



Messe München
Connecting Global Competence

ISPO Academy. Masterclass.



**Designing the future
of active sports.**

**January 23 - 27, 2020
Messe München**



Summary and results of the 4-day workshop held in Munich in January 2020.

Chair of the workshop:
Nora Kühner | fashion design consulting

Date: January 23 – 27, 2020
Venue: Messe München
Event format: workshop / lectures
Working language: English



The ISPO Academy Masterclass is a springboard for proactive innovation, giving opportunities to emerging talents to provide a fresh stimulus for the sports industry.

In this time of disruption and transformation we have to see the sports industry and its responsibilities in a globally connected sense. It is obvious that we have to collaborate across disciplines, cultures and generations to accomplish a more responsible way forward.

We invited 13 international design and fashion schools to nominate their participants. 30 students faced the challenge to develop together future-oriented scenarios with real substance at the intersection of fashion, function and sport.



Five years of Masterclass and it is still amazing to see what can be achieved by highly motivated students during such a 4-day workshop. Venturing boldly beyond the conventional with great originality. Their determination, teamwork skills and creativity took us from strictly “No Sports!” to “Space Sports” and “Fluid Identities”. Rousing visions of “Sports 2070” were shaped making it very clear that our way forward has to be based on strict respect for nature and the responsible use of resources.

Grateful thanks to all participants and partners for their passionate commitment, support and encouragement. It is by this support that Masterclass gathers constantly momentum and evolves at a broad international level.

Nora Kühner
Chair of the Workshop



The big idea.

ISPO Academy Masterclass is a unique intermediate project for the “Designers of Tomorrow” in the sports sector, striving at the core to inject a fresh breeze into the sports industry. A Think Tank fuelled by experienced professionals and upcoming international designers.

We live in a transforming world with over-saturated markets and most homogenous product offers. ISPO Academy Masterclass aims to break conformity with pioneering approaches. We strive for bringing back vital experimentation and critical thinking into the design process.

We want fresh design talents to explore the creative and functional potential of performance wear in the 21st century. Let's give way!

“ *The ISPO Academy Masterclass is pioneering the way to inspire the next generation of designers, developers and creators; there is no other program which delivers such an immersive, accelerated and relevant experience.*

ISPO Academy Masterclass is a direct connection to the future of the industry. **“**

Graeme Raeburn, Performance Director
The Raeburn Studio (UK)

The 4-day workshop at a glance.



Design Days.

The first two days of the workshop were dedicated to intense discussions, critical design thinking, and innovative creation. Whether practical or speculative, the outcomes deliver valuable findings for pushing the sports industry forward. All the concepts are clear proof that design is a key to shaping the future.

Lectures.

Top-notch industry-insiders and experts from various fields gave rousing speeches focusing on:

- sustainability alongside all processes in the textile industry,
- the on-going digitalization,
- product development & AI,
- the future role of designers.



Guided Tour.

On the opening day of ISPO Munich 2020 we visited the booths of selected exhibitors like Mammut, Polygiene, Regine IQtrim, Woolmark, and explored some of the most interesting spots in the exhibition halls.

Creative Debate. Public Presentation.

New Sports. – Outdoors. Indoors. Virtual. This was the overarching topic of the Creative Debate on January 26. A group of four students discussed with ISPO visitors the perspectives for sports in times of climate change and digitization.

The Public Presentation of the workshop results on January 27 in the Sustainability Hub was another highlight. A unique opportunity for the audience to delve deeply into the students' multiple visions of Sports 2070.



Design Challenge 2020.

From its launching edition in 2016 onwards, ISPO Academy Masterclass stands for the power of creativity. The workshops are incubators for innovative and radically future-oriented product concepts at the intersection of function, fashion, and sports. And proved to be always ahead of the mainstream.

In 2020 ISPO celebrates its 50th anniversary. Time not only for a review of the past, but for an outlook to the next 50 years. Taking up this direction this season's design challenge goes by "Sports 2070".

