

What's Next? The Future of the Fashion Industry

Temporary Fashion Museum (Het Nieuwe Instituut, Rotterdam)

Thursday, 10 March 2016

Day programme - Behind the Scenes in the Fashion Industry

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| 12.30-13.00 | Registration |
| 13.00-13.20 | Opening and introduction
<i>Dr. Mariangela Lavanga (Erasmus University Rotterdam) and Lucie Huiskens (CLICKNL NextFashion)</i> |
| 13.20-13.40 | Fashion production; A view on tailors and craftsmen
<i>Liane van der Linden (Creating 010 and Willem de Kooning Academy)</i> |
| 13.40-14.20 | Shining light on the new creative labour market; Unpacking fashion production and fashion entrepreneurship in London and Berlin
<i>Prof. Angela McRobbie (Goldsmith University, London) interviewed by Dr. Nana Adusei-Poku</i> |
| 14.20-14.45 | Questions and discussion |
| 14.45-15.00 | Coffee Break |
| 15.00-15.20 | Fashion distribution; Independent fashion designers and the role of fashion trade fairs
<i>Dr. Mariangela Lavanga (Erasmus University Rotterdam)</i> |
| 15.20-15.40 | Navigating the online and offline worlds; The rise of NOT JUST A LABEL, the world's leading designer platform
<i>Anna Telcs (NOT JUST A LABEL, London)</i> |
| 15.40-16.00 | Challenging the physical fashion trade fair; Modefabriek + MOVE (Makers of Virtual Events)
<i>Rick van Rijthoven (Modefabriek and MOVE, Amsterdam)</i> |
| 16.00-16.30 | Questions and discussion |
| 16.30-17.00 | Reflections and wrap up
<i>Dr. Paul Rutten (Creating 010, Hogeschool Rotterdam) and Lucie Huiskens (CLICKNL NextFashion)</i> |
| 17.00-18.00 | Drinks |

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Thursday, 10 March 2016

Evening programme - **Pioneers in Fashion: Better and Greener**

20.00-20.05

Introduction

Flora van Gaalen (Het Nieuwe Instituut) and Dr. Mariangela Lavanga (Erasmus University Rotterdam)

20.05-20.50

Short presentations by pioneers in fashion

Annemieke Koster (Enschede Textielstad), Conny Groenewegen, Barbara Langendijk, Martijn van Strien, Anna Telcs (NOT JUST A LABEL, London)

20.50-21.40

Discussion 'what does better and greener fashion mean?'

21.40-21.45

Wrap up and write down action plan

21.45

Drinks

(Please note the day and evening programmes can be subject to change)

Where: Temporary Fashion Museum, Het Nieuwe Instituut (Museumpark 25, Rotterdam)
Date: Thursday, 10 March 2016
Day programme: h13.00 – 17.00
Evening programme: h20.00 – 22.00
Language: English
Information day + evening: http://www.eshcc.eur.nl/calendar/?id_channel=9618&id_msg=282091
Information evening programme: <http://hetnieuweinstituut.nl/en/pioneers-fashion-better-and-greener>

Price day programme: € 15 and free students (Erasmus University Rotterdam and Willem de Kooning Academy)

Price evening programme: € 7,50 and € 3,75 students

Price Combi ticket: € 20 and € 3,75 students

Tickets day programme: <https://www.eventbrite.nl/e/tickets-whats-next-the-future-of-the-fashion-industry-21622029071>

Tickets evening programme: <https://www.eventbrite.nl/e/tickets-thursday-night-pioneers-in-fashion-better-and-greener-20915083578>

Combi tickets (day + evening programmes): <https://www.eventbrite.nl/e/tickets-whats-next-the-future-of-the-fashion-industry-21622029071>

The day programme - **Behind the Scenes in the Fashion Industry** is organized by Erasmus University Rotterdam, Creating 010 (Hogeschool Rotterdam) and Willem De Kooning Academy in collaboration with Het Nieuwe Instituut and CLICKNL | NextFashion. The day programme is part of NWO (The Netherlands Organisation for Scientific Research) and CLICKNL (The Dutch Creative Industries Knowledge and Innovation Network) project "**Behind the scenes in Dutch fashion; Bridging the gap between independent fashion designers, craftsmen and fashion intermediaries**". Speakers include: **Dr. Mariangela Lavanga** (EUR), **Lucie Huiskens** (CLICKNL|NextFashion), **Dr. Nana Adusei-Poku** (Creating 010), **Liane van der Linden** (WdKA and Creating 010), **Dr. Paul Rutten** (Creating 010), **Prof. dr. Angela McRobbie** (Goldsmiths University, London), **Rick van Rijthoven** (Modefabriek and MOVE-Makers of Virtual Events) and **Anna Telcs** (NOT JUST A LABEL).

The evening programme - **Pioneers in Fashion: Better and Greener** is organized by Het Nieuwe Instituut as part of the Temporary Fashion Museum and the Thursday Night programme in collaboration with Erasmus University Rotterdam, Creating 010 (Hogeschool Rotterdam), Willem De Kooning Academy, Glamcult and CLICKNL|NextFashion. Speakers include: **Annemieke Koster** (Enschede Textielstad), fashion designers **Conny Groenewegen**, **Barbara Langendijk**, **Martijn van Strien**, and **Anna Telcs** (NOT JUST A LABEL).

