

Summary
and results

masterclass

Designing the Future of Active Sports



Keeping the sports industry dynamic and strong!

Tracking the intersection between sports design, technology and lifestyle.

masterclass

Designing the Future of Active Sports

2-Day Training Session for students and recent graduates

Idea, concept & organization:

Nora Kühner | fashion design consulting
Rolf Günther | Raglab Sarl

FIRST EDITION AT ISPO

Date: January 25-26, 2016

Venue: Messe München

Event format: lectures/workshop

Working language: English



We made it! The first edition of the Masterclass was a true success. 21 young designers from all over the globe gathered in Munich to participate in this unique workshop held at ISPO MUNICH on January 25-26, 2016.

Design and innovation within the sporting goods industry have been driven by technological advances over the last 20 years. Material developments and new production techniques have fundamentally transformed the performance and appeal of sports products. Today we are facing the rapidly increasing digitalization of our world and complex environmental and economic problems - topics which have already started to influence R&D in the sports sector considerably. We see the need for more cross-boundary learning and sharing of skills and crafts to set a new course in the industry and to find new approaches to relevant solutions.

This is the starting point of Masterclass - a programme which aims to expand the sports knowledge of emerging design talents, to support fresh thinking and set up multi-disciplinary collaboration to tackle today's tasks and tomorrow's challenges.

We were delighted to run the first Masterclass. Its successful launch fills us with pride and is a strong motivation to develop the concept further - we look forward to many more Masterclass editions.

Thanks to all partners, speakers and mentors for their support and collaboration. A huge "thank you" to our wonderful and highly motivated participants and ISPO MUNICH!

Nora Kühner & Rolf Günther

masterclass

Designing the Future of Active Sports

Masterclass is a newly launched platform for the "Designers of Tomorrow" in the sports sector, striving at the core to inject a fresh breeze into the sports industry.

Masterclass aims at the encouragement of young creative talents from all fields of design with a major focus on thinking outside the traditional frameworks. The distinctive feature of Masterclass is to convey sports related knowledge for intelligent and innovative product development in the sports industry.

The Theme of the first issue SPORTS APPAREL DESIGN

Sports clothing has changed fundamentally within the last two decades. Developments have been mainly focusing on the optimization of functional and ergonomic properties - driven by technological improvement of materials and new manufacturing technologies. Yet modern urban lifestyles require new approaches and solutions.

Masterclass lectures and workshops track the intersection between sports apparel design, technology and socio-cultural influences.

Renowned international designers give lectures to show the significant differences between sports clothing and traditional fashion. Which trends are most relevant for future-oriented developments in sports clothing? What are specific functional and ergonomic requirements? Which issues will stamp the future of sports clothing?

The interactive workshop, guided by international designers, asks for the ideation of new perspectives and concepts in sports apparel products.



LECTURE DAY

From 09:00 Welcome Coffee

09:15 Welcome / Introduction**09:30 What the industry needs ...**

Expectations & Requirements - presented by Roman Stepek, CEO Mountain Force (Switzerland)

10:00 Short presentation of participants**10:30 Does Sports Apparel Need Design?**

Trend Lecture by Nora Kühner, Fashion | Design | Consulting (Germany)

11:00 Networking Break

11:30 Brand DNA and Product Development

Lecture presented by Rolf Günther, Raglab Sarl (Switzerland)

12:00 Lunch Break

13:15 Material & Sustainability

presented by Anna Rodewald (Germany), Partner of GreenroomVoice.com

14:45 Body in Motion

Ergonomics & Pattern-Making, presented by Cornelia Sievers, Consiequenz (Germany)

15:15 Networking Break

15:45 Smart Performance - Crossing boundaries

presented by Bettina Müller, Design Director, lululemon athletica (Canada)

16:20 Seamless Technology

presented by Mirella Becucci, C.I.A. (Italy)

17:00 Closing/Resumé of the Day

DESIGN DAY

From 09:00 Welcome Coffee

09:15 Welcome/Guidance

The participants will work on ideas and concepts for the given topic in 4 groups, accompanied by a mentor

09:30 Latest Fabric Trends

presented by Dagmar Signer, Schoeller (Switzerland)

09:45 Niche & Success

Talk with Vicki Marx, owner mamalila (Germany)

10:15 Phase 1: Brainstorming/Mind Race

11:00 Networking Break

11:30 Phase 2: Sketch it! (part 1)

Illustrating the ideas and concepts gathered in the brainstorming

13:00 Lunch Break

14:00 Phase 3: Sketch it! (part 2)

Improvement of the ideas and concepts, each group works up 5-7 sheets for the public presentation at the end of the day

16:30 Closing/Resumé of the Day**17:30 Impressions and Results**

Public Presentation (open for visitors, exhibitors and the media)

Presentation of the elaborated ideas and concepts by the single groups, short discussion with participants, sponsors and a representative of ISPO

Supported by





Mirella Becucci (Italy)

C.I.A.

