

WORTH PARTNERSHIP PROJECT, WHEN TECHNOLOGY AND CREATIVITY OF SPANISH DESIGNERS TRANSFORM PRODUCTS INTO EXPERIENCES TO IMPROVE THE QUALITY OF LIFE AND THE ENVIRONMENT

28 January 2021 – A 3D knitwear collection developed with a unique software, a bioplastic “living” rain jacket, the first flexible digital price tag on the market capable of communicating with retail stores and e-commerce and live cladding with light and sound for interior architecture, furniture and art.

These are just some of the Spanish projects selected within the WORTH Partnership Project, the largest creative incubator in Europe, that shows how technology can renew design.

"Technology can undoubtedly help to innovate design, giving life to one-of-a-kind furniture items, clothing and materials that carries us towards a more sustainable future, environmentally conscious and attentive to people's quality of life," explains Korinna Mollà, coordinator of WORTH Partnership Project.

Funded by COSME, the European Union's program for the competitiveness of small and medium-sized enterprises, WORTH Partnership Project is the largest European incubator in the creative field, with 152 selected projects involving 345 partners from 34 EU-COSME countries - from France to Germany, Spain, UK Italy, not forgetting Holland, Slovenia, Moldova, Estonia, Sweden, Finland, Montenegro, Serbia, etc. This European Commission project is a unique laboratory where European designers can experience the benefits of transnational collaborations and participation in an internal market of over 500 million people.

Below are some of the WORTH Partnership Project projects involving Spanish designers or companies. The complete list of projects is available on the WORTH website, and images are available [here](#).

3D knitwear on demand

3D knitwear collection developed with a unique software

Countries involved: The Netherlands, Belgium, Spain



The challenge: the challenge of this project was to design a distinctive garment, a recognizable style, that functions well in the knitwear on demand supply chain.

The project: [Virtual 3D knitwear design template with a variety of shapes and sizes](#). Each design is built from building blocks that can be used to create a personalised piece of knitwear. The idea is to create a template and connect it to the Shasize virtual fitting tool. This approach requires two types of building blocks: visual (virtual design in Clo3D) and in Knitcode (3D knit patterns). The project will connect three processes that make personal knitwear

possible on a potentially large scale.

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1. Virtual knitwear design built up as a modular collection, offered to consumers in an attractive package.
2. Virtual fitting connected to digital tailoring: dressing people instead of selling (standard-sized clothing).
3. Creating personalised knit-code to operate 3D knitting machines and produce personal knitwear for real.

The partners of the project:

- **New Industrial Order (Netherlands)** fashion-tech designer brand that makes 3D printed knitwear on demand. They create personalised knit-code for 3D knitting machines that they use as 3D printers, to save waste and energy in fashion. It started as a design research project to create a sustainable fashion supply chain by developing technology for clean, fast and local design and production anywhere in the world. Now it forms part of the EU-subsidised Climate KIC Accelerator.
- **Shasize (Belgium)** spinoff from doctorate research in Anthropometrics completed by Femke Dankaerts at the University of Antwerp. Shasize is in the validation phase of the technology and in the early start-up phase with co-founder, Wouter van Putten. Femke Dankaerts holds a Master of Applied Sciences in Industrial Electronics and is currently working on her doctorate in Anthropometrics at the University of Antwerp.
- **Parrillus (Spain) Parrillu's** has been co-developing and producing the 3D printed Knitwear by The Girl and the Machine since 2016. Parrillu's is a family business which is fully equipped with all the latest machinery and technology (Shima Seiki whole-garment, flat knitting machines, 3D computers). Parrillu's is an ideas laboratory that produces a wide variety of knitwear for well-known luxury brands.

Future Wardrobe

Bioplastic "living" rain jacket

Countries involved: Spain, United Kingdom

The challenge: Countering fossil fuel-based textiles and synthetic dyes extraction, production, uses, and end of life within the fashion and textile industry. Humans' disconnection to non-human nature causes rampant overconsumption of anthropocentric products. Textiles and garments are produced, worn, and discarded with no regard for people, planet, and non-human organisms. We are at the dawn of algae research for material development and symbiotic systems for coexistence and planet-centric design. Algae is suitable as a biodegradable textile material, as a natural pigment or as a potential energy and oxygen source.

Future Wardrobe is a material-based proposal where micro-algae is grown and nursed as a companion, harvested, and used for the material within the garment. The challenge is to merge biotech and fashion, demonstrating innovation in materials, technologies, and digital fabrication and mutating the concept of wearables to a human-microorganism symbiosis.



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The solution: Future Wardrobe is [a bioplastic “living” garment](#), drawing on the hydrophobic properties of alginate, allowing the garment to host living algae in a continuously circulating liquid chamber. The “future” feature is a biome where the algae can interact with the wearer, through movement, sound, and environment. The project will showcase algae’s potential uses as a non-polluting energy and light source, air purifier, food source, and future textile fabrication. The design will follow circularity principles by creating a fully biodegradable material, sourced locally, minimizing negative impacts on people, place, and non-human organisms.

