

The 16th Scientific-Professional Symposium

Textile science and economy – Digital fashion



Zagreb, January 26th, 2024

<https://www.ttf.unizg.hr/tzg-2024/1094>

„Digital fashion“ was the central theme of the 16th consecutive and 6th international scientific-professional symposium “Textile Science & Economy” was organised by the University of Zagreb Faculty of Textile Technology on January 26th, 2024. A series of invited lectures by experts from various disciplines, a round table and the publication of an international conference volume in English and Croatian emphasized the importance of interdisciplinary cooperation between the academic community and the business world. The virtual poster section presented 35 different posters covering various aspects of the application of new technologies in textile sciences, while the abstracts of the presentations were published in the *Book of Abstracts*. The internationally peer-reviewed conference proceedings (*Book of Proceedings*) served as an important resource to promote the further development of study programs towards digital fashion in order to adapt them to the demands of the modern market.

This international conference took place against the background of the dynamic development of modern technologies and the ever-increasing confrontation of the market and production with the role of artificial intelligence. The University of Zagreb Faculty of Textile Technology systematically follows current market trends and strives to implement them in its educational processes. Therefore, this year's conference was organized with the intention of gathering lecturers with relevant market experience in the field of digital fashion, whose expertise and research results will contribute to the better design of new study guidelines.

After the introductory words of the President of the Organizing Committee of TZG 2024, professor Katarina Nina Simončič, PhD, the Dean of the Faculty, professor Anica Hursa Šajatović, PhD and the Vice-Rector for Economy and Digitalization, professor Tomislav Bolanča, PhD, a plenary lecture was given by professor Žarko Paić, PhD entitled “Technosphere as post-digital fashion - on creative body design”. He offered a socio-humanistic insight into digital fashion using the interdisciplinary concept of the technosphere. Daniele Scarante, in his presentation “Preserving the fashion heritage and making it accessible to all, wherever they are”, presented the d_archive project, which aims to "preserve the heritage of fashion and develop digital craftsmanship through the production of replicas of historical garments using a combination of 3D technology and traditional methods". Fashion designer Silvio Vujčić and architect Miro Roman presented their joint project Soll in the lectures "All About Soll" and "Coding Soll". Soll is an artificially intelligent fashion designer whose physical counterpart is the E.A.1/1 S.V. brand. Soll's working method is based on the translation of computer data from databases into fashion creations, which are then physically produced according to his ideas. Fashion designer Gala Marija Vrbanić presented her brand Tribute Brand in the exhibition entitled "I Want to be a Box". The brand combines digital fashion that exists in AR environments of social networks with real clothes previously designed with digital tools. The last presentation was given by Robert Muza from the company Tronog d.o.o. and was entitled "Application of AI in digital production". Company works with leading textile brands and helps them to optimize their product development processes with the help of 3D visualizations and artificial intelligence.

At the end, a round table was held with Silvio Vujčić, Jelena Buhanc and Jelena Miščančuk under the chairmanship of professor Katarina Nina Simončič. The use of digital technologies in the textile industry and the skills that students need on the job market were discussed. Jelena Miščančuk reported on her experiences in founding the digital brand Studio ST, while Jelena Buhanc presented the work of the company NTT, which specializes in smart textiles with integrated electronics.

In addition, as part of TZG 2024, an exhibition based on the Green Summer School of Erasmus+ project "Sustainable Design and Process in Textiles for Higher Education" - GreenTEX was set up in the TTF gallery. The project investigates and finds various solutions to the question "How can we deal with textile waste?"

The symposium could be followed live on YouTube and the footage remained publicly available. The event was watched live by 139 viewers, and the total number of views rose to 178 after 24 hours.

As a part of strengthening textile science and the profession, 5 selected papers will be published in this number of the national journal *Tekstil*.

Guest editors: Professor Katarina Nina Simončič, PhD and Petra Krpan, PhD