

Laser jackets, smoking skirts and 3D printers: fashion meets technology during DEAF2012

Fashion might not be the first thing that comes to mind when you think of the Dutch Electronic Art Festival (DEAF), but that event from May 16-20 in Rotterdam has a strong fashion-related program appropriately titled *Crafting the Future*.

From Fergie's shoes to smoking skirts

Anouk Wipprecht is perhaps the best-known fashion designer who integrates technology into its design. She dressed The Black Eyed Peas' singer, Fergie, for her performance at the Super Bowl this year in an outfit made of Luminex with integrated optical fibers and LEDs. She has also designed a "Smoke Dress" (!) and her cocktail serving Daredroid creation is a hit at events.

Wearable technology: more than just beeping and flashing clothing

One of the themes of this year's festival is *Crafting the Future*, which focuses on Wearable Technology, an initiative of Medialab V2_ in Rotterdam. V2_ has, in recent years, become an international meeting place for designers who want to work with new technology. The combination of fashion and technology has delivered more than just flashy clothing that beeps and bleeps, as is evidenced by the many productions of recent years and the program DEAF2012

***The Crafting the Future* program during DEAF2012**

During DEAF2012 specialists such as Moritz Waldemeyer, the man behind many impressive outfits (including some for Rihanna, U2, OK GO), Anouk Wipprecht, Mika Satomi, Syuzi Pakhchyan (Fashiontech.com), Bernard Foing and Francesca Rosella (Cute Circuit) will come together to debate the relevance of Wearable Technology. There will be workshops and a networking evening organized for anyone interested in Wearable Technology. For the full program visit the website at <http://deaf.nl/program/modules/crafting-the-future-1>

Participating designers and artists during *Crafting The Future*:

Crafting the Future Debate: May 18th, 2012

Anouk Wipprecht, Francesca Rosella, Mika Satomi, Bernard Foing, Moritz Waldemeyer and Syuzi Pakhchyan

Crafting the Future Workshop: May 17th and 18th, 2012

Mika Satomi, Joris van Tubergen and Mili John Tharakan

Crafting the Future Meet the Scene: May 18th, 2012

Alex Schaub, Kristi Kuusk, Mili Tharakan and Melissa Coleman