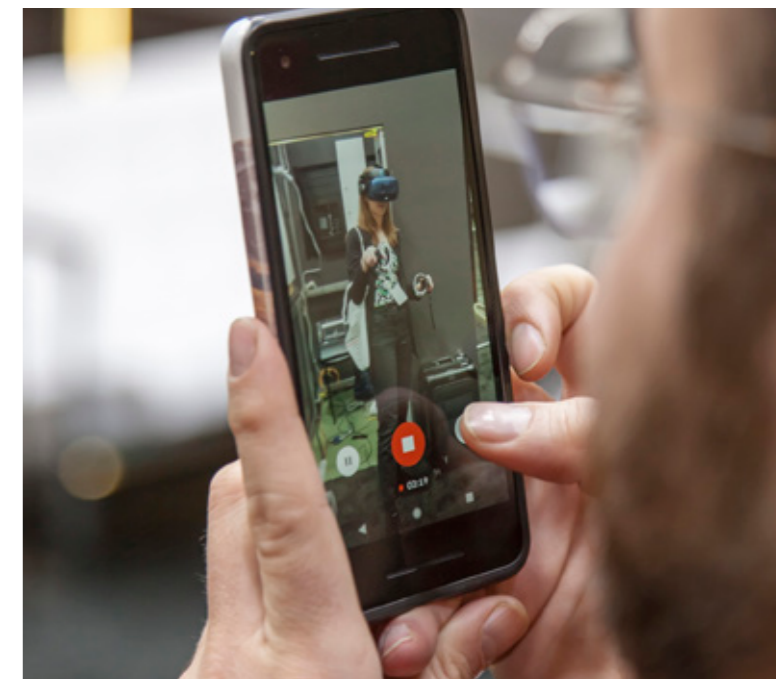
What will be the role of sport in 2070? What will be the setting? Will fashion and sports clothing merge into one? Will we be able to preserve the Earth as our habitat? Or will we have to escape into space?

Within the framework of these questions, each participant brought a novel idea to the workshop – presenting a short draft with an innovative approach. Out of these ideas six focal directions were defined. Six made-to-measure teams were created to shape innovative scenarios based upon these directions.



Sport 2070 – still a truly natural adventure? Or an immersive simulation?

As in the previous years, the participants agreed that there is no alternative to consistent sustainability and the responsible use of resources. This said, they developed compelling concepts across diverse cultural backgrounds and personal stories. Balancing a passionate commitment to nature, limitless creativity, digitalization, and technology.



no innovations and products
no individualisation without juice and stories



Päivi Ahola (University of Lapland)
Christie Mia Hughes (London College of Fashion)
Robert Nafz (Albstadt-Sigmaringen University)
Iveta Balgová (Technical University of Liberec)
Linn Bayer (Fashion Schools Nürnberg)

Team 1.

IMAGINE A WORLD WITHOUT DESIGNERS...

Just a service provider? Operating smart design tools? Following the general discussion about the use of digital design tools, AI fashion designers and more, the team explored the future role of designers. Their invitation to imagine a world without designers transforms into an impassioned plea for figuring out the true value of human thinking and creativity. No products, no technological innovation without creative minds venturing beyond the conventional.

Yet, the team makes very clear that a new understanding of the role of designers starts with the education. There is a need for holistic approaches, interdisciplinary learning, and critical thinking. Preparing designers for using their creativity and skills to shape and affect the development process across all fields within a company. Creativity is the powerful source for distinctive advantages and innovative products!



Team 2.

METAMORPHOSIS

Designing for a diverse future...



Facing climate change and bio-technological advances, the team raised the following questions:

What will nature look like in 2070? Are we aware of the natural beauty we are losing every day? How far will we go to optimize our individual performance?

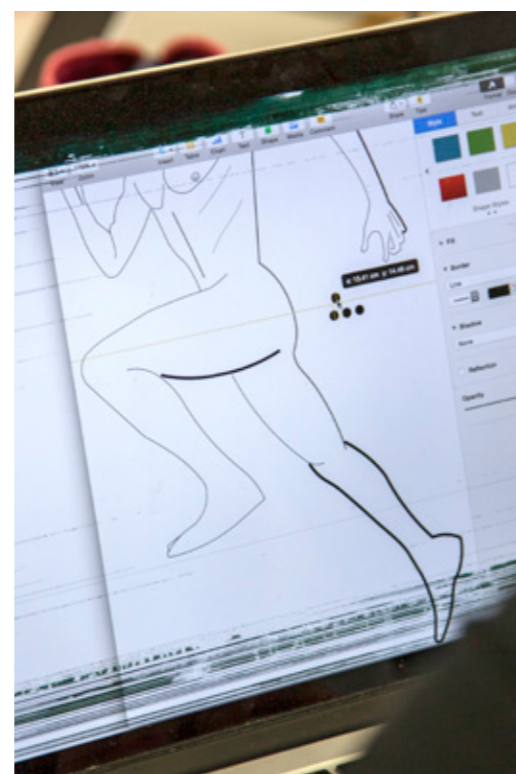


On this basis, the team defined three fields of action: Everyday clothing needs appropriate performance. Performance wear goes for extreme functionality and protection. Sportswear has to combine fun and coolness.



