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& Merchandising  
The International Committee for Design  
History and Design Studies (ICDHS)  
conference on Design Frontiers: Territories/Concepts/Technologies

The International Travel Award supported my trip to São Paulo, Brazil, to attend the International Committee for Design History and Design Studies (ICDHS) conference on Design Frontiers: Territories/Concepts/Technologies, to be held at the University of São Paulo.

My paper, “Sewn or Simulated: Transformational Fashion Realizations”, discussed the potential role of fashion virtualization in facilitating the emergence of inventive lines of inquiry and exploration that can seed new avenues of creative expression for fashion design and illustrating historic fashion. In particular, the paper focused on advanced 3D technology for the production of the physically-based simulation of clothing being developed by my colleague, Dr. Hyeong-Seok Ko from Seoul National University, where I spent part of my sabbatical leave researching how to implement this software into the fashion design curriculum.

Current graduate fashion student research using this 3D simulation software was used to illustrate the paper. The University of São Paulo, the conference venue, which offers degrees in textiles and fashion, is viewed as the best university in Brazil. There was much lively dialogue with students of the school after the presentation about how we use 3D simulation in the classroom to enhance learning fashion design. Also featured in the paper were images from our Drexel Historic Costume Collection and work in progress on 3D simulations of selected gowns, as seen in the image above.

The Brazilian fashion industry has annual revenue of $63 billion, is the fourth-largest textile producer in the world, and employs 1.7 million people. One of the challenges to this industry is the lack of knowledge of progressive technology necessary to translate their huge domestic market into a global one. Dr. Ko, my colleague from SNU, had previously been to São Paulo to promote the technology to the Brazilian fashion industry. Interesting and relevant to our curriculum were visits with him to companies using the software and discussions with the owners on best practices for the software.

This December I was invited as a keynote speaker to Museums & the Web, Hong Kong. Post conference I was again funded by the Korean Ministry of Culture, Sports, and Tourism Brain Korea 21 to continue research in 3D simulations at Seoul National University for one week.
3D Simulations, Rebecca Porto, Graduate Fashion
The Architecture and Urbanism College of University of São Paulo
Store front, Rue Martins Fontes, São Paulo

Restaurant, Rue Mancini, São Paulo

Government Building, São Paulo

Melissa Flagship Store, Oscar Freire, São Paulo