

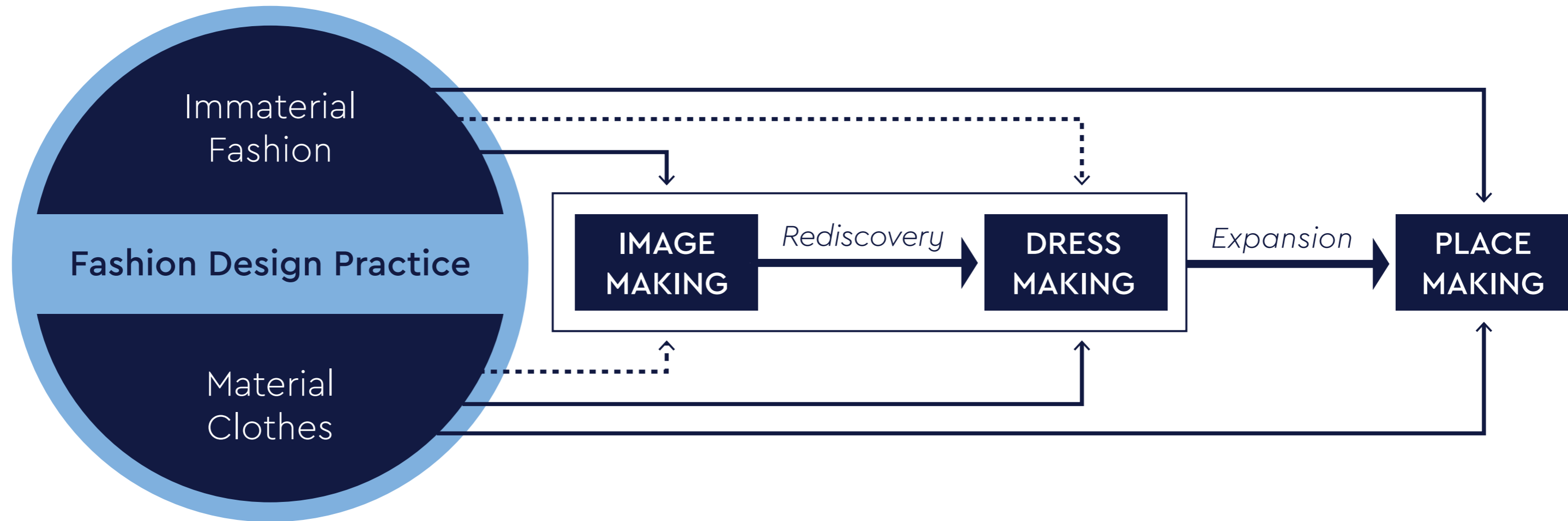
# **RE** (*DIS*) **COVERING** *FASHION DESIGNERS*

