Discourse: Debating the Future of Fashion as Design
We have often seen how art provides a vocabulary of value and personal confirmation for fashion designers. It also grants them legitimate access to a language which permits a degree of abstraction not to say obfuscation. (McRobbie, 1998)

Designers were removed from production, both in terms of role and associated tasks and in how production was situated far away geographically. (Tham, 2008)
New Models for Fashion Thinking(i)

Transition from designer-practitioner to designer-practitioner researcher (Vaughan, 2017)

Developing ways to equip students with skills and confidence to consider how they might address issues and disrupt processes within the fashion industry.
New Models for Fashion Thinking(ii)

Transition from designer-practitioner to designer-practitioner researcher (Vaughan, 2017)

Developing ways to equip students with skills and confidence to consider how they might address issues and disrupt processes within the fashion industry.
**Future Fashion Factory**

£5.4 million R&D partnership exploring new digital and advanced textile technologies to boost the design of high value creative products.

RCA role: consider future outcomes and impacts from the designer’s perspective.

New definition of fashion thinking for high specification luxury fashion design products, as a new theoretical perspective informing skills development at every level within the industry.

Supporting innovation in the UK fashion and textiles industry

Future Fashion Factory is a £5.4 million R&D partnership exploring and developing new digital and advanced textile technologies to boost the design of high value creative products.
Discourse: A Tool for Debate

Experience/Affect

Material/Machine

Method/Design

Production/System
## Discourse: A Tool for Debate timeline

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<th>Future Systems Platform</th>
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<th>IASDR Manchester</th>
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Discourse: A Tool for Debate (Results)

Academics-discussion rather than debate, contributions from own field, interest in ‘fashion probing its own discipline’

Students- engaging with cards eased anxieties however that they are ill equipped, and lack of confidence on both topics and terms
I remember the first time I was really scared. Now because I’ve been playing it 2 or 3 times before I’ve realised you are playing a game and you can ask ‘what does that mean?‘ (‘Discourse’ session recorded data)

It has made me think about how to create discussions that are more inclusive, and involve everyone having an equal voice. It has also made me reconsider the language that I use. (‘Discourse’ participant online survey)
Conclusions

Evidence to support development of models which disrupt existing and historical patterns and cultures across industry and academia.

Greater emphasis and exposure to industry systems and processes required.

An industry linked research culture can influence Fashion Thinking to provide students with research approaches to generate industry relevant design proposals.

Discourse: A Workshop to Debate the Future of Fashion as Design
Implications and Further Research

Framing future models for fashion pedagogy using ‘learning’ and ‘acquisition’ for mastery of Discourse

Establishing industry facing projects, placement and collaboration

Role of academia for learning in industry settings- meta-knowledge, criticism and reflections through academic research channels
Contact and Further information

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