

“Open Wearables”

Valérie Lamontagne
3lectromode
Concordia University

Open Wearables Presentation Outline:

- * Modernism, Sewing & Fashion
- * Open Design & Wearables
- * 3lectromode

* Modernism Sewing/Fashion:

- + Rise of the “designer”
- + Trademarks & logos
- + Pattern distribution

* Modernism, Sewing & Fashion:
Rise of the “designer”

MALLES ET SACS DE LOUIS VUITTON
Fabrique à ASNIÈRES (Seine)



SAC DE CABINE



MALLE CUIR POUR HOMMES

PARIS
1, Rue Scribe
TELEPHONE 239-48
BOCCALIER
57, AVENUE MARCEAU
Telephone 918-67



MALLE POUR CHAPEAUX DE DAMES

LONDRES
454, Strand
En face la Gare
de
CHARING CROSS



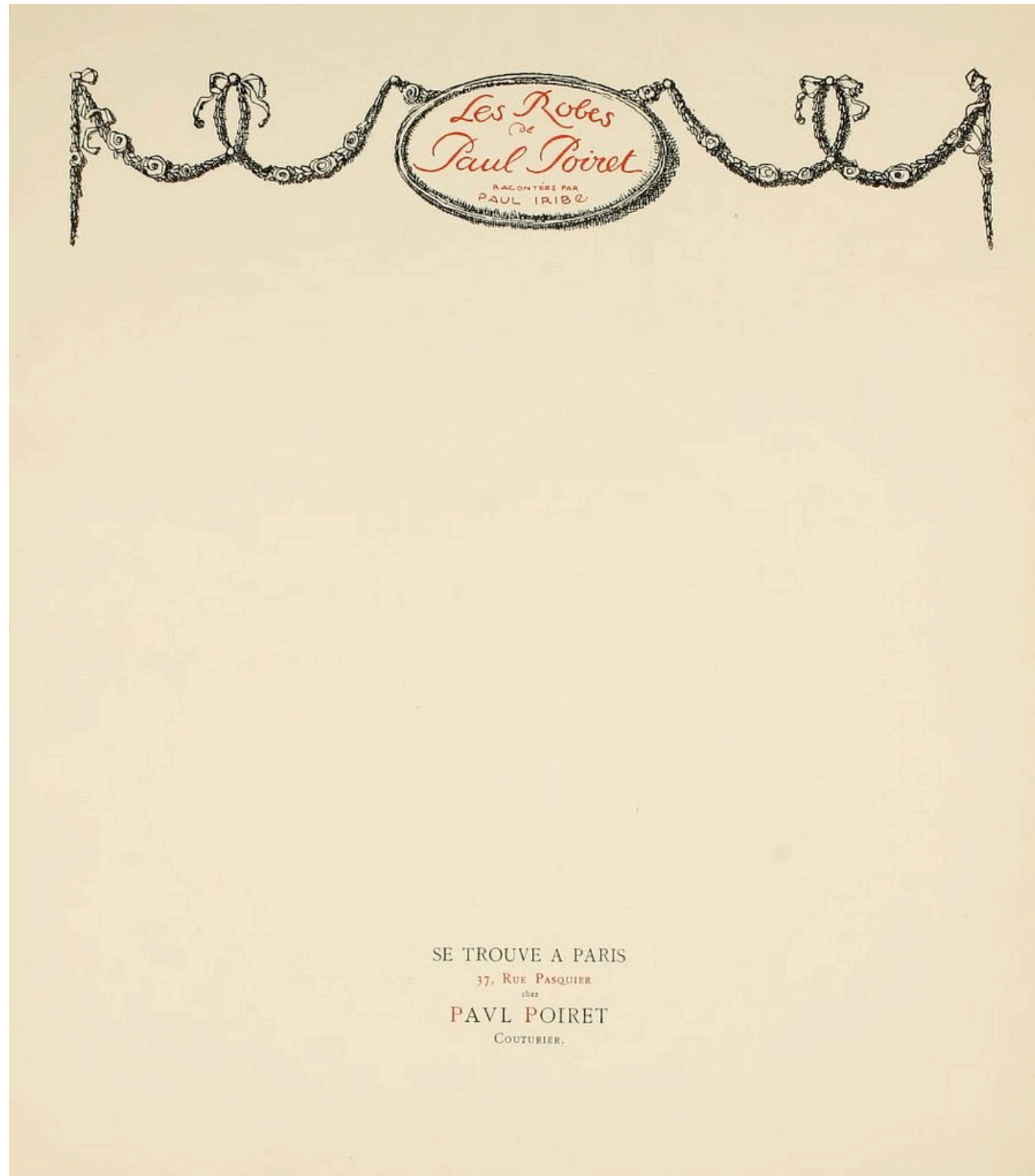
MALLE POUR HOMMES

CATALOGUE
franco



BOITE POUR CHAPEAUX D'HOMMES







Valérie Lamontagne - Open Hardware Summit 2012





* Modernism, Sewing & Fashion:
Trademarks & logos

SO SIMPLE IT NEVER GETS OUT OF ORDER.