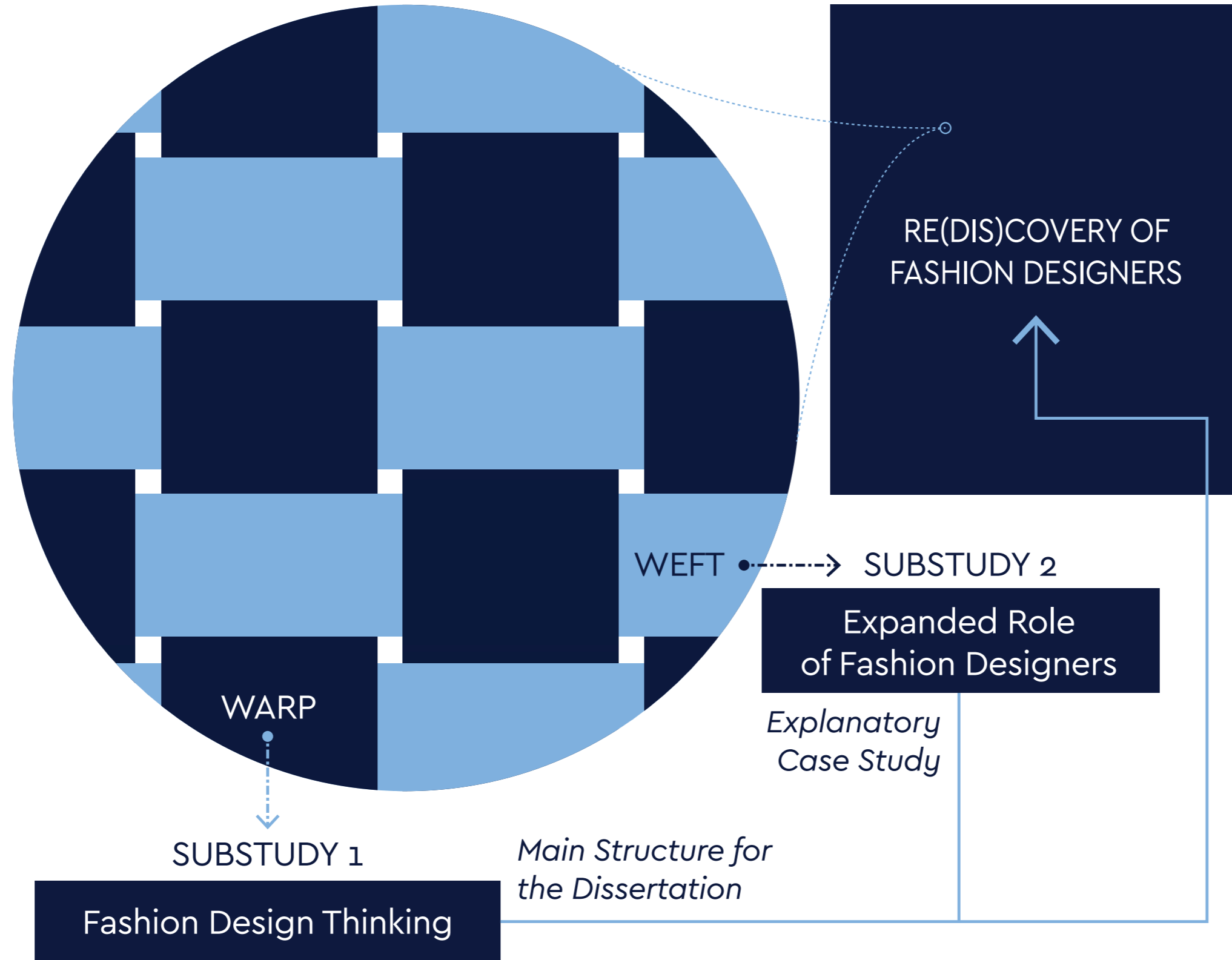
*Interweaving Dressmaking and Placemaking*

