old and dying techniques that are beautiful and durable! Often their own culture offers rich resources in terms of fabrics or skilled workers. They create up-cycled, never-the-same collections. They produce in a short loop, locally, where everyone knows who is where in the process. They have real know-how instead of good (or bad) connections with a factory. If we, curators, artists, designers, producers, communication agents and consumers, participate in the fashion system, if we reflect while we design, produce, promote or buy, we can be more demanding and ask for transparency and clarity. We will be able individually to reduce where we can, expensive packaging, reduce the samples for expensive collections, reduce expensive trips abroad for photoshoots in eccentric locations. Finally, education is key! We should be educated so we can create our own truth and individual definitions. The NFCContainer project wants to be part of the solution, offering a new way to make fashion attractive again.

Here are some remarkable statistics.

Second to oil, the clothing and textile industry is the largest polluter in the world; the United Nations Climate Change News states that the fashion industry contributes 10% of global greenhouse gas emissions due to its long supply chains and energy intense production. 73% of produced garments are burned or end up in landfills. Around 12% will probably end up being shredded and used as cleaning materials. Less than 1% of what is collected will be used to make new clothing. Nearly 20% of global water waste is caused by the fashion industry. 20,000 litres of water

are needed to produce one kilogramme of cotton; It takes more than 5,000 gallons of water to manufacture just a T-shirt and a pair of jeans. Cotton farming is responsible for 24% of insecticides and 11% of pesticides, despite only using 3% of the world's arable land. The textile industry in China is one of the top three water-washing industries discharging over 2.5 billion tons of water waste a year. About 15% of fabric for clothing ends up on the cutting room floor; up to 95% of textiles that end up in landfills could be recycled. The level of CO2 carbon dioxide in the atmosphere has risen astronomically since the industrial revolution, until now billions of tons of CO2 are sent into the atmosphere every year from burning coal, oil and gas. There is no sign of these emissions starting to fall rapidly as is needed. The felling of forests for elevating cattle, and producing soy and oil is a big contributor to carbon emissions. The temperature of the planet started to climb steadily two centuries ago. Greenland has lost almost 4 trillion tons of ice since 2002. Sea levels are rising as ice on land melts and hotter oceans expand. Wind and solar energy are a solution, but aviation and farming are not under control. The global fleet of electric cars is still small. The rise of SUV cars – 200 million of them – challenges the reduction of CO2 gas emissions (data from the Guardian – figures of September 2019). According to the Lenzing group, the world's textile consumption was at 95.6 million tons in 2015, 62.1% of which were oil-based synthetic fibres like polyester, 25.2% cellulosic and protein-based fibres like cotton, 6.4% wood-based cellulose fibres, 1.2% wool and 1.5% other natural fibres. The industry is a big contributor to the economic welfare of several economies around the world. Therefore, there is an insatiable demand for clothing and consequently there is water pollution, air pollution and solid waste pollution. One citizen causes 10,000 kg of carbon dioxide a year; that means about four hectares of forest or that 43 trees need to be planted to compensate for one person's emissions a year. **Here is some positive news:** the "Fashion Pact": 30 fashion and luxury companies, representing 147 labels, step up for the environment under the leadership of Kering CEO François-Henri Pinault (2019) / Zara committed to use exclusively sustainable cotton and recycled polyester by 2025 / leather recycling has been started / companies like NO NASTIES uses only 100% organic cotton / some brands are calculating their carbon offsets quantifying the monetary value and managing its use of natural sources / Gucci and Burberry have invested in projects that aim to stop deforestation / offsetting means that companies have to assess the impact they are having on the environment,

but this doesn't directly improve the issue at hand / a study published by Science Magazine argued that planting billions of trees across the planet is "the best climate-change solution available and could remove up to two-thirds of all the emissions produced to date / some say that change begins at home / by 2020, so right now, pressure on India's water, air, soil, and forests is expected to become the highest in the world thus becoming the country most vulnerable to climate change / ask therefore who made your clothes / ask for transparency / avoid e-commerce as it has to be send by air / buy local products / re-use / recycle / source (notjustalabel 2019) / living sustainably is our future.

Sincerely,

Linda Loppa
www.lindaloppafactory.com
loppa.linda Instagram

September 2020