\$18.00 The Celebrated Common Sense \$18.00

Family Sewing Machine!

IMPROVED AND PERFECTED.

Simplicity, Grace, and Beauty!

ACKNOWLEDGED TO BE THE BEST

Cheap Family Sewing Machine

IN THE UNITED STATES!!



Durable! Durable!! Durable!!!

FOR ELEGANCE OF FINISH

IT HAS NO RIVAL,

HIGH PRICE OR LOW!!

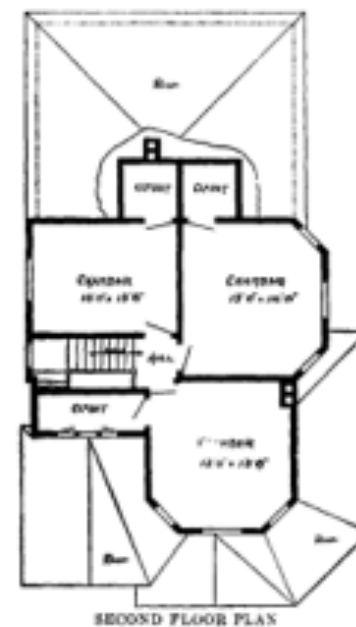
SIMPLE, DURABLE, COMPACT, AND CHEAP!!





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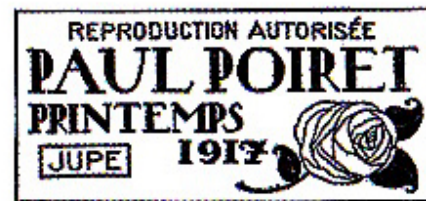


Design No. 84
Cost about \$4,900

Size: width, 28 feet; length, 47 feet exclusive of porches. Blue prints consist of cellar and foundation plan; first and second floor plans; front, rear, two side elevations; wall sections and all necessary interior details.



DRESS LABEL



SKIRT LABEL




SUIT LABEL



COAT LABEL

EVERY GENUINE REPRODUCTION
MUST HAVE
ONE OF THESE LABELS

TUESDAY, OCTOBER 14, 1914 WOMEN'S WEAR



PAUL POIRET
COUTURIER
AVENUE D'ANTIN 26
FAV. ST HONORÉ 107
À PARIS
TÉLÉPHONE : 575-80

WARNING AGAINST FALSE LABELS


I will prosecute to the full extent of the law anyone who places a false label in imitation of my trademark on any article of merchandise.

This trade-mark I have registered in France and I have advised my attorneys to register at Washington my label as a trade-mark and instructed them to protect my interests.

I have no objection if my models are copied and the label indicates this, as for instance, "copy of a Poiret Model," and then if desired the firm's name selling the goods.

But I protest against the use of false labels imitating my trade-mark with intent to deceive the wearer into believing that I made the article so labeled when I did not.

This is My True Label



Any infringement will be prosecuted to the fullest extent of the law.

PAUL POIRET

COPYRIGHTING CLOTHES

AN interesting result of the visit Mr. Paul Poiret, the well-known French designer, made to America in the autumn of 1913, has recently developed in the decision rendered by the court of Special Sessions on the eighteenth of December in the case of Mr. Poiret against William Fantell of the Universal Weaving Company, accused and convicted of having manufactured and sold to the fashion trade imitations of Mr. Poiret's labels. During his visit to America, Mr. Poiret was much astonished to see advertised in various shop windows Poiret gowns which he himself had never seen before. Needless to say, Mr. Poiret quickly identified these gowns as never having emanated from his establishment and the labels which were sewed in them as nothing but counterfeits of his original label. He immediately placed the matter in the hands of his attorney, who started an investigation which revealed the fact that not only were Poiret labels being imitated and sold throughout the country by a number of manufacturers, but the labels of other prominent couturiers were also being duplicated. In fact, it was discovered that quite a flourishing trade in these false labels had become well established in America.

