

where fashion meets technology

15.06. bis 02.09.2012 // täglich 10 bis 19 Uhr // Eintritt frei  
freiraum quartier21 INTERNATIONAL // MuseumsQuartier Wien  
www.quartier21.at // www.technosensualexpo.com

**EINTRITT FREI**

## VORWORT

*Kleider, die Cocktails mixen, die Farbe ändern oder ein glamouröses Eigenleben führen: „TECHNOSENSUAL. where fashion meets technology“ beweist, dass intelligente Mode längst keine Zukunftsvision mehr ist. Die an der Ausstellung beteiligten DesignerInnen und KünstlerInnen – manche von ihnen sind als Artists-in-Residence im MuseumsQuartier zu Gast – kommen vorwiegend aus den Niederlanden. Ihre Entwürfe, Prototypen und Kollektionen bewegen sich in einer künstlerisch-kreativen Dreieckskonstellation von Mode, Mensch und Maschine. Dabei erweitert der Einsatz moderner Technologien ihr zeitgenössisches Design nicht nur optisch, sondern auch funktional.*

*Die interaktive Ausstellung TECHNOSENSUAL, die von Lectures, Performances und Workshops begleitet wird, ist ein Höhepunkt des „Summer of Fashion“ im MQ, der sich von Juni bis September den unterschiedlichsten Aspekten der Mode widmet. Modeausstellungen haben im freiraum quartier21 INTERNATIONAL im Sommer bereits Tradition. In dieser nun zehnten Ausstellung seit Bestehen der Reihe können Sie erleben, wie sehr die Zukunft (der Mode) im Hier und Jetzt stattfindet.*

*Eine besondere Kooperation besteht erstmals mit der Universität Mozarteum Salzburg. StudentInnen der Abteilung für Bühnen- und Kostümgestaltung, Film- und Ausstellungsarchitektur haben unter der Leitung von Professor Henrik Ahr die Ausstellungsarchitektur konzipiert und umgesetzt. Ein herzliches Dankeschön für ihren unkonventionellen Blick auf unseren geschichtsträchtigen Ausstellungsraum.*

*Spezieller Dank gilt allen TeilnehmerInnen der Ausstellung sowie unseren Partnern und Sponsoren.*

*Besonders bedanken möchte ich mich bei Frau Bundesministerin Dr. Claudia Schmied, Staatssekretär Dr. Wolfgang Waldner, Botschafter Dr. Martin Eichinger, dem Gesandten Dirk Jan Kop (Botschaft des Königreichs der Niederlande), der Kuratorin der Ausstellung Anouk Wipprecht sowie den Mitarbeiterinnen des quartier21 Elisabeth Hajek, Elke Mitterdorfer und Margit Mössmer.*

*Wir freuen uns auf Ihren Besuch.  
Christian Strasser  
Direktor MuseumsQuartier Wien*

## FOREWORD

Dresses can mix cocktails, change color, and lead a glamorous life of their own. "TECHNOSENSUAL. where fashion meets technology" proves that intelligent fashion has long gone beyond being a vision of the future. The designers and artists participating

in the exhibition (some of them staying at the MuseumsQuartier as artists-in-residence) predominantly come from the Netherlands. Their designs, prototypes, and collections move in a creative triangular constellation involving fashion, human beings, and machines. The use of modern technologies expands these contemporary designs – not only optically, but also in terms of function.

TECHNOSENSUAL is an interactive exhibition accompanied by lectures, performances, and workshops and represents a highlight of the Summer of Fashion at the MQ, a complex-wide program dedicated to the various aspects of fashion from June to September. Fashion exhibitions in the summer are already a tradition at freiraum quartier21 INTERNATIONAL. In this, the tenth exhibition since the inception of the series, you can experience how much of the future (of fashion) is happening in the here and now.