Eleana Burrows (Royal College of Art)
Livia Honus (University of the Arts Bremen)
Melina Bauer (Fashion Schools Nürnberg)
Jia-Cheng Tu (Shih Chien University)
Marika Ylisirniö (University of Lapland)





Team 3.

2070 - LIVING THE EXTREME



Caroline Schär (London College of Fashion)
Katia Innerhofer (Fashion School Sigmaringen)
Jake Treddenick (Royal College of Art)
Veera Saarikivi (University of Lapland)
Lilli Meßner (Kunstuniversität Linz)

Increasingly extreme living conditions and the densely populated planet Earth ask for enhanced equipment concepts going far beyond the conventional boundaries. Dietary supplements support the human body in adapting to highly different environments while a wide variety of products offer appropriate protection and comfort.





Miguel Passos (Kunstuniversität Linz)
Judith Ogbolu (Albstadt-Sigmaringen University)
Jana Kroulikova (Technical University of Liberec)
Trent Connor (IFA Paris)
Carly Conduff (University of Oregon)



Team 4.

FLU-ID

DIGITAL MOBILITY - VIRTUAL LIVING

The team immersed itself deeply into a new world. Totally exhilarating! No limits. Endless possibilities. Switching in between realities. Shared spaces, shared feelings. Physical sensations, inclusive mobility. Tangible simulation, constant alterations. How to define "reality" with people increasingly keen on the artificial and fantastical?





Daniel Calabrese (University of Oregon)
Märtha Wallgren (The Swedish School of Textiles)
Cai-Syuan Young (Shih Chien University)
Linus Nutland (London College of Fashion)
Lina Adane (IFA Paris)



Team 5.

HUMAN NATURE

The primary focus of the team's concept is the relationship in between the human being and nature. Aiming at living and creating more sustainably every day, in every way.

Defining functionality anew: covering medical diagnostics as well as protection of the environment. New plant- or fungi-based materials and colours stand for a more respectful interplay with nature. The "Living Garment" consists of intelligent fibers, enhances the user experience via smart digital add-ons, and shares important information.