WAYS AND MEANS FOR PROTECTING COUTURIERS

As an outcome of Mr. Poiret's report on this matter to his colleagues upon his return to Paris, there was a general movement among the leading French couturiers to devise some means to protect themselves against this spurious exploitation of their names. Accordingly, last June, at the suggestion of Mr. Philippe Ortiz, a Frenchman who has long been resident in America, and who is the representative in this

Led by Paul Poiret, the French Dressmakers Establish in New York an Association to Protect and Copyright Their Designs



The above is a facsimile of the statement signed by the French couturiers thanking Mr. Paul Poiret for his efforts to prevent the fraudulent manufacture and use of the labels of French couturiers

country of Braun et Compagnie of Paris, Mr. Poiret and his colleagues formed an association styled, "Syndicat de Défense de la Couture Française" (Association for the Protection of French Dressmaking), with a branch in New York City, the direction of which was placed in the hands of Mr. Ortiz.

Immediately following the installation in New York of a branch of the Paris Syndicat, it was expected by those who were familiar with the situation that a great number of trials would follow and that the Syndicat would be inclined to press every charge against the false label manufacturers and fashion dealers; but on the contrary, the representative of the Syndicat acted very generously in the matter and issued a public warning to the effect that the manufacture of these imitation French labels must immediately cease, and that those who failed to heed this warning would be

(Continued on page 100)



* Modernism, Sewing & Fashion:
Pattern distribution

Valérie Lamontagne - Open Hardware Summit 2012

LAVEUSE

THIS dainty and piquant summer skirt for town or country, for the canoe or for the beach, disproves the old reproach to washable skirts, that they sacrifice individuality to practical needs.

The contrast of two colors, which gives it originality, marks its essential youthfulness of character, by reflecting the joyous tones of springtime. The crenelated effect above the band breaks the usual hard line of the waist, which is further softened by tassels attached to gleaming buttons.

Washable cords passing over the shoulders seem to sustain the whale. A pocket at the meeting of the two colors adds its note of usefulness.

Lawrence is equally charming worn with a blouse alone, or with a sweater jacket.



LAPEL. Price \$7.50.
The lower part of the skirt is of white washable galathea, ornamented by black in any one of the following colors: Green, gold, silk, moose, tan or white.

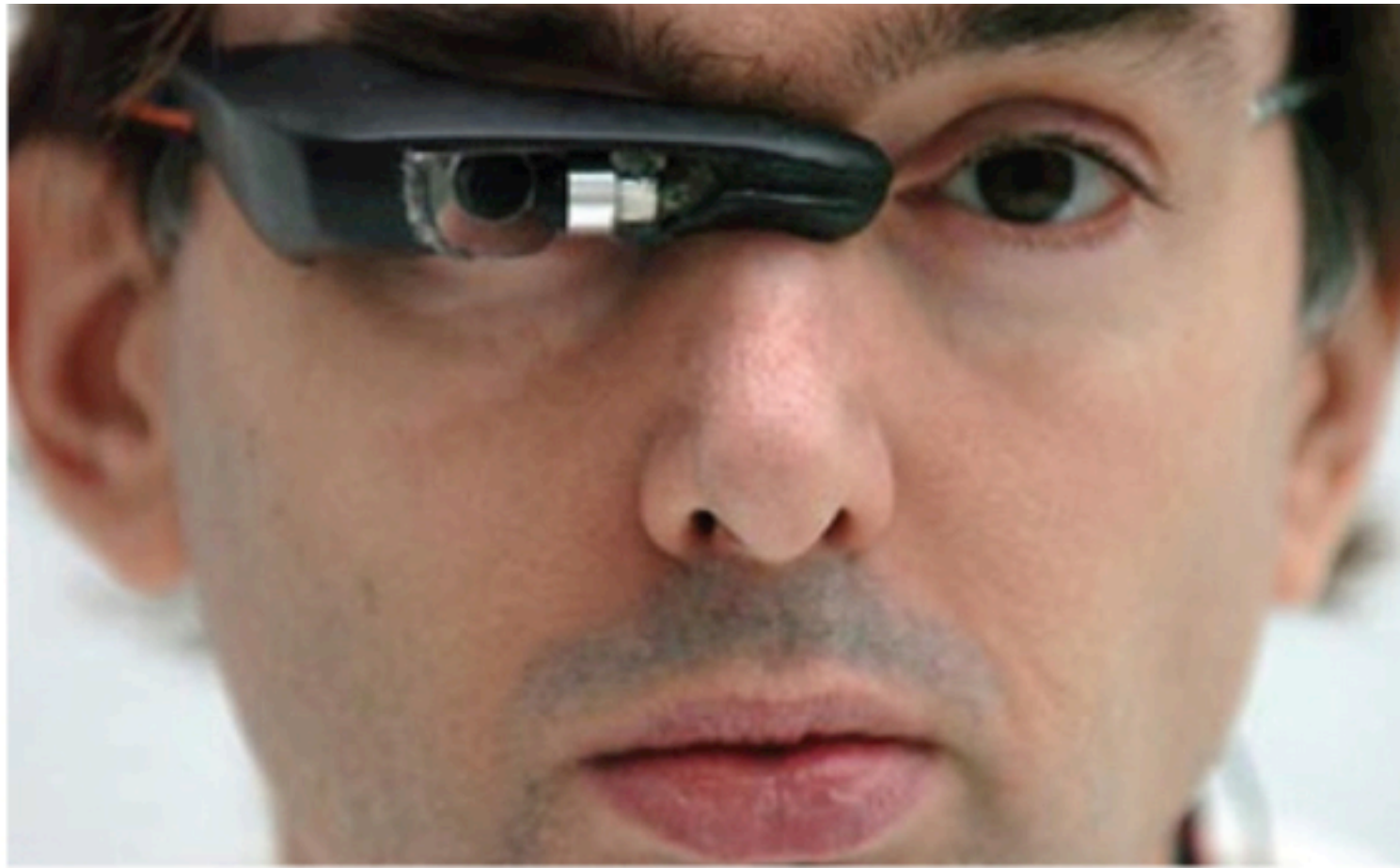
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* Open Design & Wearables:

- + Materials
- + Access = knowledge & tools
- + Social adaptation = made 4 u
- + Unzipping wearables

* Open Design & Wearables: Materials!

3lectromode



admissions

program overview
how to apply
facts and figures
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lab life

accepting students

group web site >

contact:

Stephanie Gayle
617.253.0330
sgayle(at)media.mit.edu



Leah Buechley

Advisor Profile >

How to engage diverse audiences in creating their own technology by situating computation in new contexts and building tools to democratize engineering.

The High-Low Tech group integrates high and low technological materials, processes, and cultures. Our primary aim is to engage diverse audiences in designing and building their own technologies by situating computation in new cultural and material contexts, and by developing tools that democratize engineering. We believe that the future of technology will be largely determined by end-users who will design, build, and hack their own devices, and our goal is to inspire, shape, support, and study these communities. To this end, we explore the intersection of computation, physical materials, manufacturing processes, traditional crafts, and design.

What We're Looking For

Students with a strong interest in developing tools that empower others to work creatively with technology. Basic programming skills are essential, and applicants should also have experience in some combination of: electrical engineering, traditional crafts, industrial design, materials science, educational technology, mechanical engineering, sociology/anthropology, open-source/do-it-yourself development, textile design, and/or fashion design.

view research groups >

Research Advisors

V. Michael Bove, Jr.

Ed Boyden

Cynthia Breazeal

Leah Buechley

Chris Csikszentmihályi

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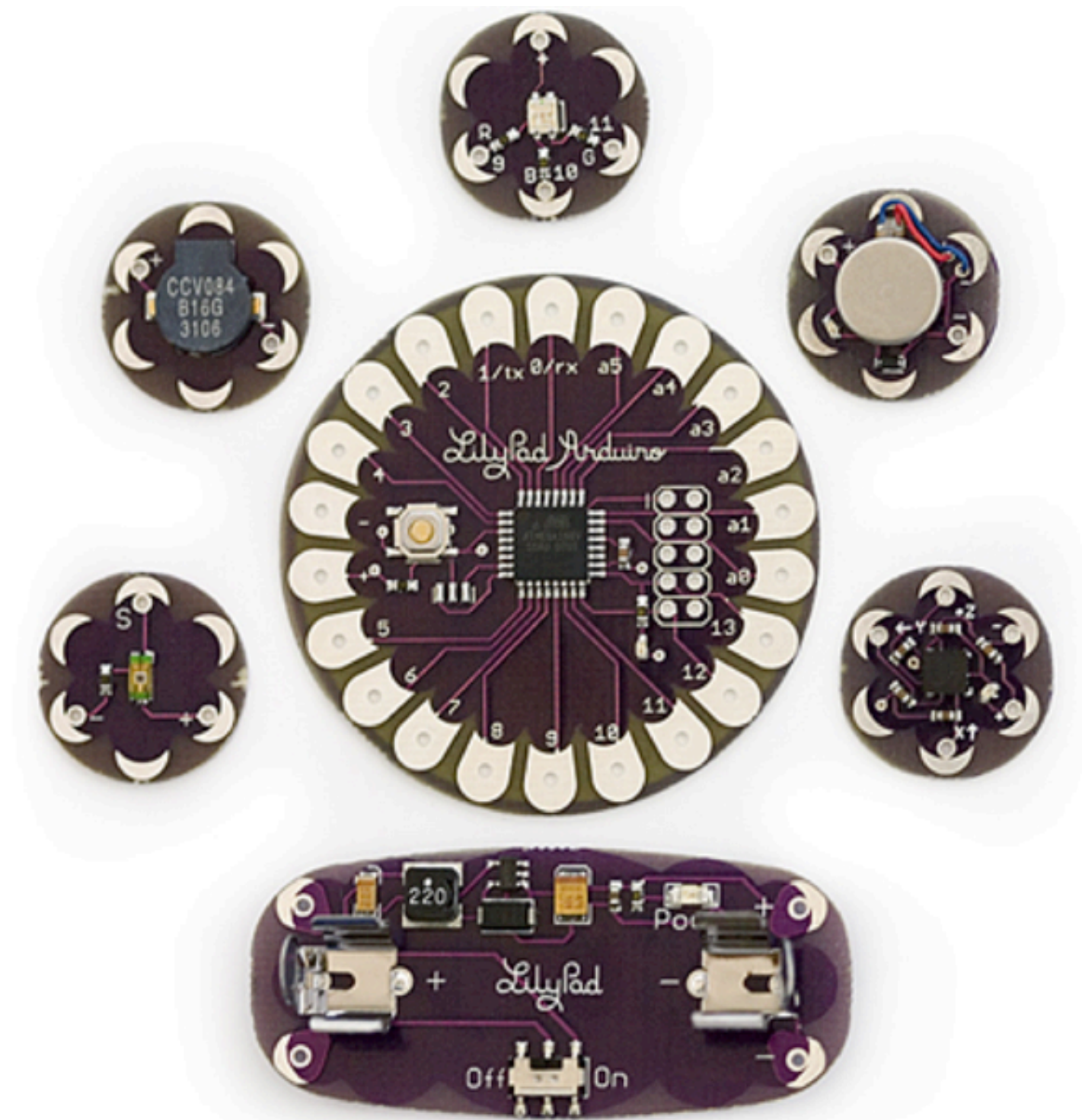
William J. Mitchell

Frank Moss

Joseph Paradiso

Alex (Sandv) Pentland

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HTTP **Git Read-Only** **Read-Only** access

added readme

adafruit authored August 31, 2011 commit 5438cd4b8a

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README.txt	August 31, 2011	added readme [adafruit]	
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normal

