



NEW YORK
GARMENT DISTRICT
PILOT PROJECT

FROM NAMKYU'S COLLABORATIVE MFA THESIS, 2013

ALTERNATIVE FASHION PROCESS:
DESIGN-LED RESEARCH

**FASHION
LAB**

ALTERNATIVE FASHION OUTCOME:
(CULTURAL) TOUR/SERVICE

Question

What other things can fashion designers do in society (rather than making unnecessary clothes to consume)?

Goal

To critically reflect on normative practices of fashion design

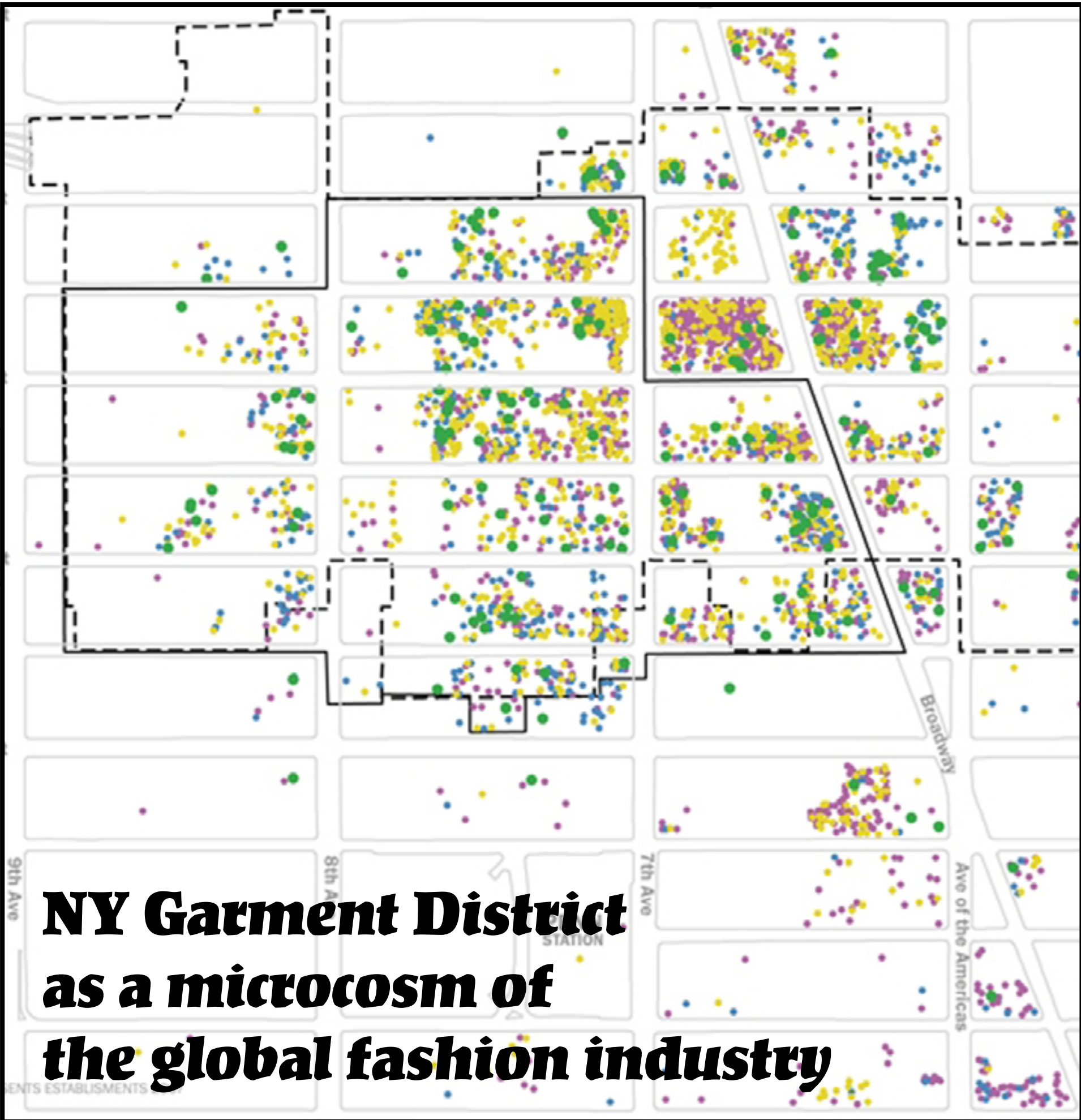
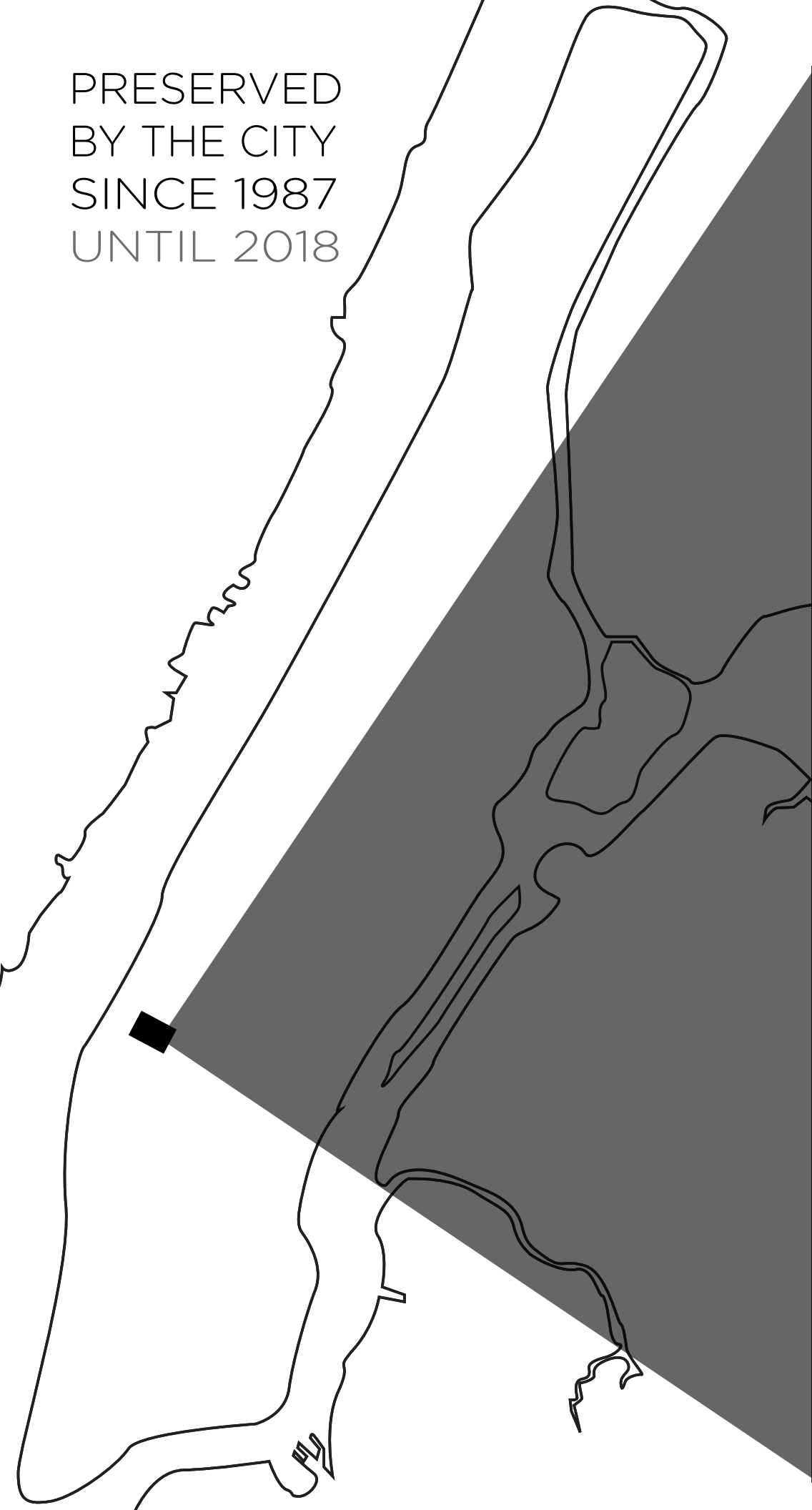
To demonstrate alternative fashion practices