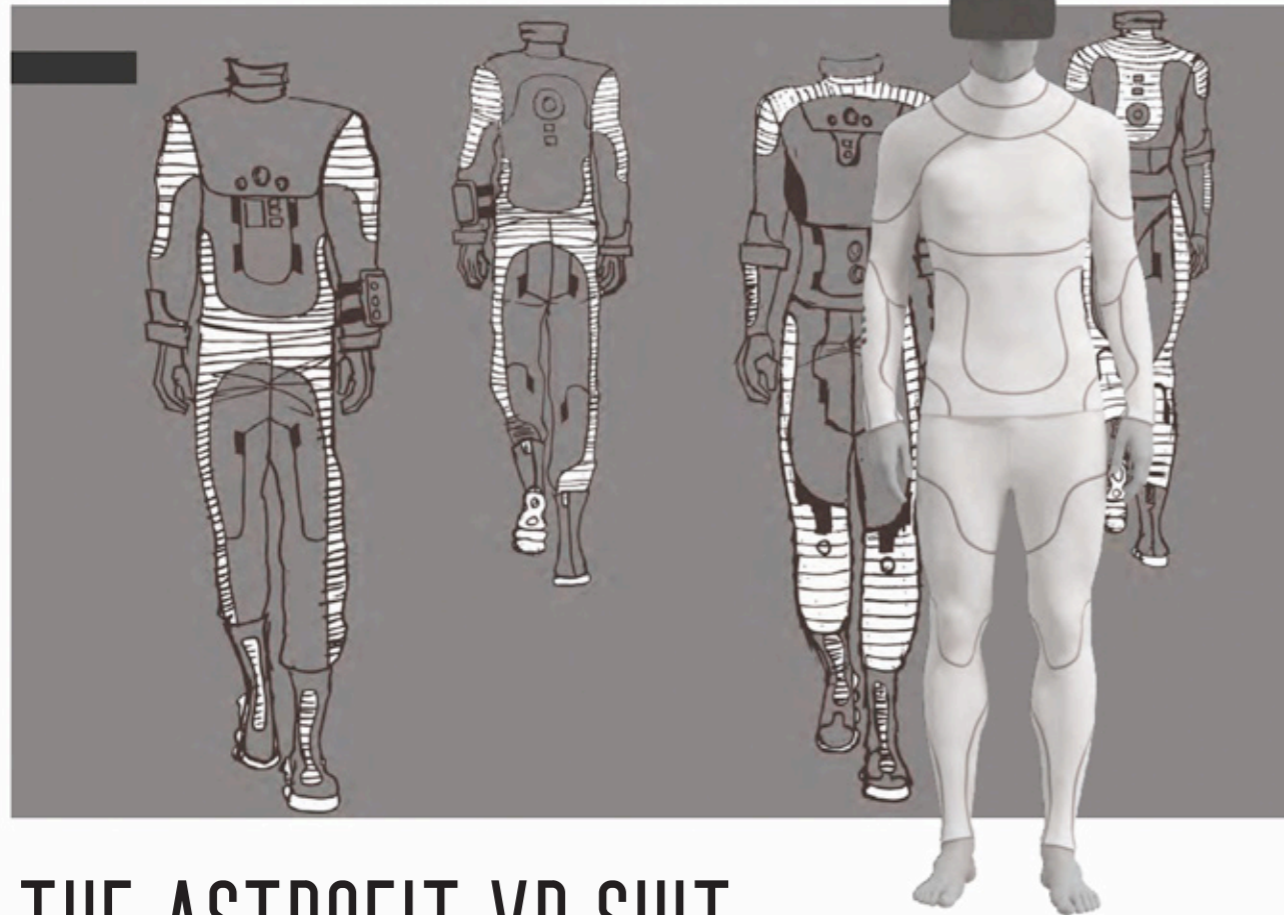


Illustration: Cay-Syuan Young



Team 6.

