



Брошура за ДОБРИ ПРАКТИКИ

Проектите и иницијативите презентирани од различни земји покажуваат различни креативни пристапи за промовирање на одржливоста и еколошката свест во модната и текстилната индустрија. Тие ја илустрираат важноста на повторната употреба и рециклирањето на материјалите, намалувањето на отпадот и производствените процеси. Овие иницијативи помагаат да се подигне свеста за влијанието на модната индустрија врз животната средина и нудат практични решенија за поддршка на поодржлива иднина.

Линк до брошурата:

<https://upcyclingclothesandminds.weebly.com/good-practice.html>

АВСТРИЈА:

- [‘Dogdays of Summer’](#) - Австриски ретро моден проект:

Проект на три млади жени кој ја трансформира старата облека во барана винтиџ мода, нагласувајќи ја одржливоста.

- [Проектот „Become A-Ware“](#) во Австрија:

Лиза Д. го користи овој проект за да ја подигне свеста за влијанието на враќањето врз животната средина во модната индустрија и го документира ова преку „експериментот со порака во шише“.

ЕСТОНИЈА:

- [„REET AUS - ДОЛГОТРАЈНА, ОДРЖЛИВА И ЕТИЧКА МОДА“](#) во Естонија:

Reet Aus користи остатоци од ткаенини за одржлив моден апциклирање и го намалува отпадот и потрошувачка на ресурсите.

- [Документарни филмови „Out of Fashion“ и „Reet Aus“](#) од Естонија:

Филмот го придружува Reet Aus во нивната посветеност на одржливата мода и ги прикажува еколошките и социјалните придобивки од нивните методи.

ГЕРМАНИЈА:

- [Проект „Mode Wahn Sinn“](#) во Германија:

Настан во Потсдам кој ги нагласува негативните ефекти на индустријата за брза мода и промовира одржлива потрошувачка.

- [Проект Fashion, Power, People](#) во Германија:

Документарец за тешките услови за работа во текстилната индустрија во Камбоџа, претставен на настан во Потсдам.

МАКЕДОНИЈА:

- [„Do not buy new – reuse the old one“](#) во Северна Македонија:

Иницијатива во градинка во Штип која ги учи децата и родителите како повторно да ги користат старите материјали за да го намалат текстилниот отпад.

- [проект „FILTER“](#) во Северна Македонија:

Проект за промовирање на циркуларната економија кој се фокусира на намалување на намалување на текстилниот отпад и повторна употреба на облека.

ПОРТУГАЛИЈА:

- [«Xango Vintage»](#) - Португалија:

Проект за промовирање на користење на винтиџ облека и облека од втора рака.

- [Lígia Oliveira](#) - Уметност и одржливост во Португалија:

Уметник кој интегрира еколошки материјали во нејзините дела и ја подигнува свеста за одржливоста и заштитата на животната средина.

- [Vanessa Barragão](#) од Португалија:

Уметник кој создава текстилни уметнички дела од рециклирани материјали, земајќи го во предвид влијанието на текстилната индустрија врз животната средина.



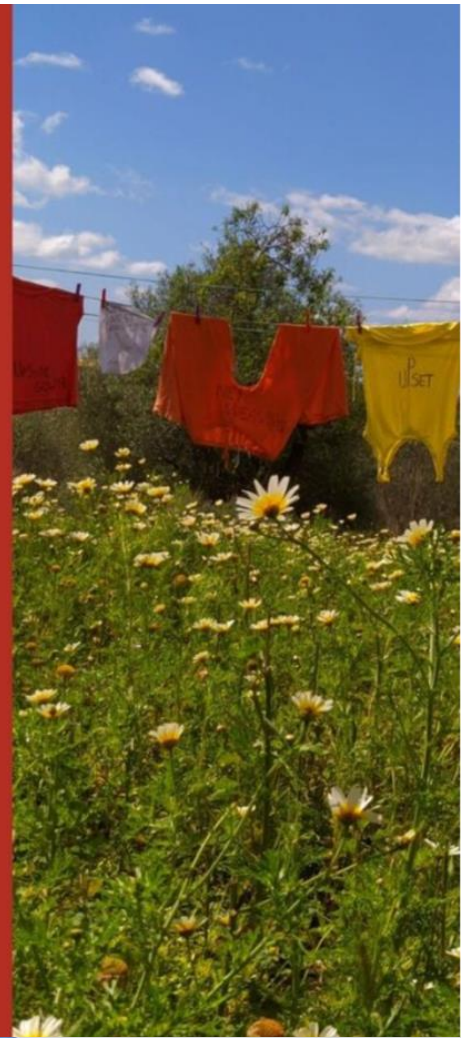
UPSET

GOOD PRACTICE

UPCYCLING CLOTHES AND MINDS
"It's all about fashion and sustainability"