To implement different (design) methods in the context of fashion

To search for fashion (design) thinking

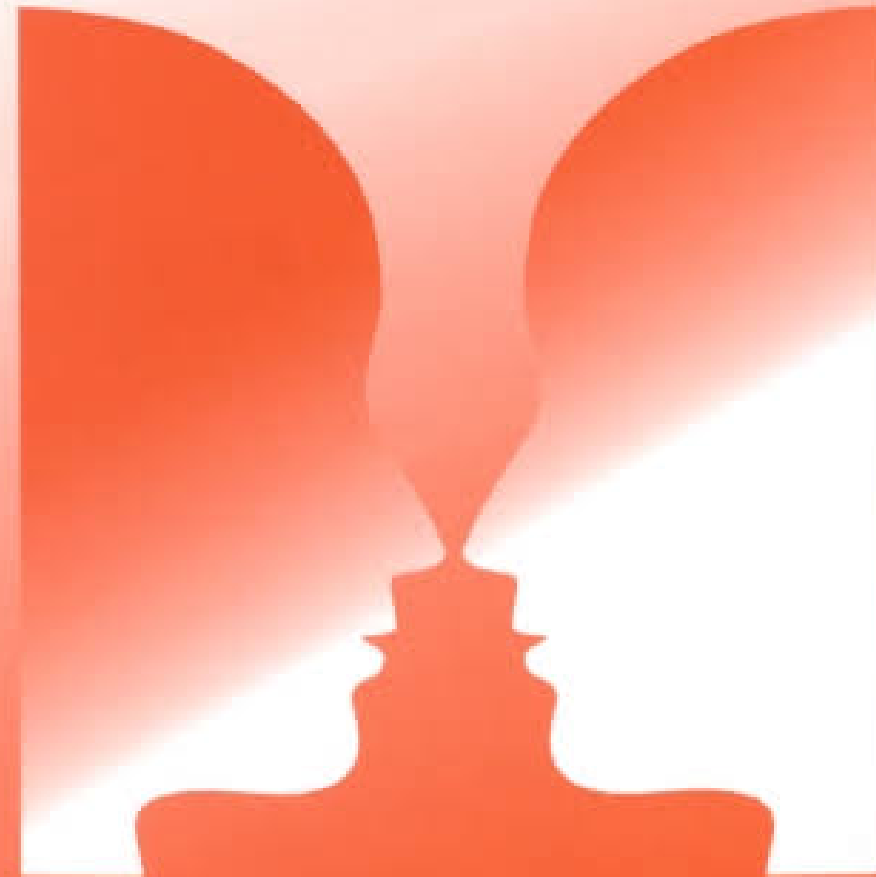
WITHOUT MAKING A SINGLE PIECE OF CLOTHES!