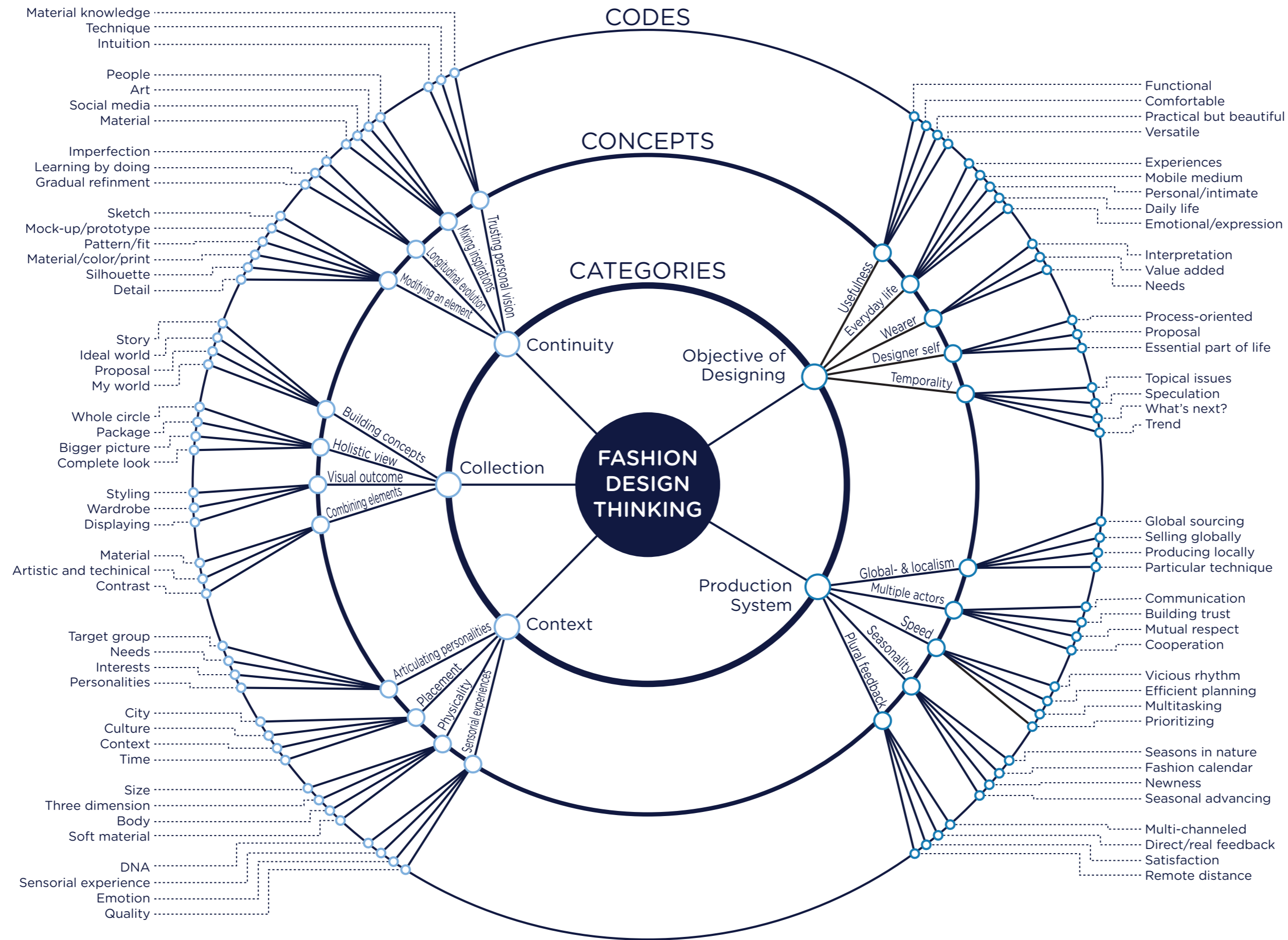
**NAMKYU CHUN**

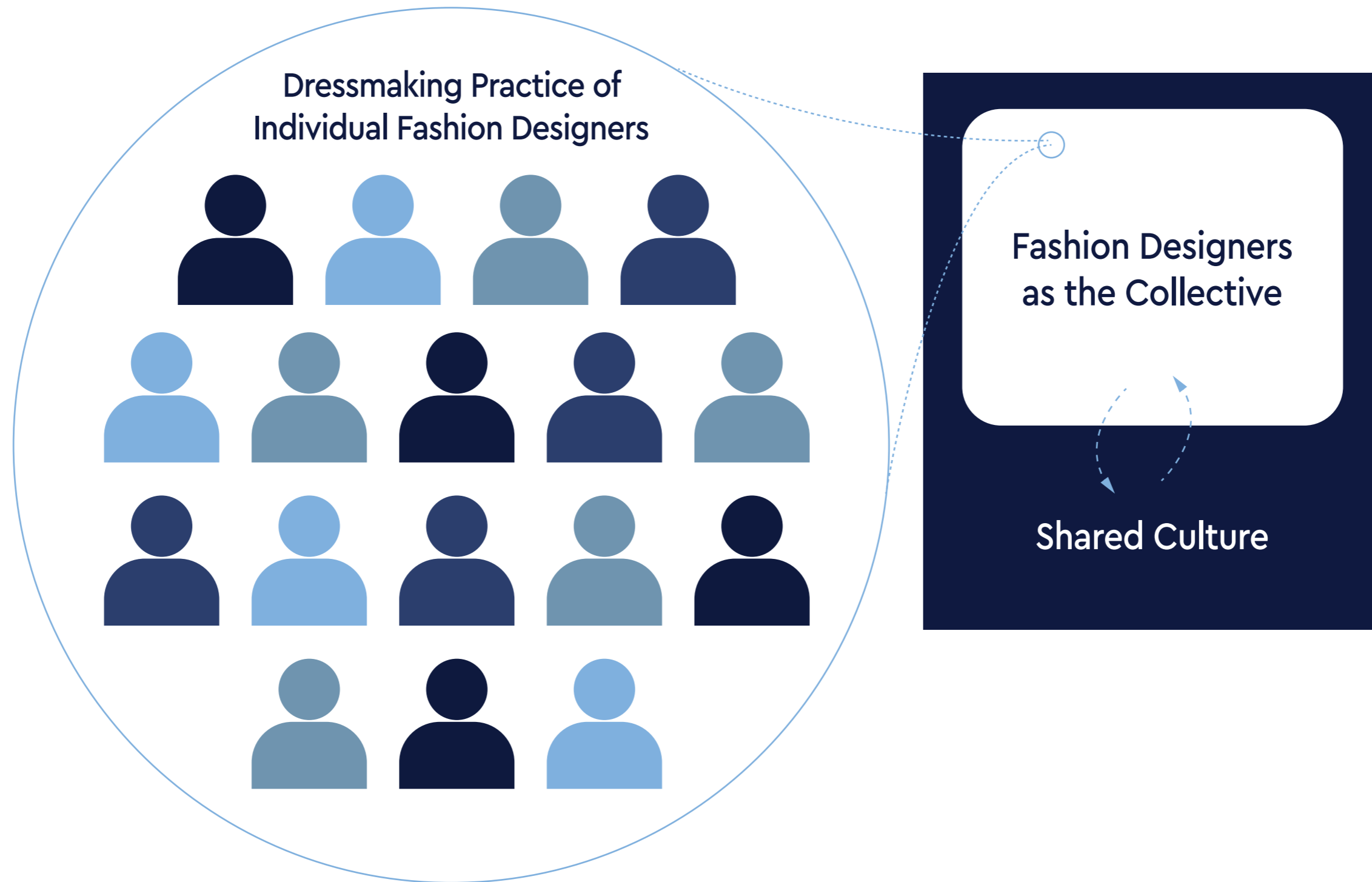


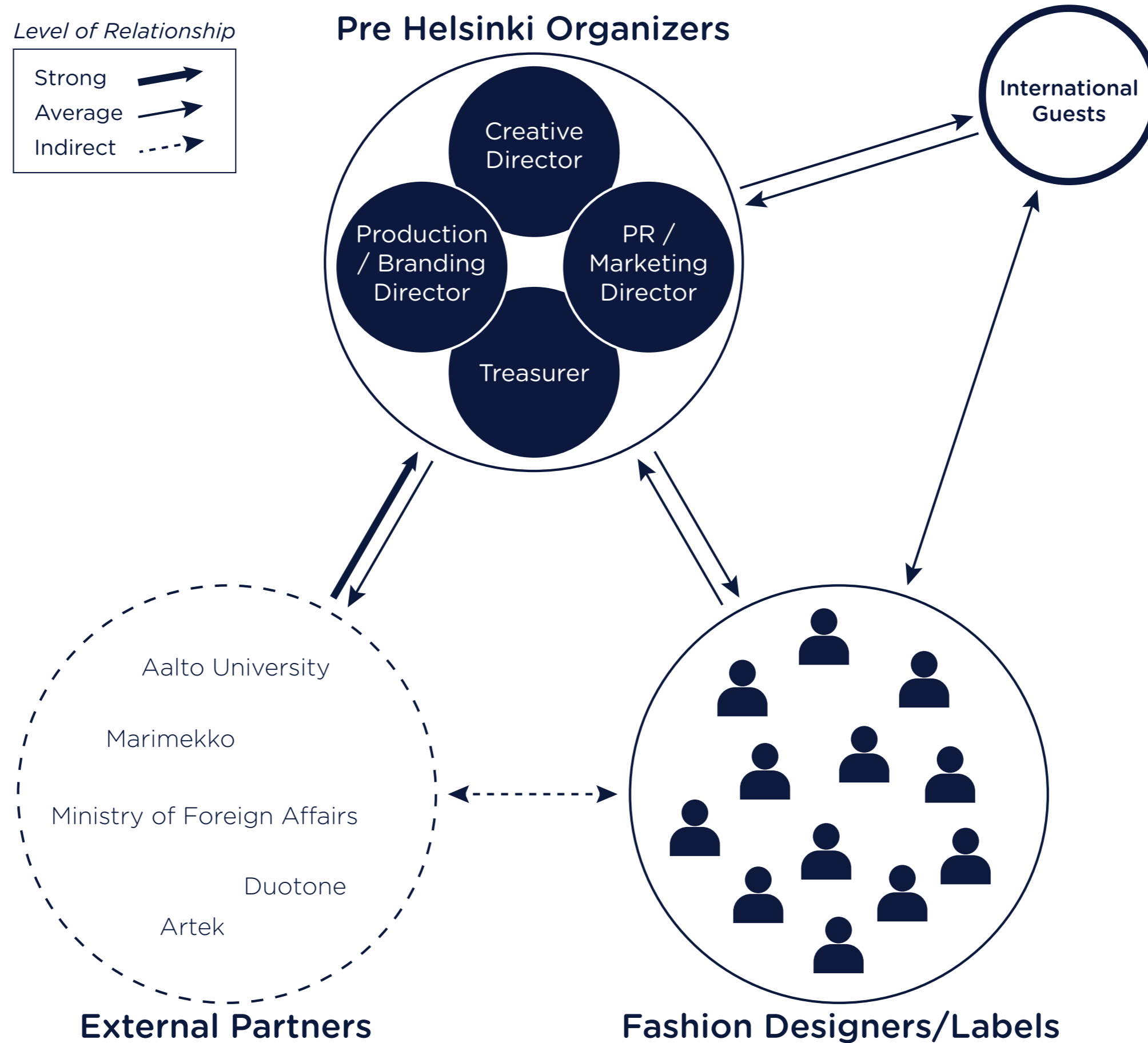
# INTRODUCTION

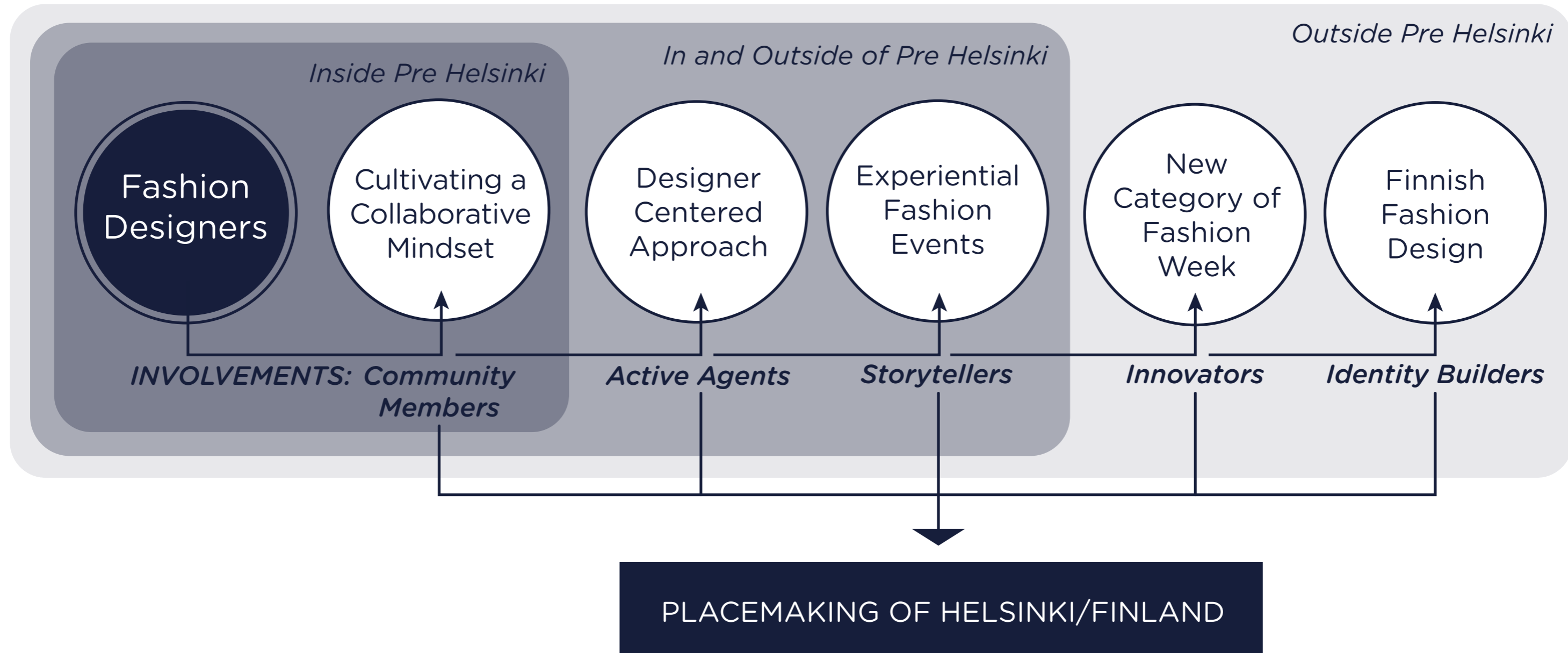












# STUDIES WOVEN TOGETHER

FASHION DESIGN THINKING			DESIGNERS' INVOLVEMENT				
CATEGORY	SUB-CATEGORY	CONCEPT	I1	I2	I3	I4	I5
Fashion Design Culture (Internal)	Objectives of Designing (Meaning)	Usefulness	■	■			
		Everyday Life	■	■	■		
		Wearer	■	■	■	■	
		Designer Him/Herself	■	■	■		
		Temporality	■	■	■		■
Fashion Design Practice	Continuity (Process)	Trusting Personal Vision	■	■	■		■
		Mixing External Sources of Inspiration	■		■		■
		Longitudinal Evolution of Design			■		■
		Modifying a Specific Element of Design					■
	Collection (Outcome)	Building Design Concepts	■	■	■	■	■
		Having a Holistic View	■		■	■	■
		Stressing the Visual Outcome	■	■	■	■	■
		Combining Different Elements		■	■	■	■
	Context (Use)	Articulating Personalities		■	■		
		Placement of the Design		■	■	■	
		Negotiating the Physicality in Use			■		
		Creating Sensorial Experiences through Materials	■	■	■	■	
Fashion Design Culture (External)	Production System (Material)	Coexistence of Globalism and Localism	■	■	■	■	■
		Multiplicity of Actors	■	■		■	
		Speed	■				
		Seasonality				■	
		Plural Feedback	■	■	■	■	■