For more than four decades Mirella Becucci has been active as a designer, consultant and technical expert in the fields of swimwear/bodywear/sportswear. Her unique expertise focuses on technical research, design, sampling and production processes - combined with special attention to performance requirements and socio-cultural trends. She connects sports medicine and physiotherapy with design in order to develop garments which respect anatomical and physiological aspects. No wonder that within the sports and fitness world she is involved in special developments for athletes.

She is a frequent speaker in workshops on colours, materials and lifestyle. Moreover she is committed to pass on her outstanding knowledge to young design talents - with a special eye to seamless technology and wearable applications.

cia@mailboxit.com



Bettina Müller (Austria)

**Design Director of Advanced Concepts,
lululemon athletica (Canada)**

For more than 20 years Bettina Müller developed with her own design studio sports clothing for international brands like Spider, Ellesse, Fila and many others. In her current position as Design Director she is focusing on the topic of innovation in sports clothing. Furthermore she is a committed mentor for young design talents.

BMueller@lululemon.com



Anna Rodewald (Germany)

Partner of GreenroomVoice.com

Good design is one of the crucial points when it comes to the ecological and social impact of products - during their use phase which is the longest part of the lifetime as well as during manufacturing. Next to material decision designers have the potential to initiate products which we really love, which we never want to get rid of, which we recommend to our friends and which can be the source of next generation products after they finished their lifetime with us.

It is in the designer's hand to decide the amount of positive impact of their work, but to do so they need to know more than is written in schoolbooks. Come and see some promising examples, discuss with us and challenge the industry to cooperate with you for better products, better business and better customer experience.

www.anna-rodewald.de



Cornelia Sievers (Germany)

Designstudio Consiequenz

Cornelia Sievers is a very experienced freelance designer for fashion & sportswear who has been working for national and international clients in the fashion & sports industry.

The core competences of her design studio are in the conceptual design of collections, in specialized CAD pattern construction and production management. As she is enthusiastic both about sports and design, she understands how to combine design and pattern in the various divisions. New effective solutions for the different tasks of their customers are successfully designed and implemented.

She also works as a lecturer in pattern construction and processing technology.

www.consiequenz.de



What is performance all about?



Guided tours on Sunday, January 24, 2016 and on Wednesday, January 27, 2016 framed the workshop days. We were happy to get invitations to visit selected brands and suppliers at their ISPO booths. Perfect chances for the participants to get in touch with the "real things" in the sports sector. Extensive insights were provided into performance materials and edgy garment collections as well as on highly relevant topics like sustainability.



Thanks to Bluesign Technologies AG (Switzerland), GreenroomVoice (Switzerland), HEAD Sport GmbH (Austria), Loxy by Sto-Nor Industri A (Norway), MOVER SA (Switzerland), Pontetorto Spa (Italy), Shimada Shoji Co. (Japan), Sympatex Technologies GmbH (Germany) and Weichert Agencies (Germany) for taking their time to sketch out an inspiring big picture of sports and design.



The leading idea behind the lecture day is to convey sports related knowledge to emerging design talents - all speakers enjoyed following this idea and shared generously their professional know-how. The lectures were bursting with profound information, deep insights and inspiring outlooks to the future of the sports sector. Lively discussions and intense networking complemented the event.



Nora Kühner and Rolf Günther line out the topics of the day (above).

The opening speech was held by Roman Stepek, CEO Mountain Force (Switzerland) who described very intensely the need for a carefully planned product development process. The success of his collection speaks for itself. We will never again forget the importance of the timeline!



**A unique training
to support emerging
design talents.**

What are the
perspectives
of design in the
sports sector?



The day started with a short run-down of performance fabrics developed by Schoeller Textiles. Dagmar Signer, responsible for Marketing Communications at Schoeller, presented the company's vision for contemporary fabrics - always with an eye to upcoming trends shaping the modern world.

In the following talk Nora Kühner presented Vicki Marx, owner of mamalila, an award-winning young label. Vicki Marx described her successful way of tracking specific female consumers' needs - coming up with fashionable and functional outdoor jackets which protect both mom and baby when going out for a hike.

Then it was the students turn to develop new ideas on the given issue „Winter Sports Apparel - The Big Reboot“!





