



## Design is music... Europeans United

Regina Weidental – Master Student Textile Products Design  
regina.weidental@gmail.com

### SATU

The textile and clothing industry has an enormous impact on our environment.

The outfit SATU made by Regina Weidental is an attempt to eliminate the negative impact by working with waste materials, recycled clothes and damaged pieces procured from big textile and clothing manufacturers.

SATU (Finnish: fairytale) is the name of the children's outfit inspired by Finnish culture. Each piece narrates a story of its origin that can be read on the tag at the cloth. The gender neutral outfit give comfort and protection to the child playing in nature. Side pockets along with a bigger pocket in the back of the coat provide an opportunity to carry toys and other belongings. Carefully selected natural fabrics, soft cotton jersey lining and hemp, contribute towards greater comfort for the child. Also longevity is ensured by innovative flexible cuts.

Multifunctional aspects of the outfit have been chosen to give a glimpse into the unique culture of Finnish indigenous people - Sámi. Characteristic carved wooden buttons inspired by natural phenomena, colourful motives in the lining sourced from traditional drawings often found on Sámi drums, are some of the features which come together to explore the fascinating world of Sámi. A world defined by being united with nature and music...in Europe's vision.

**Coach:**

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