www.upcyclingclothesandminds.weebly.com

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AUSTRIA

DOGSDAYS OF SUMMER – MY BRAND IS SECONDHAND

Behind the label Dogdays of Summer are three young women: Clarissa Kober, Diana Ranegger and Johanna Kohlenberger. They turn old "scraps" into much sought-after vintage fashion. It all started with a stall for vintage clothing at the Feschmarkt in Graz. After that, they became involved with fast fashion, read about the waste of resources, the toxins produced in fashion production, unworn fashion and thus grew more and more into the idea of sustainability. In the meantime, it has become their mission to inspire people to act and live in a resource-saving and environmentally conscious way. How do they do this? With the very appealing shop Dogdays of Summer in Graz, a place with great vintage fashion, with a fashion blog and through Instagram, where they have more than 16,000 followers. Vintage clothing is not produced from scratch, it already exists. That's why it's not only much gentler on the skin and largely toxin-free, but also extremely resource-friendly and sets an example against exploitation in the textile industry.



They are convinced: Everyone can contribute to a better future by changing their consumer behaviour. They enable others to buy sustainable clothing by giving existing pieces a new life. When you visit their shop in Graz, you think you are in one of the hip vintage shops in Berlin or London. In places like this, second-hand clothing loses its grungy image, it smells of coolness and the wider world. The range of products on offer here includes garments of every conceivable shape, colour and style: from the cute floral dress from the 90s to the cool 80s mom jeans or the rocking black leather jacket; you name it, Dogdays has it. No other way to shop is as creative as in a thrift shop.

The huge range and the individual pieces mean that the combination possibilities are almost endless. All those who don't live in Graz can order from their online shop, where shipping is predominantly plastic-free.



Dogdays of Summer is a successful combination of a business idea and activism for a better environment.

<https://dogdaysofsummer.at/>

AUSTRIA

FROM FASHION DESIGNER TO FASHION ACTIVIST

From fashion designer to fashion activist – that is the path Lisa D. has taken. She started working as a fashion designer in 1984, moved to Berlin and was one of the first artists to set up shop in Hackesche Höfe in the early 1990s. She worked there until 2015, when she moved to Berlin-Schöneberg. The change of location also marked a radical shift in orientation that had begun back in 2011. It has always been a concern of Lisa D.'s to make themes visible with the means of fashion, to tell stories with the means of fashion, for example with the performance Boat People – das Label ist schön 2007 at the Burgtheater, where she thematised economic processes in a globalised world.

In 2011, however, she founded the association and the Upcyclingstudio **Bis es mir vom Leibe fällt**. Here, it is quite explicitly no longer just about design. Lisa D. now devoted herself primarily to the idea and philosophy of artistically repairing and preserving an existing favourite piece of clothing, changing it, upgrading it and redesigning it.

She was thus one of the pioneers within the fashion industry who stood up against a throwaway mentality. She now calls her work "tailoring, uniqueness, personalisation" and aims to combine this "with designer and aesthetic wit". For this work, she was already awarded the Federal Ecodesign Prize by the German Federal Ministry for the Environment and the Federal Environment Agency in 2012. In 2017, she received the Green Buddy Award for it and in 2018 she was awarded the Spitzen Nadel and the Re-Use Prize of the city of Berlin.

But that's not all. In 2020, Lisa D. started the **Become A-Ware** project with colleagues: a label and a project to raise awareness about the returns madness. At least 30 % of the goods ordered online that are returned are downgraded, downcycled or destroyed, which means a double destruction of resources.



The project wants to draw attention to this. "Many customers of online shops assume that if they return something, the goods will be listed again in the shop exactly as they bought them. But that is not the truth. It is very expensive to reintroduce returned goods into the A-product cycle. Often, the returned goods are not even sent to the warehouse from which they were received. Many go to a logistics warehouse, e.g. directly to Poland. One should take a close look at the return label. To make this issue more approachable and visual for customers, we created a collection of returned goods, which we present here in the ReUse POP-Up Store." This is what Julia Radewald, a colleague of Lisa D., tells us in an interview.