PRESERVED
BY THE CITY
SINCE 1987
UNTIL 2018



Steinar Kvale

InterViews

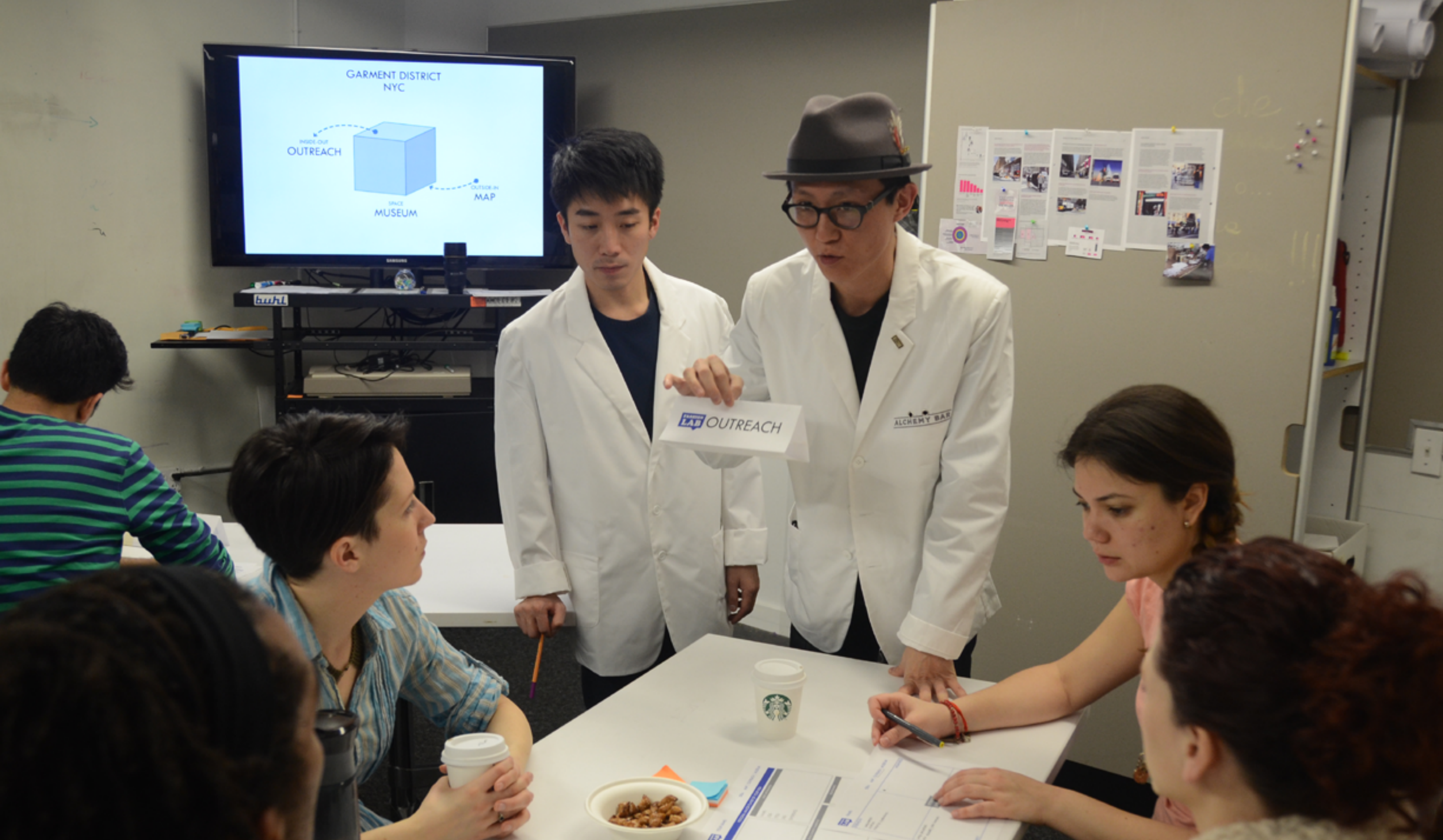


An Introduction
to Qualitative
Research
Interviewing

CONVERSATIONAL INTERVIEWS WITH DESIGNERS IN DIFFERENT SITUATIONS







OUTDOOR SURVEYS WITH LOCALS



CO-DESIGN WORKSHOPS WITH MULTIDISCIPLINARY EXPERTS

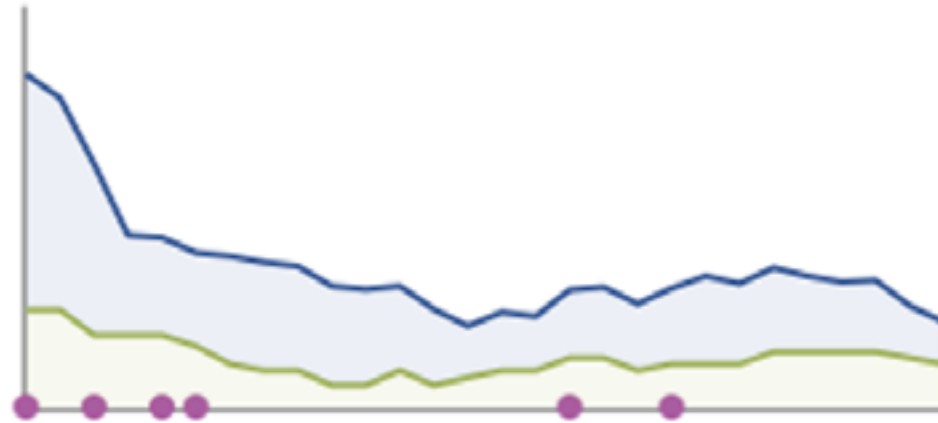
New Likes

See All

-  **Christopher Taylor Edwards**
20 hours ago
-  **Rebecca Anne Tischler**
22 hours ago
-  **Eulani Labay**
23 hours ago
-  **Francesca Sammaritano**
about a week ago

Insights

Your Posts Talking About This Reach



See All

Invite Friends

See All

-  김수현 ×
 -  Hayoung Kim ×
 -  Hye Young Kang ×
- [Show More](#) ▾

See Your Ad Here

Fashion Lab NYC



FASHIONING INNOVATION VIA COLLABORATION! We help the fashion industry redefine innovation to design...

Like · Namkyu Chun likes this.