fade

slow fast

switch

twinkle

slow fast

turn off after

1min 15min 1hour never

do this

once 4 7 10

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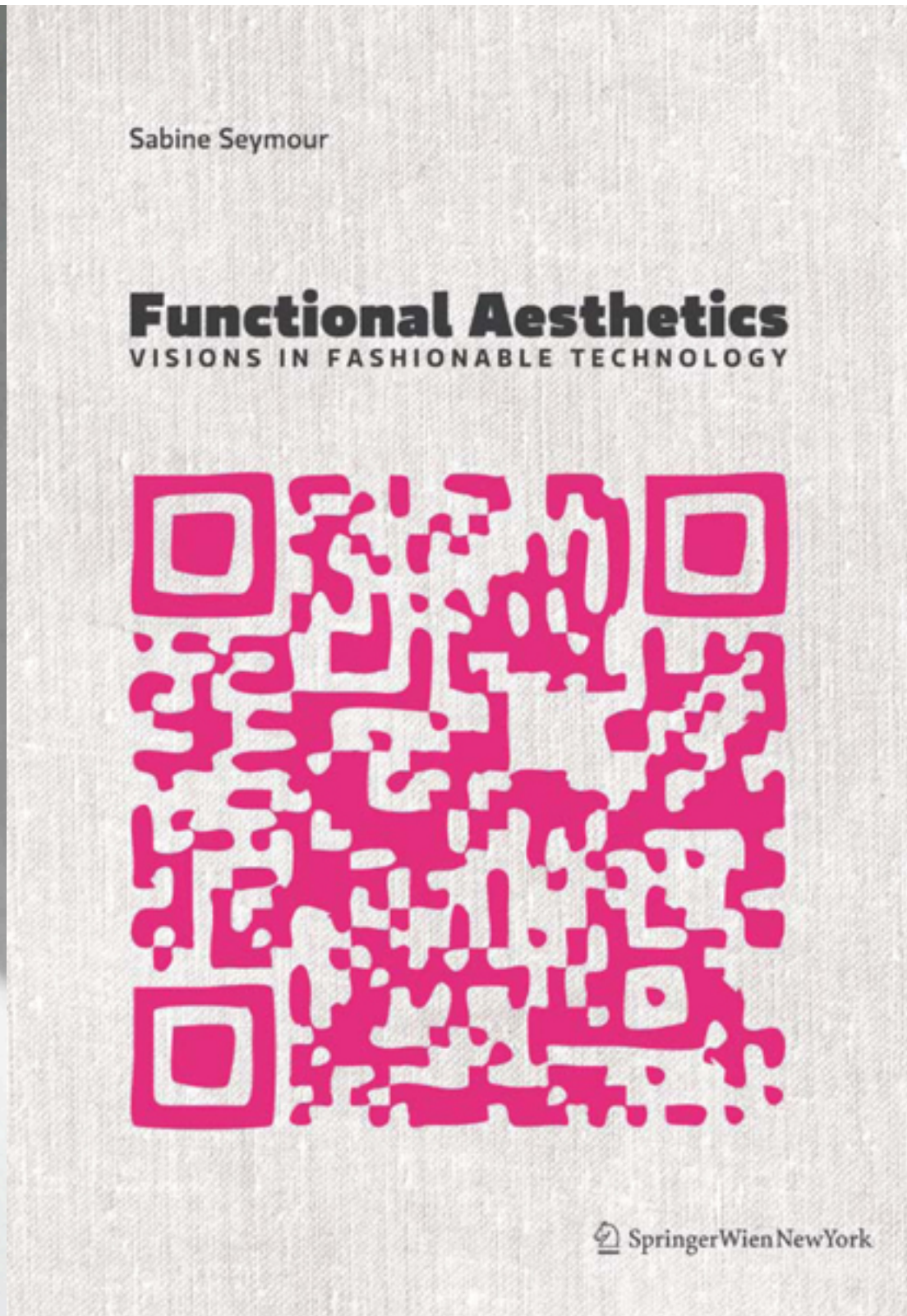
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* Open Design & Wearables:
Access = knowledge & tools







Open Software 2nd Edition

April 27th, 2011



Open Software is a book about fashion and technology. More precisely it is a book about Arduino boards, conductive fabric, resistive thread, soft buttons, LEDs, and some other things. We started researching five years ago thanks to the support of K3, School of Arts and Communication, Malmö University, Sweden.



Support us!

This book was created on top of a series of Open Source projects, support us to support further development of open materials.

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Buy the book at

[the Arduino Store](#), from the makers of Arduino.

[Sparkfun](#), probably the biggest breakout board market in the world.

[Adafruit Industries](#), the place where makers meet to talk.

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Published by

[BlushingBoy Publishing](#), a Swedish publisher dedicated to cognitive printing.


ISBN: 978-91-97-95540-9, Sweden, 2011

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Melisa and Derek Coleman, Andreas Jiras for their help with proofreading.

[Malmö University](#), the School of Arts and Communication kindly sponsored the creation of these texts and ran several courses to proof the concept.





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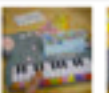

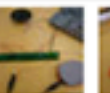

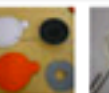
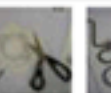
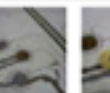
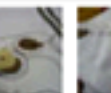
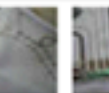