(<https://www.reboundstuff.de/post/become-a-ware-ein-label-und-ein-projekt-zur-aufkl%C3%A4rung-%C3%BCber-den-retouren-wahnsinn> Viewed on 26.6. 2022)

The Become A-Ware project has so far developed:

- a re-fashion collection made from returns, surplus and sustainable fabrics, manufactured in Berlin;
- an assortment of pre-returned, rescued garments (altered as needed);
- a limited artist's edition made from returns and overhangs;
- advice on how to alter and personalise garments you have ordered but are not satisfied with;
- a swap concept where ordered and unwanted garments can be exchanged for other returns.

Within the framework of Become A-Ware, the message in a bottle experiment was also created. Lisa D. and her team ordered garments from leading online retailers, had them altered or upgraded and then returned. They wanted to find out how many retailers even noticed that the same garment that had been sent out was not returned. The result: most traders refunded the money without comment. Some of the garments were also tracked. So it was possible to follow their route through Europe after they had been returned. A lot ended up in a fulfillment centre on the Polish-Ukrainian border. Lisa D. has now travelled there with a team in 2022 and plans to investigate and document the work at the centre on film.



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<https://www.become-a-ware.com>

ESTONIA

REET AUS - SLOW, SUSTAINABLE, AND ETHICAL FASHION

Sustainable fashion designer

Reet Aus, Ph.D., is a sustainable fashion designer and visionary who developed industrial upcycling principles that reduce the fashion industry's impact on the environment by circulating fabrics leftover from mass production back into production using the design.

She does it by industrial upcycling - producing clothing from pre-production leftover fabrics.

18 % of new fabrics in landfills

In mass production, an average of 18% of new fabrics after cutting are considered pre-consumer waste and end up in landfills.

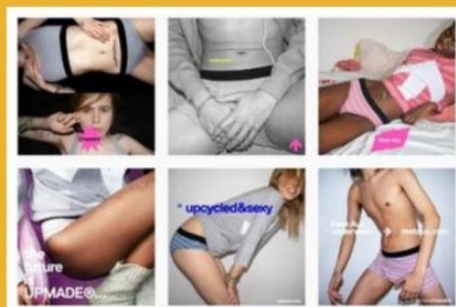
As the fabric she uses is virgin, the leftover fabric does not contain harmful chemicals. The production is socially responsible, meets workplace safety requirements, and does not use child labor.



Reet Aus™ garments tell the story about:

This radically not-wasteful new way of the production model is based on a scientific core methodology called UPMADÉ®. It has been developed by designer and founder Ph.D. Reet Aus in cooperation with Stockholm Environment Institute Tallinn Center. This methodology is applied when producing clothing for the trademark of Reet Aus and other brands in factories we certify.

- quality and sustainability - the garments are built to last both physically and style-wise;
- clean environment - each garment saves on average 75% water, 88% energy, and emits 80% less CO2;
- transparency in production - the production facilities that is located in Bangladesh and India meet safety and fair pay standards according to Ethical Trading Initiative (ETI) and International Labour Organisation (ILO);
- UPMADÉ® certification.



ESTONIA

Documentary "OUT OF FASHION"

The beginning of our story has been recorded by Jaak Kilmi and Lennart Laberenz who produced the documentary "Out Of Fashion" about Reet and her plan to change the world by changing the fashion industry.

We live in an era where the rate of consumption is constantly increasing. It's no secret that the fashion industry is feeding, and inspiring, some of the most damaging forms of consumerism. Thousands of factories in the third world produce not only clothing for big corporations but also tonnes and tonnes of toxic waste. This, an Estonian designer with a passion for change, felt, could not be allowed to continue.

Fashion designer Reet Aus has an ambitious plan. She has realized that the only way to fight against the wastage caused by the fashion industry is from the inside, working with the largest brands, and their thoughts in the here and now, to make a difference for future generations.

<https://www.youtube.com/watch?v=1JHecpOKkks>



KALAMAJA PRINTSESS - KARIN RASK

The eco-fashion brand Kalamaja Printsess produces high-quality minimalist clothes with a clean line. A well-known actress in Estonia, Karin Rask started her first clothing brand "Kalamaja Printsess" back in 2013. Inspired by her four-year-old daughter, she first focused on designing children's clothing.