Concept elaborated by:

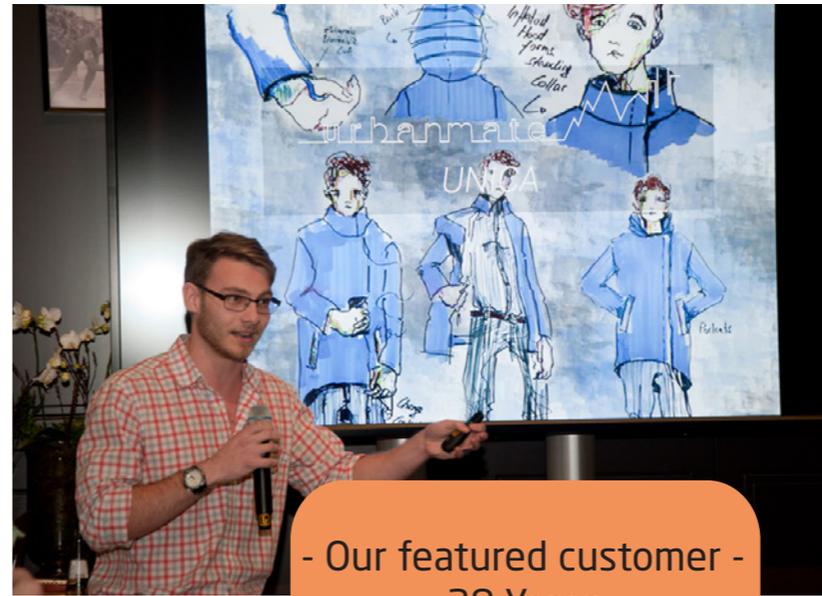
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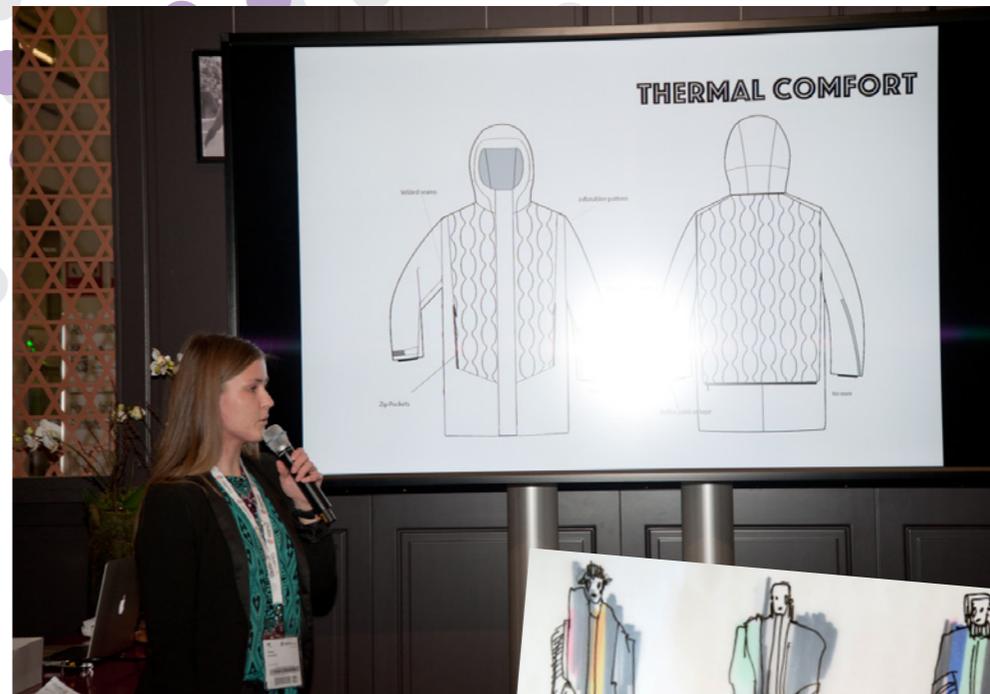
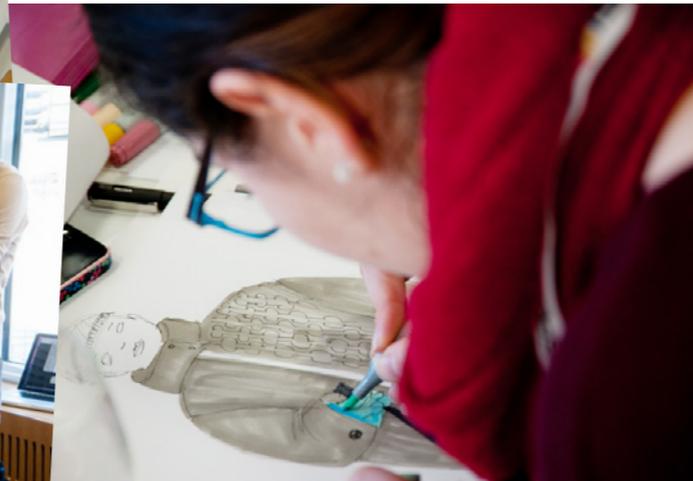
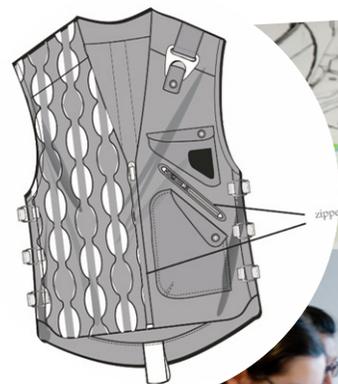
- Our featured customer -
- 28 Years -
- Works in Finance -
- \$50,000 p/year -

