

Press release

April 26, 2008

FASHIONABLE TECHNOLOGY

The Intersection of Design, Fashion, Science, and Technology

by Sabine Seymour

THE BOOK

The interplay of electronic textiles and wearable technology, wearables for short, and fashion, design and science is a highly promising and topical subject. Offered here is a compact survey of the theory involved and an explanation of the role technology plays in a fabric or article of clothing. The practical application is explained in detail and numerous illustrations serve as clarification. Over 50 well-known designers, research institutes, companies and artists, among them Philips, Burton, MIT Media Lab, XS Labs, New York University, Hussein Chalayan, Cute Circuit or International Fashion Machines are introduced by means of their latest, often still unpublished, project, and a survey of their work to date. Given for the first time is a list of all the relevant information on research institutes, materials, publications etc. A must for all those wishing to know everything about fashionable technology.

ISBN 978-3-211-744498-7

SpringerWienNewYork

THE AUTHOR

Sabine Seymour is an innovator and trend spotter who is focused on next generation 'wearables' and the intersection between aesthetics and function. She is the CEO and Chief Creative Officer of Moondial, which develops fashionable wearables and consults on fashionable technology to companies worldwide. She is a faculty member at Parsons The New School For Design in New York and the University of Arts and Industrial Design in Linz, Austria. Sabine curates, exhibits and lectures internationally and has been published worldwide.

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EVENTS

PROJECT WALKWAY + FASHIONABLE TECHNOLOGY BOOK LAUNCH

NEW YORK, USA

Eyebeam Museum

Thursday, May 22, 2008, 6 PM

<http://www.eyebeam.org/>

An evening about wearable technologies, featuring a runway show by the participants of Eyebeam's Spring 2008 Girls Eye View program, followed by a discussion and book launch for Fashionable Technology by Sabine Seymour.

FASHIONABLE TECHNOLOGY BOOK LAUNCH

VIENNA, AUSTRIA

designforumMQ, quartier21/MQ

June 19, 2008, 7 PM

www.designforum.at

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Graphic Design: Mahir Mustafa Yavuz

Research Assistance: Hannah Perner-Wilson

Copy Editor: Kai Eric Hylfelt

Sponsors

Impulsprogramm creativwirtschaft by Austria Wirtschaftsservice

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Cool Hunting, www.coolhunting.com, New York

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