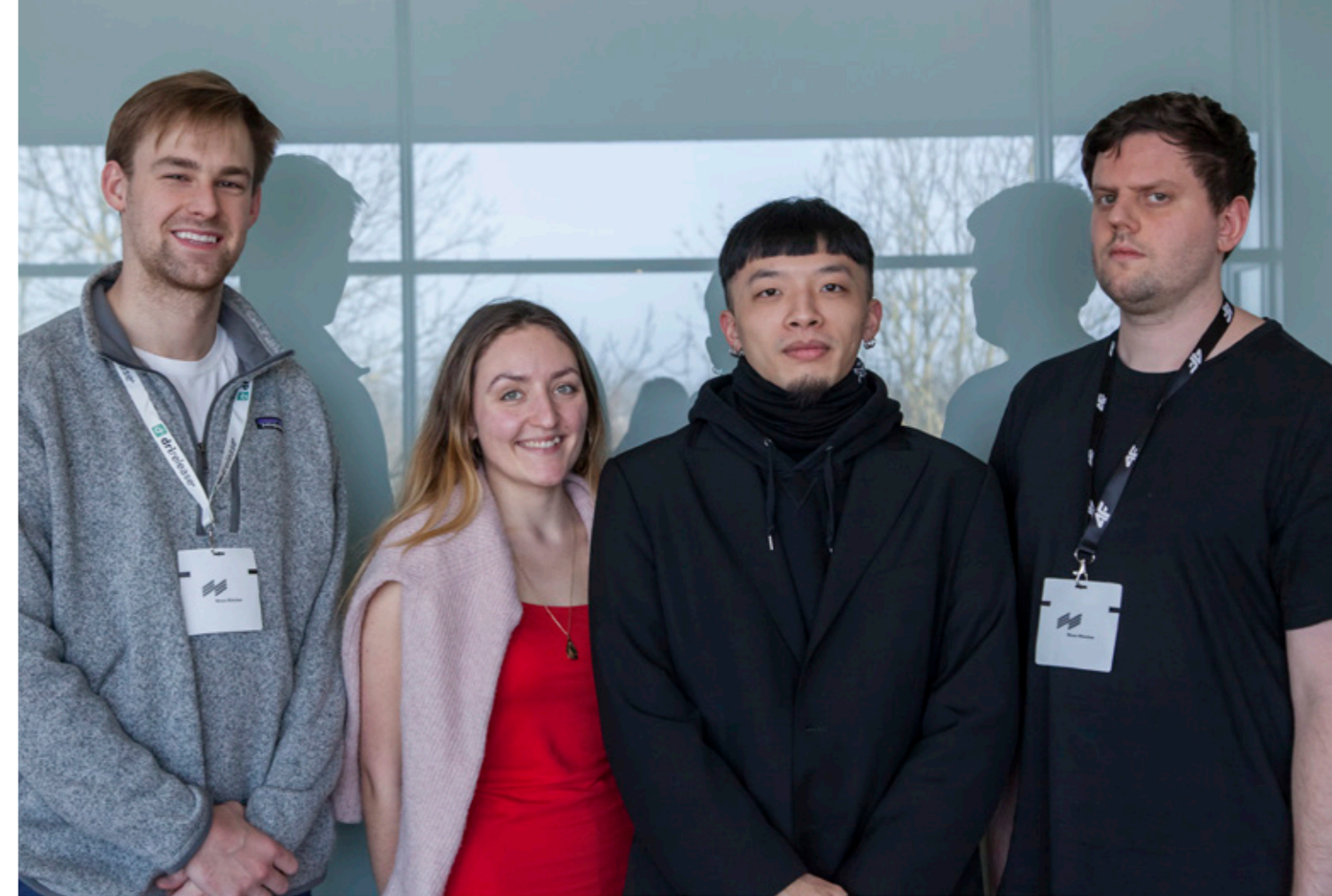
2070 AND BEYOND



Hand-drawn sketches: Kai-Lun Hung
Avatar/design: Philip Grönberg

THE ASTROFIT VR SUIT

- > ALLOWS THE USER TO EXPERIENCE THE FEELING OF THE SPACE SUIT & SEE THE DESIGN CHANGE THROUGH THE USE OF VR AND SMART TEXTILES.
- > ALLOWS USER TO MAKE REAL TIME CHANGES TO GARMENT & THEN TEST WITH VR PLATFORM.



Adam Clausen (University of Oregon)
Emma Fackovcova (Technical University of Liberec)
Kai-Lun Hung (Shih Chien University)
Philip Grönberg (The Swedish School of Textiles)



Public Presentation.

Monday, January 27, 2020



A clear mission:
Propelling sports into future!

The six teams presented their
visionary concepts – each taking
a different approach to the topic.
Experimental yet thoughtful.
Taking the audience to fluid ways
of life as well as to space.



Innovative sustainable materials
and new creative methods are
driven by advances in science and
technology. When it comes to
clothing the young talents make
it very clear that clothing is no
longer just fabric plus buttons or
zipper – garments are interwoven
with the digital technology which
allows to go far beyond the con-
ventional idea of clothing.

Creative Debate

Sunday, January 26, 2020



At OutDoor by ISPO 2019 we launched a new format – the Creative Debate. This format is dedicated to sharing and discussing the Masterclass participants innovative approaches to sports, life and style.

In this time of transformation we see the need for a forward-thinking exchange and dynamic interactions. The large audience which gathered at the stage of the ISPO Sustainability Hub underlined the interest in such discussions.



Booth.

Always an eye-catcher! Inspiration, creativity and good vibes at the booth of the ISPO Academy Masterclass. Attracting more than 110 renowned visitors from all over the world.

More than a show room for the innovative case studies of the Masterclass. But a vivid hot spot for creative exchange between students and industry practitioners, between the sports community and emerging design talents.



Lectures. Guided Tour.

Sunday & Monday, January 26-27, 2020



High-level speakers followed our invitation:

- **What are the demands for a thriving collaboration between design & production?**
Brian Lee, Director, ZKG (China)
- **Virtual Designing and Fitting – 3D simulation in clothing development**
Simone Morlock, Dipl. Ing. (FH)
Hohenstein Institute for Textile Innovation (Germany)
- **The Holo-Garment**
Qi Zheng, Global Project Manager
Shepherd (China)
- **Going beyond the “why”:**
How a circular textile economy is realized
Maren Herter, bluesign® academy,
Bluesign Technologies AG (Switzerland)

Thank you for amazing insights!



Booth visits and more:

- The ISPO Sustainability Hub
presented by Anna Rodewald
- ISPO TexTrends Forum
Introduction by Louisa Smith
- The Woolmark Company
- Regine IQtrim
- Mammut Sports Group AG
- Polygiene AB
- Shepherd

Thanks for welcoming us and taking the time to familiarize the Masterclass participants with your brand and its visions!

5 years of Masterclass. Facts & Figures.

After its successful launch at ISPO Munich 2016, the ISPO Academy Masterclass has quickly established itself as a recognized future-oriented bridge between creative minds, the sports industry and retail.