A special partnership has been established for the first time with the Mozarteum University in Salzburg. Students from the Department for Stage and Costume Design, Film, and Exhibition Architecture under Professor Henrik Ahr conceived and implemented the exhibition architecture. I would like to extend a warm thanks to them for bringing their unconventional vision of our history-charged exhibition space.

A special thanks goes to all of the participants in the exhibition and our partners and sponsors.

I would also like to thank Federal Minister Claudia Schmied, State Secretary Wolfgang Waldner, Ambassador Martin Eichinger, Minister Dirk Jan Kop (Embassy of the Kingdom of the Netherlands), Curator Anouk Wipprecht, and the quartier21 staff (Elisabeth Hajek, Elke Mitterdorfer, and Margit Mössmer).

We look forward to your visit.  
Christian Strasser  
Director, MuseumsQuartier Wien

## PREFACE

"TECHNOSENSUAL. where fashion meets technology" presents electronic couture created by international haute-tech designers and engineers and investigates the ways in which fashion and technology can be combined. By taking a close look at the world of technologically enhanced garments, TECHNOSENSUAL raises questions on how such wearable technologies may impact the social, emotional, and cultural layers of society.

In a future where electronics are predicted to be embedded in everyday objects, what kind of clothes will we wear? Will future techno

fashion be purely aesthetic? Or will it expand our awareness, acting like an intelligent second skin? Will we become super sensory, physically aware of data flows, communicating our internal states through the garments we wear? Or will our smart clothing spy on us, betraying our confidence and making us dependent on technology? And, most pertinently perhaps, how will we socialize in our world when we are supervised by technology?

The TECHNOSENSUAL exhibition features designs from well-known futurists of fashion and visionary designers who have distinguished themselves through contemplative aesthetic designs that attempt to respond to such questions. The garments they create are equipped with electronic components and have an interactive character. Together, the pieces give a glimpse into the "smart" clothing that could make up our wardrobe of the future.

The relationship between the body and technology is closer than ever since designers, artists, scientists, and engineers started combining their practices at the beginning of this century, and with every passing day we are weaving electronics more tightly into the fabric of our physical world. Electronic systems can now be layered seamlessly onto a material or substrate such as plastic or polyester. Embedded processors and sensors for transmitting and receiving information create a vision of cultural transformation that is both exciting and disturbing. We shape technology, but technology also shapes us.

New kinds of technological experiences have emerged and will continue to emerge. What will these transformations mean for the relationship between technology and human beings? Our present bonds with technology will morph into personal connections with the interfaces around us. Potential interactions in these unexplored territories can open up a discussion about where such intimate electronics will lead us. This may sound like a science fiction story, but as systems increase in their intelligence, technology is slowly but relentlessly seeping into the very core of our existence. The aim of TECHNOSENSUAL and its accompanying programs is to inquire into the future state of reactive and interactive systems through questioning the technologies that are currently part of our society.

The artists and engineers in this exhibition investigate what defines being human and set out to recreate the skin that surrounds our bodies, bring what is inside out, or simply embrace the poetics that electronics and mechanics have to offer. They examine the enhancement of the human body, making statements that help us define the implications of techno-human interfaces and identify what differentiates us from machines. Some works evoke nature, where animals

survive by intuition and react on fear, excitement, and other psycho-physical states. As we become increasingly detached from our bodies through the influence of technology, will wearable interactive systems widen the gap or will they perhaps help us bond with ourselves again?

This exhibition pays tribute to a new approach to creativity that merges design, fashion, science, and technology with each other by taking the body as a common platform for exploration. Presenting a powerful lineup of researchers, emerging talent, and fashion tech pioneers, TECHNOSENSUAL is all about design at the cutting edge where fashion meets technology.

