

Creativity: Designer Meets Technology

May 10 and 11, 2004

Continuing and Professional Studies

Philadelphia University



Power to Do

Continuing and Professional Studies

School House Lane & Henry Avenue
Philadelphia, PA 19144-5497



THE CONFERENCE:

The integration of creative design and technology is the foundation of many design disciplines in the 21st century. Philadelphia University, founded in 1884, is a premier institution offering professional education that incorporates leading-edge technologies for the design professional. This two-day conference, *Creativity: Designer Meets Technology*, has been structured specifically to offer attendees innovative and highly accessible ideas and information to transform how they think about design. Ways in which technology can enhance the creative process will also be presented. Industry vendors will provide the latest information to conference attendees.

CONFERENCE DATES:

Monday, May 10 and Tuesday, May 11
Philadelphia University, The Tuttleman Center
School House Lane and Henry Avenue
Philadelphia, Pennsylvania 19144

215.951.2900

Presented by Professors Peggy Goutmann and Hitoshi Ujiie of Philadelphia University's School of Textiles and Materials Technology

WHO SHOULD ATTEND:

Creativity: Designer Meets Technology is recommended for design directors and stylists, textile CAD directors and designers, educators as well as engineers and business managers who wish to broaden their knowledge of the integration of creative design and technology. It is particularly useful to professionals who are interested in updating their knowledge of technology while broadening their scope of creativity.

AGENDA

Monday, May 10

8 - 9 a.m.

Registration and Continental Breakfast

9:15 - 9:30 a.m.

Welcome

David S. Brookstein, Sc.D., Philadelphia University
Dean, School of Textiles and Materials Technology

9:30 - 11 a.m.

Morning Session: Inspiration

Heart, Hand and High-Tech

Carol Westfall
Shuttle, Spindle and Dyepot, Jersey City, N.J.

Remaining Extraordinary: Technological Innovation and Design

Peter DePietro, Quinnipiac University, Hamden, Conn.

Formal Innovations in Architecture and Design of the Information Age

Jonathan Trapp, Central Michigan University,
Mt. Pleasant, Mich.

11 a.m. - 1 p.m.

Lunch and Keynote Address

How Creativity Can Again Make America A Producing, Exporting Nation

Jack Lenor Larsen, Keynote Speaker

Jack Lenor Larsen, internationally known textile designer, author and collector, is one of the world's foremost advocates of traditional and contemporary crafts. His awards are many and his designs are in collections of international museums. He is associated with schools and art centers worldwide. Larsen founded the firm that bears his name in 1952 and over the past five decades, Larsen the Company has become a dominant resource for signature fabrics for the international design trade.

1 - 3 p.m.

Afternoon Session I:

Education - Programs and Case Studies

Educating the Designer

Anne Toomey, Royal College of Art, London, England

International Textile Works: Laboratory for Experimental Artists to Create Cutting-Edge Design-Grounded Textiles

Wendy Weiss and Ana Lisa Hedstrom, University of Nebraska, Lincoln, Neb.

Fast Track to Design Careers at the Fashion Institute of Design and Merchandising

MariBeth Baloga, Fashion Institute of Design and Merchandising, Los Angeles, Calif.

www.PhilaU.edu/continuinged/creativitycon

Pre-Production Silk Scarf Development is a Reality with Expanded Technologies in the Classroom

Anita Racine, Cornell University, Ithaca, N.Y.

3 - 3:45 p.m.

Afternoon Break: Vendor Exhibits Open

3:45 - 5:45 p.m.

Afternoon Session II: Novel Approach

Skin Stories: Charting and Mapping the Skin

Zane Berzina, The London Institute, London, England

Technology is the New Craft: Downloading the Textile Future

Victor De La Rosa, Rhode Island School of Design, Providence, R.I.

Innovation in Print for Textiles

Norma Starszakowna, The London Institute, London, England

6 - 7 p.m.

Networking and Cocktails

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Vendor Exhibits Open during the Cocktail Hour

Cost Cutting in the CAD Studio: Vector to Bitmap Workflow

Elaine Polvinen, Buffalo State College, Buffalo, N.Y.

Virtual Technologies: Shaping the Future of Textile Product Design

Traci May-Plumlee, North Carolina State University, Raleigh, N.C.

10:30 - 11 a.m.

Morning Break: Vendor Exhibits Open

11 a.m. - 12:30 p.m.

Morning Session II:

Education - Programs and Case Studies

Soft Technology

Maria Tulokas, Rhode Island School of Design, Providence, R.I.

The Drexel Digital Museum Project: Historic Costume Collection

Kathleen Martin, Drexel University, Philadelphia, Pa.

Textiles and Translation

Terence Kavanagh, Loughboro University School of Art and Design, Loughboro, UK

12:30 - 1:30 p.m.