Sustainable women's clothing brand

Karin Rask is a sustainable women's clothing brand. All products are made locally by crafted and experienced dressmakers, using hand-picked left-over fabrics.

In addition to the use of recycled fabrics, the brand has a line of products made of ethically sourced, organic fabrics. The company embraces the zero-waste principle and other fundamentals of the circular economy.

But as her signature style was modern and minimalist, it emerged that it was the mothers even more so than daughters who took a keen interest in Karin's designs.

Over the years, the brand focused more and more on designing clothes for women, and thus the decision to rebrand to "Karin Rask" in 2020 came naturally.

One can recognize Karin Rask by its clean and minimalist yet practical design. Items are produced in small batches or as single unique pieces. Karin Rask is a modern, environmentally conscious fashion brand.

The keywords that characterize Karin's work have remained the same - clean minimalist style, attention to detail, and high-quality sewing.

"It is important for me that my design does no harm to the environment. I, therefore, use only fabric leftovers which I collect from textile factories. Usually, these are small pieces of garment enough for making only one, sometimes two dresses or coats. So in a way, all my designed clothes are unique".

During the six years of operation, the main partner of the Kalamaja Princess has been the Uuskasutuskeskus (a shop chain for re-used items), from which the rest of the Estonian people's fabrics have been selected to give them new life. Private individuals can also donate fabrics to create eco-fashion.



GERMANY

Project day on the topic of fashion & sustainability

8. May 2021 freiLand Potsdam

In cooperation with the socio-cultural centre freiLand Potsdam and HochVier, three students of cultural work at the Potsdam University of Applied Sciences offered a project day with expert lectures and an upcycling workshop.

The project "Fashion Madness" was initiated by three students at the Potsdam University of Applied Sciences.

Three students deal with the downsides of the fast fashion industry, concerning environment and society. Their goal is to raise awareness for sustainability in relation to clothing. They want to show how one can change one's consumer behaviour in the fashion sector and present possibilities for reusing clothes.

Programme 8.5.21:

Input lectures from the field of "Fair and Slow Fashion" with guest speakers from the team of Fashion Changers and Loveco.

Upcycling workshop: Creating new individual pieces from old clothes by teaching simple sewing skills

MODE
WAHN
SINN
say no to fast fashion

GERMANY

Fashion.Power.People.

Cinema Tour 03-04-2022 Thalia Cinema Potsdam

Three million people, mostly women, and thus one fifth of Cambodia's population, work every day to produce textiles and garments for the world market. Their work accounts for 70% of the country's total exports. In December 2019, filmmaker Patrick Kohl, influencer Willy Iffland and journalist Helen Fares were in Cambodia for a few weeks. They learned on the ground what the textile industry means for Cambodia, what changes local people are striving for and how they are organising for this.



The documentary film **Fashion.Power.People** tells stories from the Cambodian textile industry. Due to the still missing supply chain law, it is often impossible for workers to defend themselves against human rights violations at their workplaces and to sue for compensation. For years, human rights organisations have been drawing attention to precarious working conditions along the supply chains of the textile industry. Nevertheless, there has not yet been a political breakthrough with a law that obliges companies to respect human rights in their supply chains.

#whomademyclothes

The broad social sensitisation for the conditions under which a large part of our clothing is produced has so far failed to materialise.

Mode.Macht.Menschen wants to bring producers and consumers closer together. That is why we brought the two influencers Willy Iffland and Helen Fares to Cambodia to talk to workers, factory owners, trade union activists and other actors. Willy and Helen share their impressions with their followers in our series. How will their time in Cambodia change them? How will their encounters influence their attitudes towards clothing and consumption?

A joint event of the Rosa Luxemburg Foundation, VENROB (Association of Development Non-Governmental Organisations of Brandenburg e.V.) and Brandenburg) and HochVier on 3.4.22 with introduction and subsequent discussion.

The documentary film can be viewed in eight episodes on the Rosa Luxemburg Foundation's Youtube channel:

<https://www.rosalux.de/en/topics/international-and-transnational/asia/the-conscience-of-clothing/media/collection/434>

There is also a website for the project with background information, personal stories from Cambodia and the possibility to test one's knowledge.