## Acknowledgements

My thanks go out to Christian Strasser, director of the MuseumsQuartier Wien, Daniela Enzi, deputy director of the MuseumsQuartier Wien, and the quartier21 team, with special thanks to Elisabeth Hajek for coordinating the project and for her belief in a future of fashion that has not yet been defined and to Julia Assl for her great press support. I would also like to thank monochrom for serving as the backbone of the exhibition and assistants Kiki Kiremidjian, and Nefeli Antoniadis, the heroines on board. I am grateful to the funding institutions, in particular to the Austrian Federal Ministry for European and International Affairs, the Dutch Embassy in Austria, the Mondriaan Foundation in the Netherlands, my partner V2\_ Institute for the Unstable Media as well as the national and international cooperation partners, sponsors, and institutions for their contributions and support.

A very special thanks to Henrik Ahr, professor and head of the Stage Design Department at Mozarteum University, to Stefan Bachmann, university assistant, to Mignon Ritter, lecturer in costume technology, and especially to the superb stage design students who contributed the exhibition design, Anna Schöttl and Susanne Leitner, all from Mozarteum University in Salzburg. I would also like to thank Simone Feichtinger for project management, as well as Melissa Coleman and Joachim Rotteveel from the Pretty Smart Textiles exhibition and Aduen Darriba Frederiks and Valerie Lamontagne for their contributions.

Last, but far from least, I would like to express my gratitude to all of the artists and designers who have enchanted this exhibition with their work. We look forward to your visit to our techno-wonderland.

Anouk Wipprecht  
Curator

## DATES

All events are free of charge

### Exhibition opening

June 14, 2012, 8pm  
Including performances by Bart Hess and Maartje Dijkstra, special guest Sabine Seymour, DJ set and robotic drinks served by DareDroid2.0.

### Side program

Panel discussion, Performance, Workshops, Symposia

### Jun 15, 2012

7pm  
Panel discussion "TECHNOSENSUAL – the future of fashiontech?" with various designers, moderated by Frederick Baker. Location: freiraum quartier21 INTERNATIONAL

### Jun 16, 2012

1pm and 9pm  
Performance "Audio Ballerinas" by Benoît Maubrey. Location: MQ Main Courtyard In cooperation with TONSPUR für einen öffentlichen raum

### Jun 30, 2012

11am to 2pm  
Workshop "For Today I'm a Bird ..."  
Info and registration: office@mqw.at  
2.30 to 5pm  
Symposium "Project Science Fashion"  
5.30 to 8pm  
Symposium "Digital Art 'Untragbar"  
Location: Arena21  
In cooperation with the University of Applied Arts Vienna and the Academy of Fine Arts Vienna

### Jul 28 and 29, 2012

10am to 5pm  
Workshop "Austro-Hungarian Embroidery gone Electronic" with Mika Satomi and Hannah Perner-Wilson alias KOBAKANT. Info and registration: office@mqw.at Location: freiraum quartier21 INTERNATIONAL

### Aug 25 and 26, 2012

12am to 6pm  
Children's Workshop "Kurzschluss – Future Fashion" with Anouk Wipprecht. Build futuristic fashion accessories from electronic toys!  
Location: Foyer Arena21  
Info and registration: office@mqw.at  
In cooperation with Bund Europäischer Jugend/Junge Europäische Föderalisten (BEJ/JEF)

### Aug 29, 2012

7 to 10pm  
Symposium "TECHNOSENSUAL" with V2\_ Labs, Pauline Van Dongen and Ebru Kurbak, moderated by Valérie Lamontagne. Location: Arena21  
In cooperation with monochrom

Last day of exhibition  
September 2, 2012

### Organizer

quartier21/MuseumsQuartier Wien

### Coordination

freiraum quartier21 INTERNATIONAL  
Elisabeth Hajek

### Curator

Anouk Wipprecht

### Project partner

monochrom

### Translation

Susan Schwarz

### Graphic Design

Dorothea Brunialti

### Links

www.technosensualexpo.com  
www.quartier21.at

The "freiraum quartier21 INTERNATIONAL" series is organized in cooperation with the Austrian Federal Ministry for European and International Affairs and other partners from Austria and abroad.