urbanmate



MY SPACE, YOUR SPACE, OUR SPACE

GROUP 2



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GROUP 2

WINTER SPORTS CLOTHING: THE BIG REBOOT



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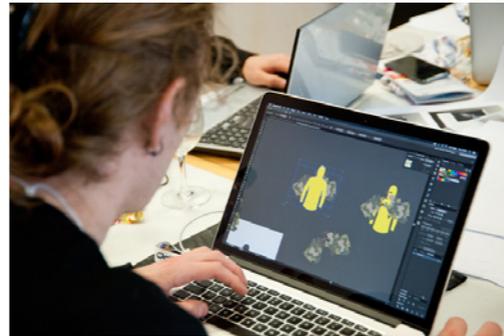
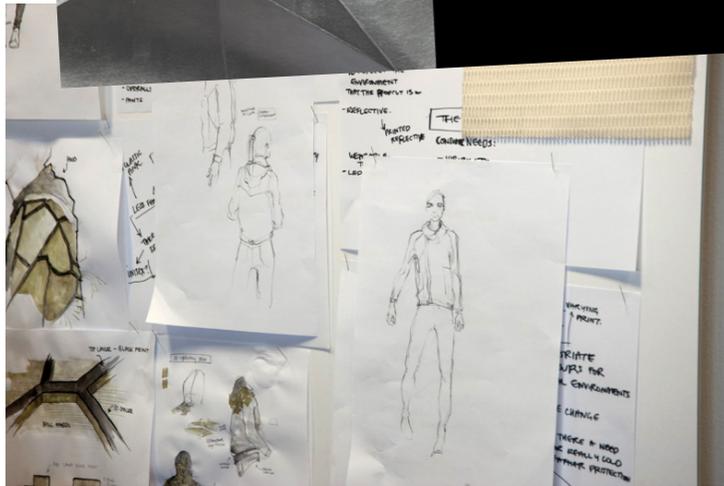
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TWENTY FIFTY - A FUTURE VISION

**CLIMATE CONDITIONS WARMER -
 MORE RAIN AND LESS SNOW
 DEMOGRAPHIC CHANGE -
 INCREASED AVERAGE AGE**

**OUTDOOR SPORTS CLOTHING
 SUSTAINABLE - GENDERLESS -
 VERSATILE - ATHLETIC**



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Public presentation at ISPO MUNICH Lounge, January 26th, 2016



Markus Hefter, Exhibition Group Director ISPO, opens the presentation of Masterclass (above).



Right: Anu Kylmanen (teacher, University of Lapland), Mirella Becucci (C.I.A.) and Shao En Zhou (Director, Beijing Institute of Fashion Technology)



Markus Hefter, Exhibition Group Director ISPO



Daniel Gottschall, Vice-President Sportswear, HEAD Sport GmbH



Thanks to all participants, mentors and speakers -
the first edition of Masterclass was a fantastic success!



Participants were nominated by the following
international schools:



london college of fashion



HOCHSCHULE PFORZHEIM
FAKULTÄT FÜR GESTALTUNG



Special thanks to ISPO MUNICH for the great
support right from the beginning.

To be continued ...

masterclass

Designing the Future of Active Sports



Nora Kühner (Germany)
Fashion | Design | Consulting

Munich-based Nora Kühner is a freelance design consultant and trend forecaster. In a world marked by technological advances and a growing dematerialization her major focus in design is on the right balance between technology and people's needs.

She is passionate about tracking carefully socio-cultural shifts and their influence on the sports sector, bringing her insights to the industry by speeches at Performance Days and OutDoor.

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For further information please contact
Nora Kühner or Rolf Günther.



Rolf Günther (Switzerland)
Raglab Sarl Creative Solutions

Rolf Günther is a freelance designer located in Geneva/Switzerland.

With his design studio RAGLAB SarL he has collaborated with numerous international sports brands over the years. He likes to work with brands who are dynamic leaders and risk taking challengers in the community. Other than trend forecast and design, his affections go into youth educational conduct, organisation of events and workshops.

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