<https://www.mode-macht-menschen.com/en>



NORTH MACEDONIA

"Do not buy new - reuse the old one" is an initiative from the kindergarten "Astibo" Stip to motivate and educate pupils. This initiative is applied by the kindergarten to Eco Logic from some other project and it was approved and for that we don't have many activities and results, because it is still in realization.

The planned activities are procurement of a used professional sewing machine, procurement of non-toxic eco-dyes for textiles, making and printing of educational materials for parents, realization of a collection action for denim clothes - jeans, sweatshirts, etc., if we have the opportunity, and then will organize a workshop with parents in the preparation and manufacture of new products.

The idea is to use old materials and to do it with sewing machines. Pupils to be part of the whole process and to give them a chance to design new pieces of textile.



"Clothes from textile waste" was a fashion performance and show for the projects "3-R, reduce, recycle, reuse- Business models for the use of the textile waste", implemented by the Foundation for development of the local community Stip and is financially supported by the Foundation Open Society Macedonia. The second project is "The circular economy as a model for solving the textile waste in Stip". This project is implemented by the association "Ino Tech Club" Stip, Foundation for development of the local community Stip and University "Goce Delchev" Stip, and financially supported by GEF SGP Macedonia.

Creating value-added products through textile waste and reducing environmental pollution is something that is still being developed and should serve as a model of good practice for future projects. The project "The circular economy as a model for solving the textile waste in Stip" aims to process only 6 tons of waste, but through its sustainability this figure can be increased many times. In Stip are more than 80 textile companies, and there is a lot of textile waste for that is important to raise awareness and make changes in society.

Firstly, the event started with 18 innovative "reused" designs, which were done by the students and the mentor Sanja Risteovski from University "Goce Delchev" Stip. After that were debates on the topic circular economy with professors and other involved stakeholders. The education of youth is very important, so for that purpose they have realized workshops in the high school for textile "Dimitar Miraschiev" in Stip.

Another event that was organized on this topic was "No for waste, yes for art". The purpose of the event was to show models of how textile waste can be used as a resource and to add value to the environment by including vulnerable categories of advice and environmental protection.

Direct products from the projects are the websites www.kupireciklirano.mk and www.recikliraj.mk on one site you can find products made of textile waste, and on the other you can find laws, regulations and models for waste management.

More information about this can be found on these pages:



NORTH MACEDONIA

"FILTER" is a project for sustainable systems and circular economy. The "FILTER" project is organized by the Association of Scientists for New Arts, Technology and Ecology "3.14 Broccoli" with the support of the "British Council in Macedonia", textile company "MMC Progress" and "Cinematheque of the Northern Republic of Macedonia"

F-functionality
I- innovation
L-locally
T-technology
E-ecology
R-resource

In accordance with the waste and its selectivity, the idea of "FILTER" is to provide an informal educational and practical programme for work with more than 7 types of organic and inorganic waste. "FILTER" is also a medium where new ideas, models and practices can be shared, in order to create functional and environmentally sustainable products.

The main focus is the textile waste, for that purpose the first episode entitled: "FILTER - Textile Industry" is about the action of textile waste through circular economies. It is planned to address several topics: textile waste as a new resource for work, new "green" materials for work, circular economy, environmental management, starting your own business, fashion design and others.

"Reducing textile waste through circular economies", "Repair of used clothes and creation of a new product from textile waste" are already done workshops on the topic of textile waste and many more workshops and activities are coming, because the project is still in realization.

The project is pretty new, but it was shown as a good practice to unite many stakeholders about textile waste as fashion designers, university professors, activists from organizations, workers from textile companies and representatives of the Institute of Textile Engineering. All of them together can make many positive changes on the topic of textile waste.



More information about this practice can be found on this page:
<https://www.facebook.com/ecofilter2022/>

PORTUGAL XANGO

Our shop, Xango Vintage was created with the intention of helping local people consume less fast fashion.

Everything started when one day we decided that we had too much clothes in our closet and it needed a big clean out so we decided to sell everything online. Meanwhile we had an idea, a much bigger idea! Why not open a store and help people who want to clean their closets, they donate all the clothes to us and we sell them at our store, like that we can have a recycling cycle, there would be less clothes thrown away and people would be helping our cause!