The partners of the project:

- **LARA CAMPOS (Spain)** textile artist, designer and biomaterials researcher, blurring boundaries between materials, technology, and biology. She believes that design can open space for dialogue between humans and other living beings, enriching respect and coexistence.
- **CATHERINE EUALE (Spain)** textile artist (and activist) focused on natural material exploration, sparking dialogues between humans and non-human organisms, and advocating for planet-centric design. Her work aims to merge cloth with earth and mirror the deep relation with the “other” – people, planet, animals, and the interconnected web of being.
- **BIOBABES (United Kingdom)** experienced designers, Thora Arnardottir and Jessica Dias, represent the international collective, BioBabes, a feminist group of makers, designers, and researchers engaged in the redesign of relations and interactions with our living environment. They work to disseminate bio-design to a broader audience with innovations related to the emerging field through wearables that incorporate living organisms and biosynthetic processes.

Tagenea

The first flexible digital price tag on the market capable of communicating with retail stores and e-commerce

Countries involved: Spain, Montenegro



The challenge: to drive the digital transformation and competitiveness of traditional stores, enriching the shopping experience for the customer and provide tools for the synchronisation between e-commerce and the physical stores.

The solution: the project will produce [price tags for garments including a wholly new symbology](#) (6-8 new symbols) to guide the customers during the shopping experience, relating social media and other relevant

online information, and produce 8-10 realistic mock-up images showing the use of Tagenea’s tags in different applications. The labels will allow the customer to manage the information dynamically, transferring the online shopping experience to physical commerce; they will be focused on installing and identifying each item individually. The strategic objective of the Project is to provide digital tools to traditional commerce to compete with the growing, aggressive and competitive pricing of the online channels, to support and promote local economy.

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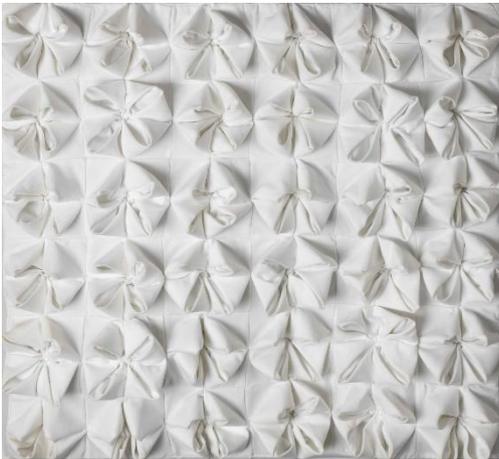
The partners of the project:

- **ANDER DE BUSTOS (Spain)** TAGENEA is a newly created company born with the objective of developing and marketing the next generation of 100% flexible digital labelling for the retail sector.
- **QQRIQ (Montenegro)** is a visual communication company that works in the field of Design where interaction through design towards potential customers is number one on its list of priorities.

i-Morfé

Live cladding with light and sound for interior architecture, furniture and art

Countries involved: Spain, Italy



The challenge: the aim of this project is the aim is to turn the viewer into the protagonist, and to give them a place of rest and away from stress for a few minutes.

The solution: iMorfé arises from the Darwinian concept of adapting the individual to the environment and proposes an investment of roles: That it is the medium that suits the viewer, in an environment conditioned by Information overload and infoxication, reinforcing the individual identity. [Its design based on origami, ancestral paper folding technique](#), will be done by hand and then integrated into a set with technology based on music, light and movement, giving it the ability to react. All this, carried out mostly in ecological materials, bringing sustainability

by flag and returning mostly where nature belongs.

The partners of the project:

- **UNIVERSO EIRIN (Spain)** is a design studio, in Seville. The designer has never stopped creating and developing products and spaces with contemporary designs. The versatility of her work and more than twenty years' experience in the interior design and decoration sector have led to her exhibiting at the Thyssen-Bornemisza in Madrid. Mercedes Eirín's work has won several major prizes.
- **Subway Lab (Italy)** is an organisation sum of visions on the visual communication sector, on the video story, on the web of a group of people.

WORTH Partnership Project

A European Commission initiative that aims to support collaboration between PM and start-ups of designers, producers and technology companies to create new products and implement innovative and disruptive ideas. The initiative is implemented by a consortium across Europe, with the belief that creative industries (SMEs and start-ups) are the main drivers of economic growth in Europe.

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The WORTH Partnership Project is funded by COSME, the European Union Programme for the Competitiveness of Enterprises and Small and Medium-sized Enterprises.

Consortium:



AITEX Research Institute. Project Leader - Centre of excellence in applied research and advanced technical services for industry



KEPA Business and Cultural Development Centre - Intermediary authority and management of support programs for SMEs and entrepreneurs



IED Istituto Europeo di Design- International Institute of Higher Education specializing in design, creativity, communication and management



DAG Communication - Communication agency with experience in complex projects around the world and with a special approach for different target media



AA Avvocati Associati Franzosi Dal Negro Setti - Law firm with a strong reputation in the field of intellectual property law (design, trademarks, patents, copyrights, advertising, unfair competition) and in a range of business and commercial affairs at European level

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