Advertise Your Page

Now

2013

Created

FASHIONING INNOVATION VIA COLLABORATION



Fashion Lab NYC
145 likes · 5 talking about this

✓ Liked

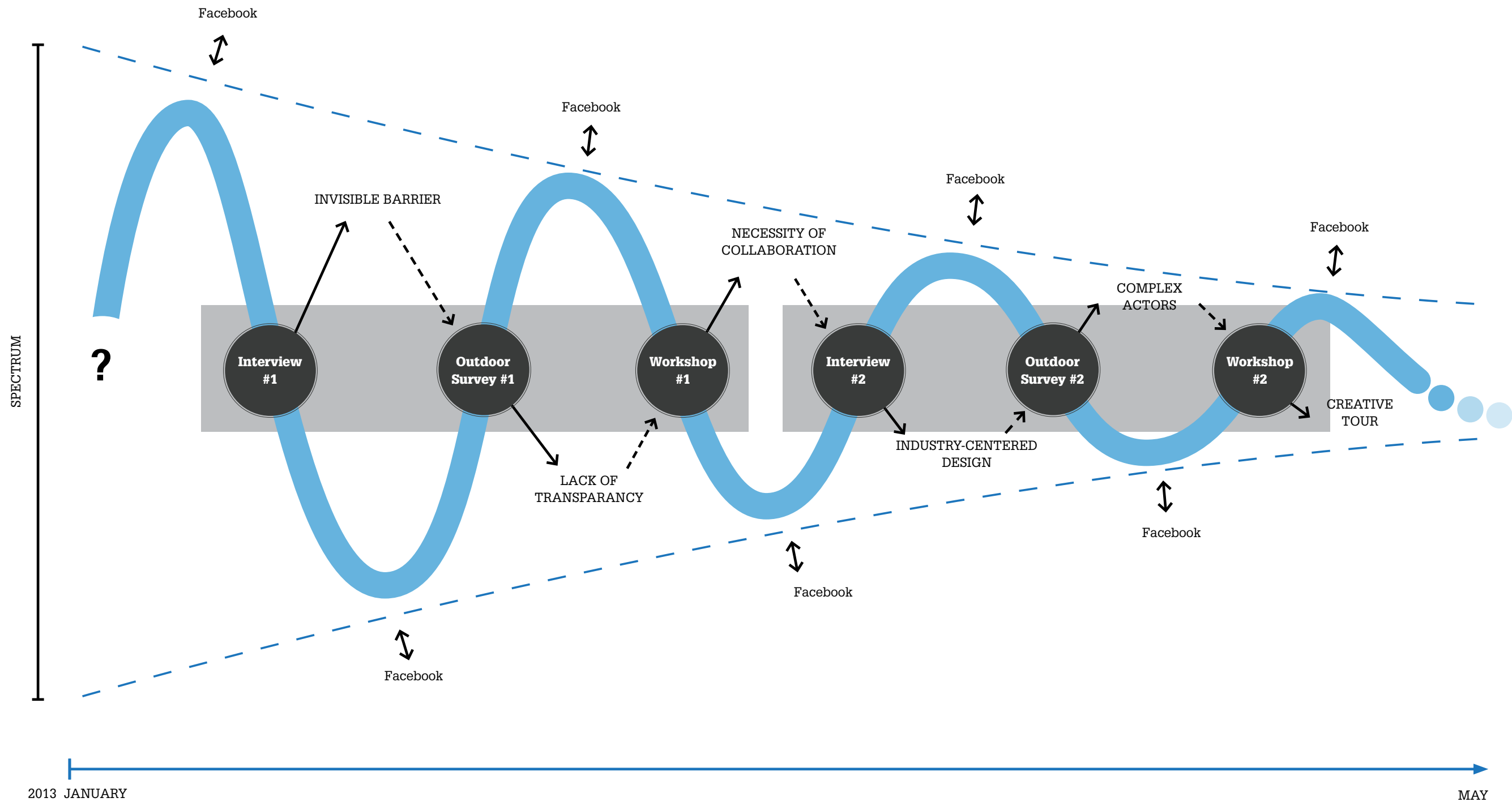
Community

FASHIONING INNOVATION VIA COLLABORATION! We help the fashion industry redefine innovation to design better relationships with others.