It was only an idea until one day we lost our train and decided to go on a walk while waiting for the next one. We were walking on a little old shopping and the biggest coincidence just happened: we asked a man if by chance that was an empty store and the man said yes! He was giving us the phone number of the owner of the store and when we look back there was the owner! Right away we booked a day to have a look at the store. Everything went well and today we have a beautiful store that sells vintage and second-hand clothes and have the intuition of alerting people that our planet really needs help and buying second hand is a great and big way to help it.

The majority of synthetic fabrics are derived of fossil fuels that are really bad for our atmosphere, a lot of new clothes are thrown away just because they are no longer a trend and the fact that they want to produce a lot of clothes in a short period of time, a lot of people are slaves, have illegal contracts and the clothes are not good quality at all.

If we really think about that, is there anything bad about buying second hand? I don't think so... you can have UNIQUE pieces that you will never see anybody wearing the same as you, nobody likes to see anybody wearing the same shirt or pants, people like to feel unique.

Nowadays everybody wants to dress different because it's fashion and people don't have that old mentality that they use to have that only poor people used to buy second hand clothes, nowadays everybody wants unique pieces that they only can find at second hand stores because that's fashion and everybody wants to be fashion and different!



We really love what we are doing, actually we love to open people's eyes and explain to them that fast fashion should not be their first option for when they need new clothes because a lot of people don't even know what's really happening with our planet. We know we are not a big industry but we know we make the difference!

Don't forget to reduce, reuse and recycle.

PORTUGAL

LÍGIA OLIVEIRA |
WWW.LIGIAOLIVEIRASTUDIO.COM

The way in which culture acts on social transformations has played a central role in the work of Lígia Oliveira; first, in the impact of culture as a catalyst for urban change, in the academic environment; and in its independent practice, aimed at integrating into society the new social and environmental models required by the current scenario of climate change. Thus, Lígia Oliveira has been working since 2019 with a focus on sustainability, art and science.

Through her works, Oliveira seeks to use the emotional narrative inherent in art to participate in the establishment of a healthy relationship between people and nature, restoring the affective bond between them. Oliveira works this area through three lines of action: a relational component, which puts the body in direct relationship with the surrounding landscape; a theoretical component, based on cross-sectional scientific knowledge about behavior and natural sciences; and through the means she uses in artistic elaboration, favoring the use of natural materials, reducing the impact on the landscape.

Oliveira's work is based on a contemplative practice of phenomenology and the environment; how we relate to the natural world with our senses...

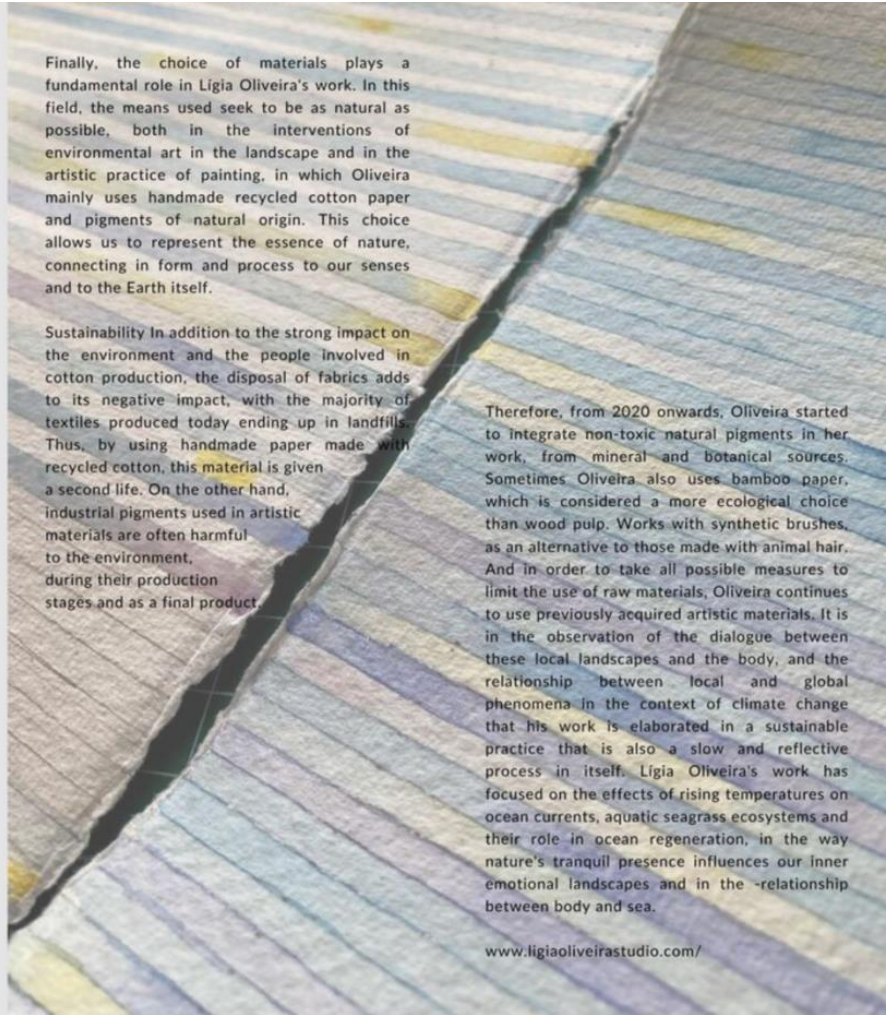
The observation of internal phenomena, of a sensorial and emotional nature, is made in their relationship with the natural environment. This awareness and work on the relationship between body and landscape allow a reflection on locally observed phenomena related to climate change, in which she works based on scientific data referring to the natural sciences.