A scene from the Pre Helsinki 2016 program



# RE (*DIS*) COVERING FASHION DESIGNERS

*Interweaving Dressmaking and Placemaking*

NAMKYU CHUN



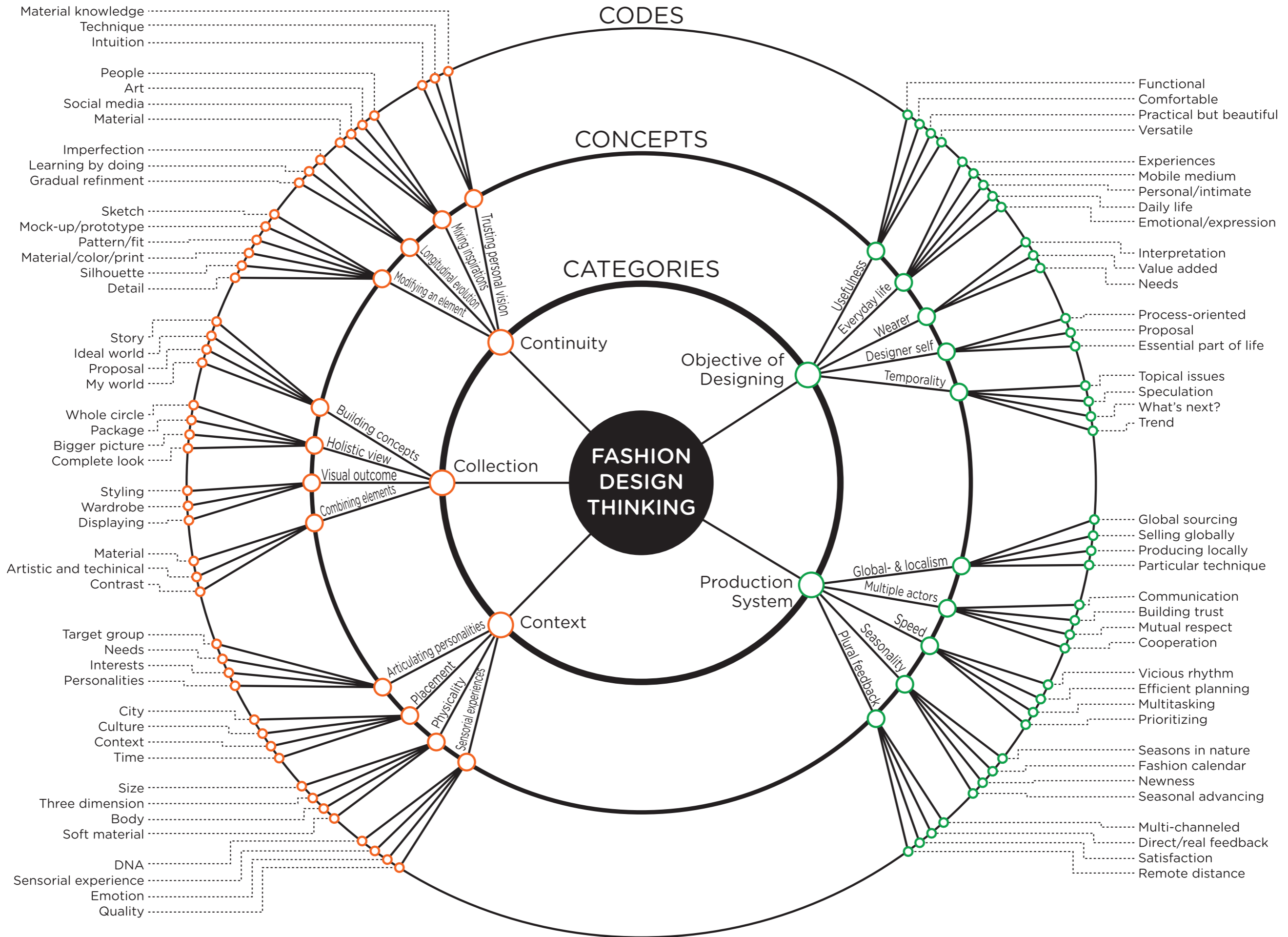
# RE (*DIS*) COVERING ~~FASHION~~ DESIGNERS

Interweaving Dressmaking and Placemaking  
Artifact Meaning

~~NAMKYU CHUN~~  
YOUR NAME



FASHION DESIGN PRACTICE



FASHION DESIGN CULTURE

# YOUR DESIGN THINKING

YOUR DESIGN THINKING			YOUR PROJECT				
CATEGORY	SUB-CATEGORY	CONCEPT	1	2	3	4	5
Design Culture (Internal)	Objectives of Designing <b>(MEANING)</b>	Usefulness / Functionality					
		Everyday Life (emotions, experiences)					
		User / Customer					
		Designer Oneself (e.g. process, identity)					
		Temporality (reflection of the moment)					
Design Practice	Continuity <b>(PROCESS)</b>	Trusting Personal Vision					
		Mixing External Sources of Inspiration					
		Longitudinal Evolution of Design					
		Modifying a Specific Element of Design					
	Collection <b>(OUTCOME)</b>	Building Design Concepts					
		Having a Holistic View					
		Stressing the Visual Outcome					
		Combining Different Elements					
	Context <b>(USE)</b>	Articulating Personalities (for using the design)					
		Placement of the Design (i.e. user scenario)					
		Negotiating the Physicality in Use					
		Creating Sensorial Experiences through Materials					
Design Culture (External)	Production System <b>(MATERIAL)</b>	Coexistence of Globalism and Localism					
		Multiplicity of Actors					
		Pressure for Speed / Sustainability					
		Industry Specific Rules (e.g. seasonality, platforms, tech.)					
		Plural Feedback (from users to other industry actors)					