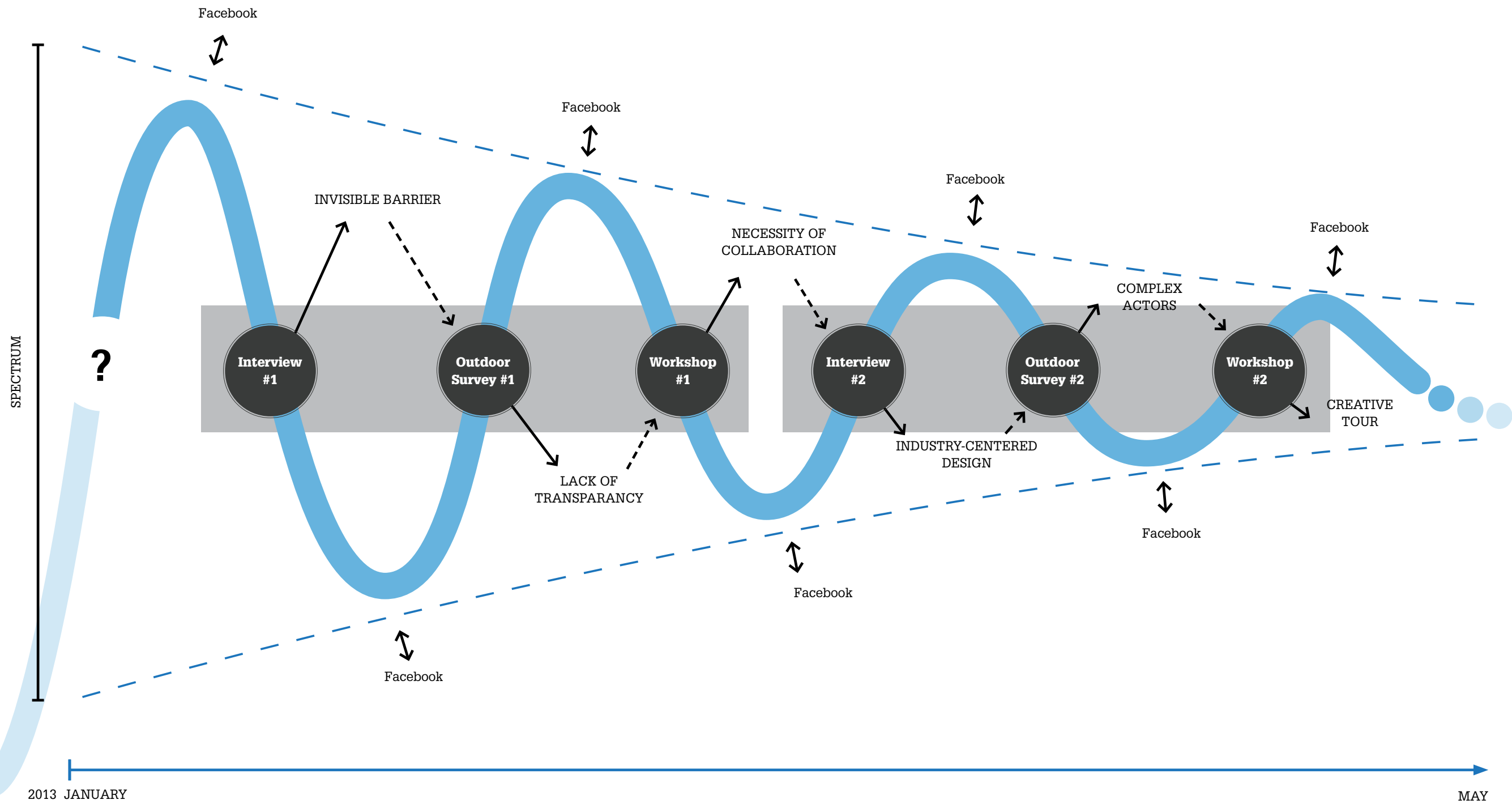
SOCIAL MEDIA WITH LARGER AUDIENCES



Path-dependent process

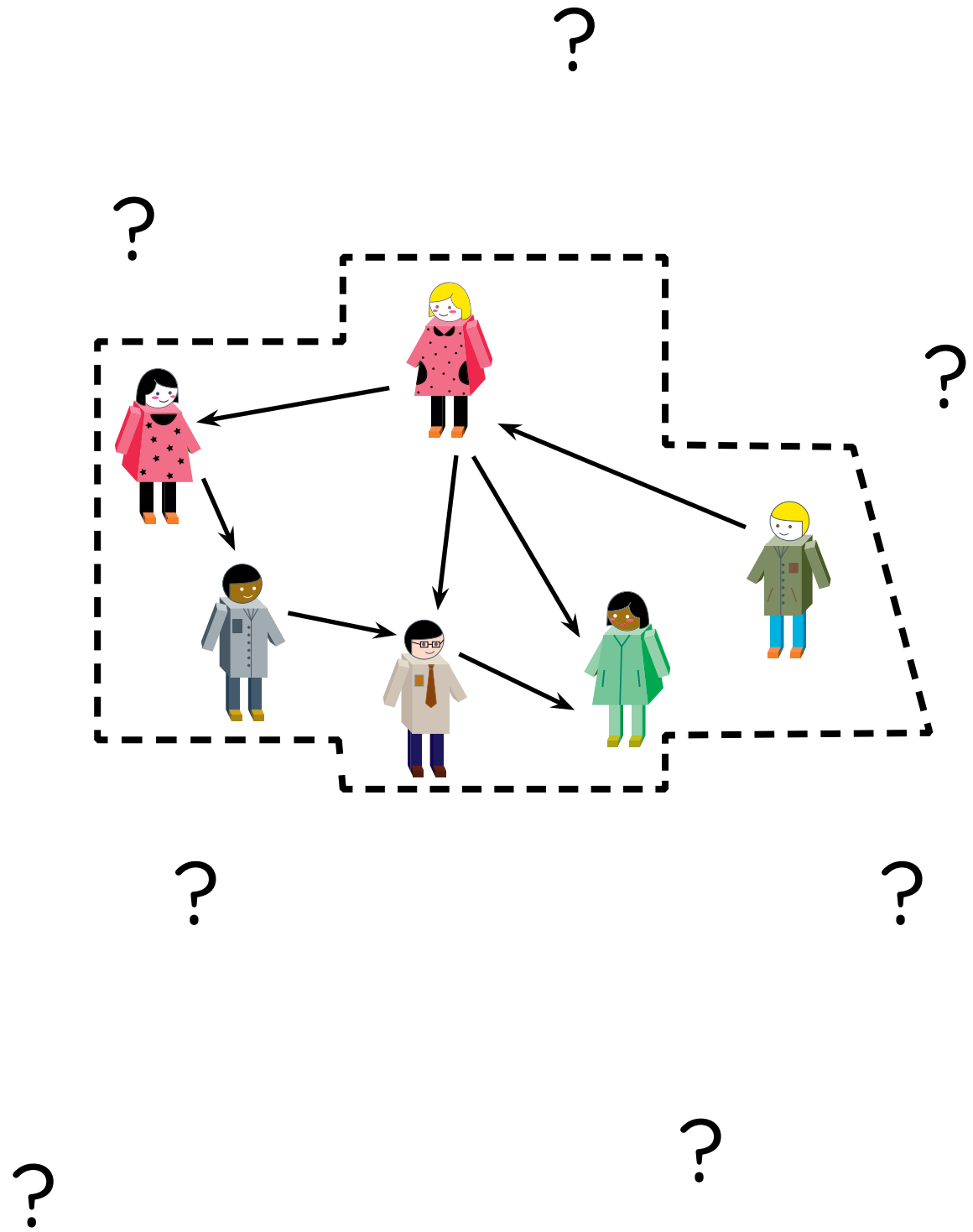


Path-dependent process

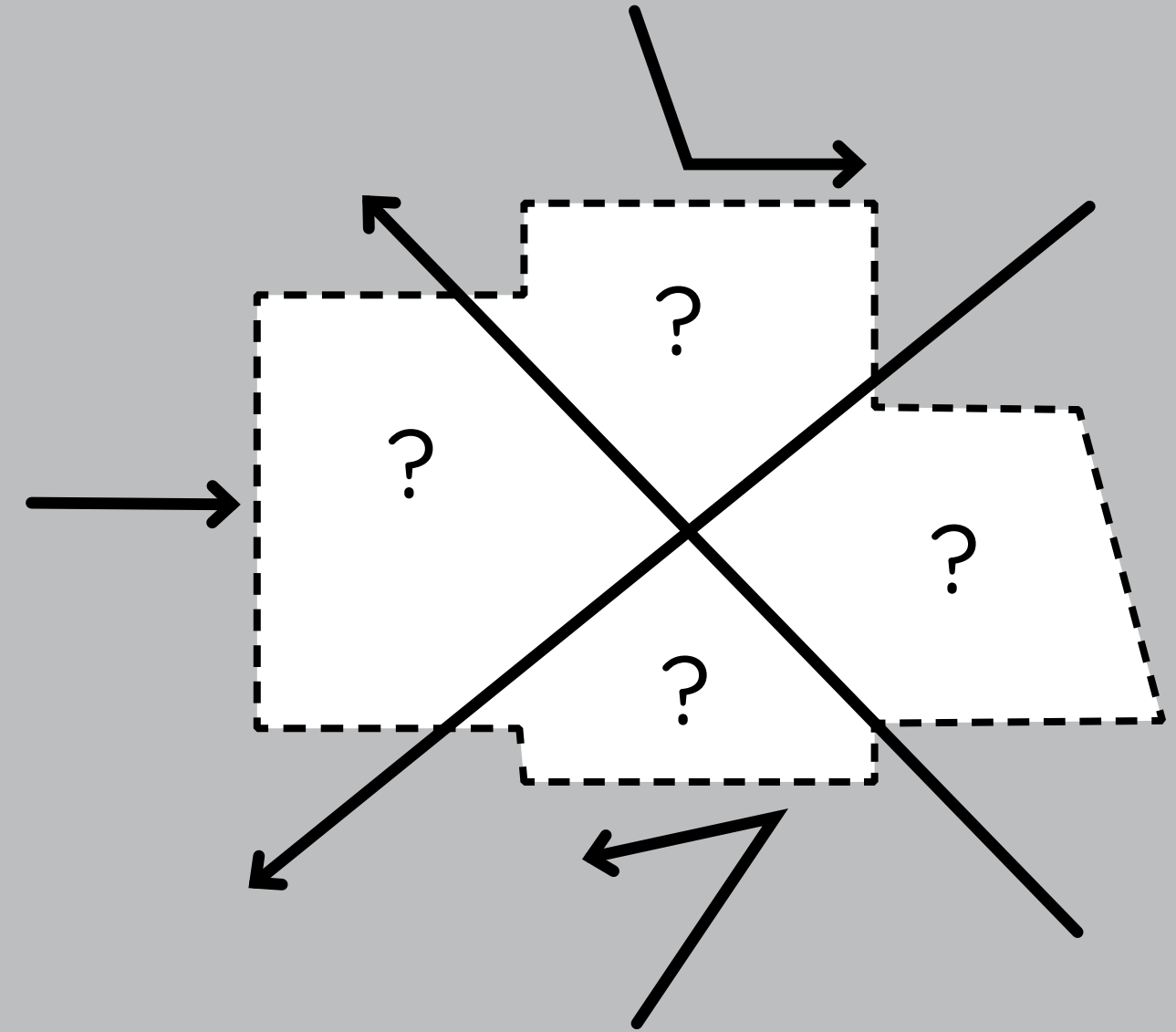




DISTRICT INSIDERS



DISTRICT OUTSIDERS



Summary

Activity	CONVERSATIONAL INTERVIEW	OUTDOOR SURVEY	SOCIAL MEDIA	CO-DESIGN WORKSHOP
Goal	Problem Identification	Provocation	Communication	Cocept Ideation
Participants	Local Fashion Designers	Garment District Insiders	Fashion In- and Outsiders	Multidisciplinary Experts
Space	Interview Related	Garment District	Online	Project Room
Role	Disconnect Specialist	Bridge Maker	Cultural Translator	Knowledge Broker
Transaction	Deep Insight	Question and Answer	Multimedia Information	Expertise and Knowledge
Tools	Camera, Voice Recorder	Softwalks, Survey Card	Facebook	Workshop Frameworks

THE SITUATION

Topical, theoretical
and/or methodological
background of your project

How do you define the context?
Who are the main actors/authors/organizations?