Masterclass 2016 – 2020 | Key factors and distinguishing features

International & diverse

138 participants
19 design schools and universities
13 countries
3 continents

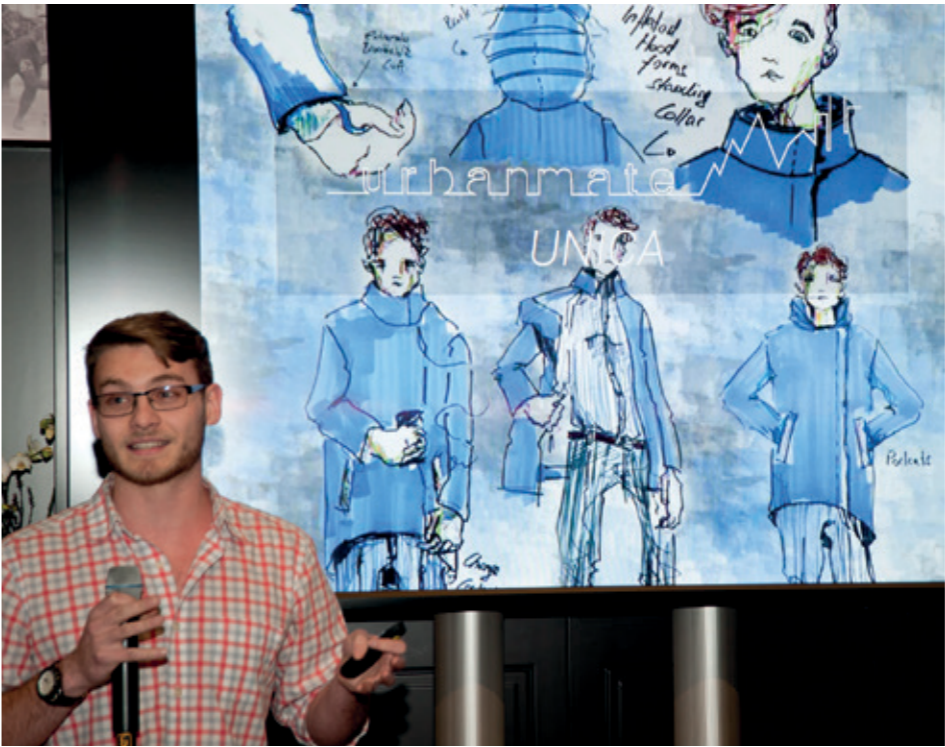
as groups, the participants define fresh design approaches and shape future-proof product ideas.

Cross-disciplinary exchange & teamwork

Masterclass is no competition. We believe in collaborative processes – across diverse cultures and multiple disciplines. Working

Professionality & high expertise

A challenging conception, innovative tasks, lectures given by international experts from the sports sector and the curated guided tour during the ISPO show provide top-level insights into the world of sports.



ISPO Academy. Masterclass.

Organization & Chair of the Workshop.

Nora Kühner | fashion design consulting

e-mail: info@norakuehner.com

Munich-based Nora Kühner is a freelance design consultant and trend forecaster. In a world marked by technological advances and a growing dematerialization her major focus in design is on the right balance between technology and people's needs.

She is passionate about tracking carefully socio-cultural shifts and their influence on the sports sector, bringing her insights to the industry by speeches at international industry meetings.

In collaboration with

Cornelia Sievers | Consiequenz

www.consiequenz.com

Cornelia Sievers lives and works near Düsseldorf. As a freelance designer for international brands in the fashion and sports sector, she focuses on consulting and creating functional design concepts. From design to the ready-made product and its sales strategies, she advises start-ups and brands. As a pattern construction expert, she writes articles in international fashion trade magazines and shares her knowledge regularly in seminars and workshops.

Michaela Baur | Catering

www.michaelabaur.de

Claudia Hofmann | Layout

www.kimono-graphicdesign.com

Kristine Kicigina | Photography

www.krisfoto.de

Partner



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ZKG

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The participants were nominated by the following international schools:



INTERNATIONAL
FASHION ACADEMY

www.ifaparis.com



www.uoregon.edu

ual: london college
of fashion

www.fashion.arts.ac.uk



www.hfk-bremen.de



www.hs-albsig.de



www.usc.edu.tw



www.modefachschule.de



Royal College of Art
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www.rca.ac.uk



www.ulapland.fi



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