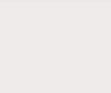


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Wearable Toy Piano

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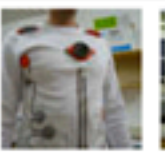
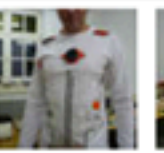
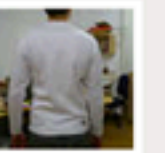
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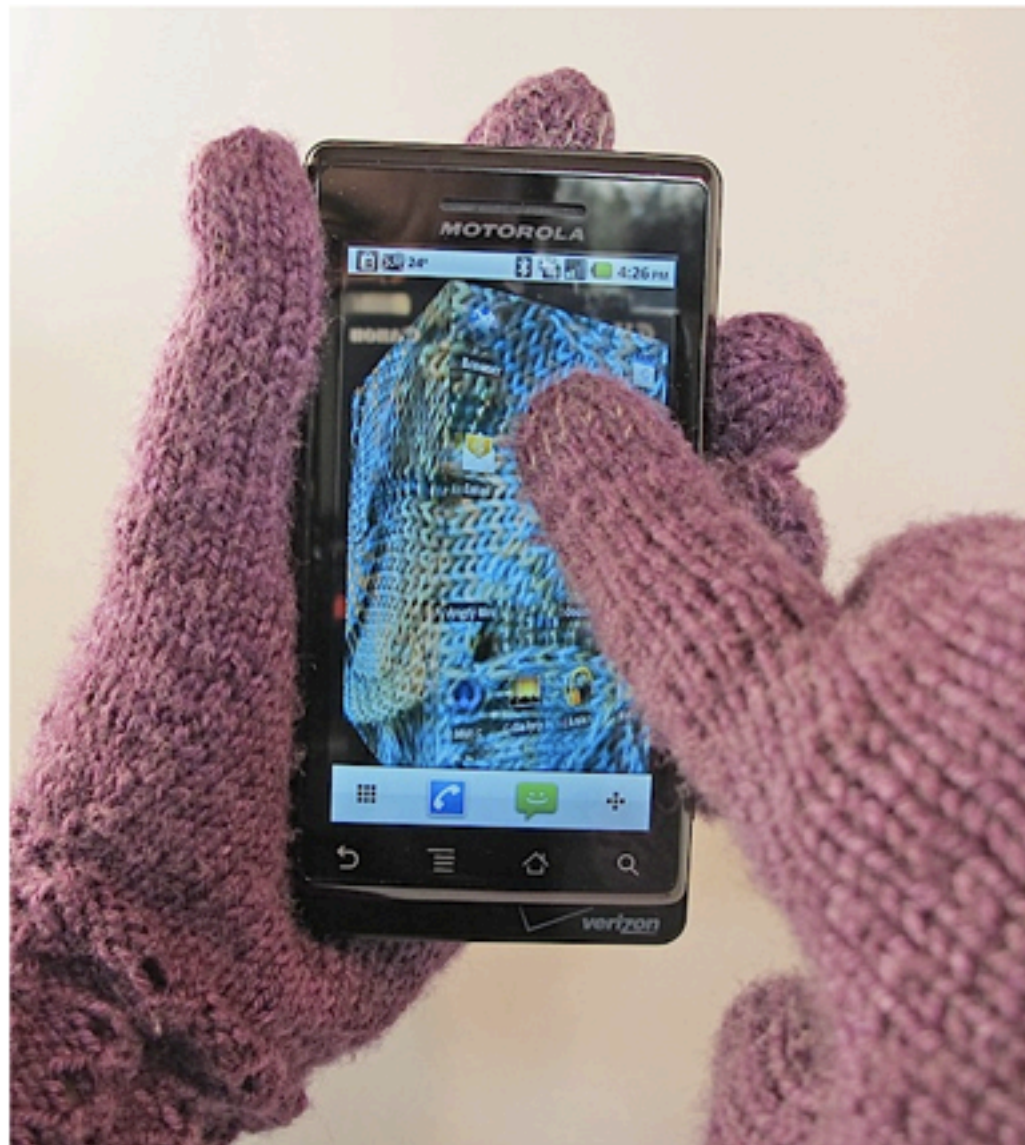
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Techno-Naturology: Dynamic and Responsive Architectural Skins

Posted by [Syuzi](#) on September 8, 2011 at 3:11pm [View Blog](#)



Typically when "movement" and "kinetics" are discussed in architecture, they reference either the the movement of the observer through and around buildings or the change in the appearance of the building itself altered by environmental conditions, especially light. Thanks to kinetics historically have played a rather

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Learn all about Arduino with our tutorials!


We receive tons of emails each day, all basically asking the same thing: "Where can I learn about electronics?" In general, most of these people have seen some of my projects and want to be able to build similar things. Unfortunately, we have never been able to point them to a good site that really takes the reader through a solid introduction to microcontrollers and basic electronics, until now! We designed this tutorial course to accompany the [Arduino starter pack](#) sold at the [Adafruit webshop](#). The pack contains all the components you need (minus any tools) for the lessons. Let's get started...