Why/how does it matter to you?

THE CHALLENGE

Issue/gap/problem/opportunity
that you want to address
through your project

What is your proposal to the challenge?
What interests/bothers you from the situation?
And why?

Thesis Fourfold

THE VALUE

Academic/practical
contribution and implication
of your project

Why does the project matter and to whom?
Why is your action better than alternatives?
How does the project impact on the challenge?

THE ACTION

Process/outcome of your project
in specific time and space
with someone

What do you actually do to address the challenge?
What are expected outcomes?
How do you implement?

Fashion Lab Fourfold

THE SITUATION

- Too many relationships are entangled globally and locally in the fashion system.
- Fashion design is too commercial and unsustainable.
- Fashion students mostly chase the image of star designers.
- Sustainability movement made a limited impact to the global fashion industry.

THE CHALLENGE

- The fashion system is too complex to understand.
- Actors in the fashion system have no idea where to start.
- Fashion design has remained the same without critical reflections on its own practice, compared to generic design.
- Fashion students don't know alternative practices of fashion.
- Fashion design needs to evolve to go beyond its own bubble.

- Using the NYC Garment District as a pilot to scale.
- Demonstrating alternative practices of fashion.
- Engaging with diverse actors to find answers, instead of giving the solution.
- Discovering what values fashion (design) carry that are distinctive.

- NYC Garment District is a microcosm of the fashion system.
- Alternative practices of fashion can be tested in the District.
- Developing the alternative fashion process and outcome with actors in the District.

THE VALUE

THE ACTION

***What
other things
can fashion
designers do
in society?***

***How do
fashion
designers
actually
work?***

***What
other things
can fashion
designers do
in society?***