

„... IN OTHER WORDS – FASHION APPEARS
DETERMINED ON ACCOUNT OF ITS POWER,
JUST AS IT IS TRANSIENT BECAUSE OF
ITS SEASONAL CHANGES.“

Raphae1a Küper

Light up Cultural Spaces

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On Contemporary Classics – Lighten up the Bauhaus heritage in design

Küper creates a design-theoretical discussion of the garment aesthetics of timeless fashion as well as other design classics to deduct a value concept capable for a sustainable future of the creative-economy.

The myth of fashion must be unravelled to classify the contemporary classics under the phenomenon of fashion theory at the 21st century. An essential question to answer is, if these timeless commodities can be fashion too – do they have to be fashion at all? Raphaella outlines the needs of the wearer and the corresponding functions of fashion to reflect how contemporary classics can meet the desire of individualization, socialization and communication in a sustainable way. When sustainability includes social, cultural, ecological and economic values, these aspects are criteria to analyse if classic objects do respond to the analogous normative contemporary discourses. Classic design promises further benefits. Since it means to be both, timeless and zeitgeisty its aesthetic appearance is valuable and durable. Designing and consuming contemporary classics involve the potential of resource efficiency, transformation of consumption, lasting social orientation, communication of lifestyles and values and societal down shifting. Küper elaborates visions for an advanced contemporary classics concept that provides the reduction of the economic fashion risk apart from the social, cultural and ecological benefits.



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