Lunch - CITDA presentation

1:30 - 3 p.m.

Afternoon Session I:

Design Process - Concept to Prototype

Digital Creativity: Impact of Digital Imaging Technology on Printed Textile and Surface Pattern Design

Cathy Treadaway, University of Wales Institute, Cardiff, Wales

Maintaining Creativity Integrity While Integrating New Technology

Cheryl Girard, Quaker Fabric Corporation, Fall River, Mass.

Concept + Technology

Vita Plume, North Carolina State University, Raleigh, N.C.

3 - 3:30 p.m.

Afternoon Break: Vendor Exhibits Open

3:30 - 5 p.m.

Afternoon Session II:

Design Process - Concept to Prototype

Software as a Creative Tool in Textile Design

Helle Abild, Center for Digital Textile Research and Innovation, Copenhagen, Denmark

A Digital Aesthetic for Future Interior Environments?

Helena Britt, Glasgow College of Art, Glasgow, Scotland

Digital Fabric Printing in Today's Commercial Marketplace

Danielle Locastro, First2Print™ New York, N.Y.

Tuesday, May 11

8:30 - 10:30 a.m.

Morning Session I: (Two Concurrent Tracks)

Product Development Track

Digikids: Incorporating Digital Textile Printing into Co-Design Process of Mass Customization of Apparel Products

J. R. Campbell and Jean Parsons, Iowa State University, Ames, Iowa

Wearing Technology: Opportunities in Performance Design

Janet Hethorn, University of Delaware, Newark, Del.

WholeGarment Knitting as a Design Evaluation Tool for Performance Fibers

Nancy Powell, North Carolina State University, Raleigh, N.C.

Stimulating the Senses: Humanizing Technology through Design

Sarah Taylor, Heriot-Watt University, Galashiels, Scotland

Technology Track

Transforming Shape: A Simultaneous Approach to the Body, Cloth and Print for Textile and Garment Design

Katherine Townsend, The Nottingham Trent University, Nottingham, England

Photon Laser and Textiles

Janet Stoyel, University of West of England, Bristol, UK



Philadelphia University:

Since its founding in 1884, Philadelphia University has nurtured its relationships with the domestic and international textile and apparel industries, while expanding its curriculum to include architecture, design, business, health and science. It is the oldest and only private institution of higher education in the United States dedicated to instruction and research supporting textile, apparel and related industries.

Lodging:

Accommodations will be available at the following hotels. Single rooms will be held at special rates until three weeks prior to the start of the conference. Please call the hotel directly and identify yourself as a Philadelphia University *Creativity: Designer Meets Technology* participant to receive the special room rate.

Adams Mark Hotel, Philadelphia

City Avenue and Monument Road
Philadelphia, PA 19131
215.581.5000

(located two miles from campus)

Sheraton Society Hill, Philadelphia

One Dock Street (2nd and Walnut Streets)
Philadelphia, PA 19106
215.238.6000

(located nine miles from campus and one mile from center of Phila.)

(Please make arrangements for transportation to and from Philadelphia University.)

Fee:

The conference fee, which includes lunch each day and a cocktail hour at the end of the first day is \$275.00. Payment of the fee ensures space in the conference. Refunds will not be given when cancellation is made later than April 30, 2004.

DuPont Tour (Optional):

DuPont Ink Jet invites conference participants to a tour of the DuPont™ Artistri™ Technology Center in Wilmington, Delaware, on Wednesday, May 12, 2004, at 10 a.m. See the Dupont™ Artistri™ 2020 on-demand digital textile printer in action! Transportation from Philadelphia University will be provided. Please contact Adrian Newell at 302.992.5094 or adrian.f.newell@usa.dupont.com by April 30, 2004 to register for the tour.

For more information about this conference:

Please call 215.951.2900 or visit our website at www.PhilaU.edu/continuinged/creativitycon

REGISTRATION INFORMATION:

To register for the Creativity: Designer Meets Technology conference, simply complete this form and return it to:

**Philadelphia University
Office of Continuing and
Professional Studies
School House Lane and Henry Avenue
Philadelphia, PA 19144-5497**

**OR
Fax: 215.951.5300**

You will receive confirmation and more information upon receipt of your registration.

Space is limited. Register early!

One registration form per participant, please.

This form may be photocopied.

Name: _____

Title/Position: _____

Company/Institution: _____

Address: _____

City: _____

State: _____

Zip Code: _____ Country: _____

Email Address: _____

Phone Number: _____

Method of Payment (Fee is \$275):

_____ Check (Make check payable to Philadelphia University)

_____ MasterCard _____ Visa

Card Number: _____

Expiration Date: _____

Name on Credit Card: _____

Signature: _____