



Next Material

Pia Melina Jonsson, Leonhard Aha – B.Sc. Textile & Clothing Management
piamelina@msn.com, l.aha@me.com

URBAN UNUSUAL

The bond between the digital and the physical worlds is getting closer. Simultaneously the pressing challenges concerning the ongoing exploitation of our environment call for radical change.

With URBAN UNUSUAL we unite these forces and rethink the fundamentals, pioneering a conceptual revolution whose aims are clear: Minimizing environmental impacts, transforming manufacturing while delivering products that offer superior performance and thrive to inspire. The Jacket Urban Unusual consist of a waterproof three-layer material, and is produced using an enhanced version of a sustainable warp-knitting process. This revolutionary way of textile extraction offers new possibilities towards production and utilisation of structures and functions. Within the production of a single textile sheet, a variety of functional zones can be integrated, replacing the classical way of make-cut-assemble manufacturing,

By reducing the amount of waste and leading to expelling aesthetics, the design/process emphasises that sustainability, product excellence and performance are at the heart of the development of URBAN UNUSUAL. Innovatively digital based manufactured materials, that combine reinforced areas, zones for breathability and water repellence, finished with a reflective print that is as much a symbol of expression as it is an element of safety AND SUSTAINABILITY: URBAN UNUSUAL.



Coach:
Prof. Dr., Dipl.-Des. Marina-Elena Wachs
Hochschule Niederrhein - University of Applied Sciences

2nd Coach:
Dipl.-Ing. Markus Rindle
Expert Design & Innovation Sporting Goods Industry