Finally, the choice of materials plays a fundamental role in Lígia Oliveira's work. In this field, the means used seek to be as natural as possible, both in the interventions of environmental art in the landscape and in the artistic practice of painting, in which Oliveira mainly uses handmade recycled cotton paper and pigments of natural origin. This choice allows us to represent the essence of nature, connecting in form and process to our senses and to the Earth itself.

Sustainability In addition to the strong impact on the environment and the people involved in cotton production, the disposal of fabrics adds to its negative impact, with the majority of textiles produced today ending up in landfills. Thus, by using handmade paper made with recycled cotton, this material is given a second life. On the other hand, industrial pigments used in artistic materials are often harmful to the environment, during their production stages and as a final product.

Therefore, from 2020 onwards, Oliveira started to integrate non-toxic natural pigments in her work, from mineral and botanical sources. Sometimes Oliveira also uses bamboo paper, which is considered a more ecological choice than wood pulp. Works with synthetic brushes, as an alternative to those made with animal hair. And in order to take all possible measures to limit the use of raw materials, Oliveira continues to use previously acquired artistic materials. It is in the observation of the dialogue between these local landscapes and the body, and the relationship between local and global phenomena in the context of climate change that his work is elaborated in a sustainable practice that is also a slow and reflective process in itself. Lígia Oliveira's work has focused on the effects of rising temperatures on ocean currents, aquatic seagrass ecosystems and their role in ocean regeneration, in the way nature's tranquil presence influences our inner emotional landscapes and in the relationship between body and sea.

www.ligiaoliveirastudio.com/



PORTUGAL VANESSA BARRAGÃO

Welcome to the aquatic-textile world of Vanessa Barragão!

Vanessa was born in Albufeira, in the south of Portugal. Her studio was founded in 2014 when she attended a Master degree at the Lisbon University in fashion and textiles design. There she developed her first wool yarn collection and tapestries through an ecological artisanal process.

Vanessa's artworks focus on textile industry pollution and how it is deeply affecting coral reef environments. She believes in an upcycling effort and conscious production methods on an attempt to fight this negative mindset and improve our Earth's health. All the materials used come from the deadstock of specific artisanal rug's factory in Beiriz, which is first cleaned and then selected to recycle and reused in her projects. Her production tries to be the most eco-friendly as possible, using ancestral and handmade techniques, like latch hook, hand-tuft, embroidery, felt and crochet, to create her artworks.



By discovering this works, you are transported to a universe that is both familiar and... unknown. Captivated by the beauty of the seabed, textile artist Vanessa Barragão draws inspiration from biodiversity to create hybrid works, patiently and organically produced. Crochet, macrame, weaving, Vanessa Barragão explores textile traditions to create almost magical pictorial universes. Witness for years to the ecological degradation of the seas, the young Portuguese artist makes it a point of honour to use recovered textile residues to warn about the impact of the textile industry on the nature that surrounds us.

vanessabarragao.com





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