[VIEW THE TUTORIALS & PROJECTS \(6 total\)](#)



- Arduino tutorial - Lesson 0

Brieflight check... Is your Arduino and computer ready?




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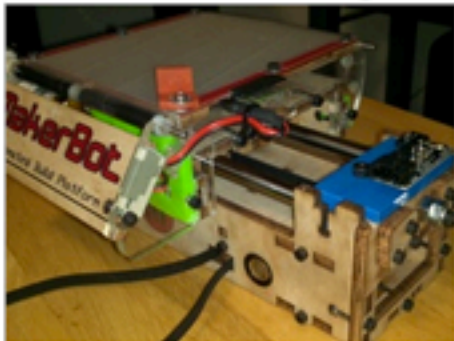
Welcome to the Thingiverse.

This is a place to share digital designs that can be made into real, physical objects. Let's create a better universe, together!




Check out all the Colbert Things on Thingiverse


Who's Making What?



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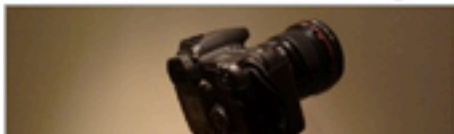
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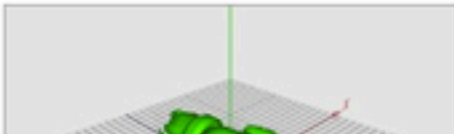
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The Fungible Physical World



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Bekijk nu de ProtoSpace Panorama's!

ProtoSpace Nieuwsbrief september 2011

De vakantieperiode is duidelijk voorbij. Het lab draait op volle toeren. Veel media aandacht, conferenties en...

[Lees verder...](#)

Another Dimension

Van 2 september tot en met 2 oktober 2011 presenteert het Centrum Beeldende Kunst Rotterdam de expositie Another Dimension.

Met rapid prototyping - beter bekend als 3D...

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ProtoSpace Nieuwsbrief augustus 2011

Er wordt niet stil gezeten in de zomer. De laatste weken zijn er vele creatieve mensen in het lab die mooie dingen maken. We...

[Lees verder...](#)

ProtoSpace Nieuwsbrief juli 2011

Dus je wilt iets komen maken?

Hier staat uitgelegd hoe het werkt als je bij ons de lasercutter, 3d printer of andere machine wilt gebruiken.

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just a test image

E-Textile Workspace

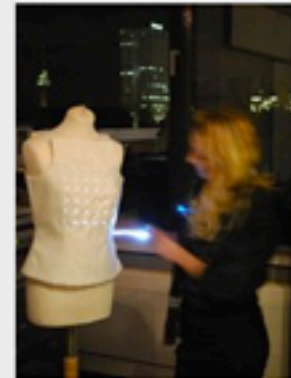
Explaining See-Thru-Me

Meg Grant explains her See-Thru-Me project



See-Thru-Me in Action

The light at the back seems to pierce through the body



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Related Items

Lab Initiates E-Textile Workspace

E-Textile Workspaces aim to offer an informal setting for both critical discussion around&about ...



DMY Festival Berlin Invites E-Textile Workspace

DMY International Design Festival Berlin, 09-13 June 2010, has invited the E-Textile team to give a ...



How to Make Textiles Move

In the 5th E-Textile Workspace we focused on the question how to make textiles move. Previously, ...



Exhibition: Pretty Smart Textiles

Exhibition 31 May 2010 - 24 June 2010, 11:00-16:00
Location Nutshuis, Riviervismarkt 5, Den Haag. ...



Wires and Sensors of See-Thru-Me

The sensors are strategically placed in between seams



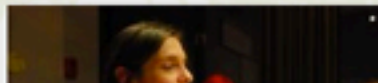
See-Thru-Me Batterypack

Small pockets for coin cell batteries



Inflatable Element

Anja Hertenberger explains her latest project



Box With Electronics

Ingredients for Anja Hertenbergers project



Anja Hertenberger

Anja Hertenberger (DE) is an artist who researches identity in relation to media, surveillance, ...





Community Production Space

Open Design City is a powerful combination of space, resources and community. Our citizens and their ideas are what make the space special. Open Design City provides people with a workspace, tools, and knowledge for building things and experiences.



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Services

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Upcoming Events

September 20, 2011

[FlashMob: Nacht aus der VogelHaus](#)
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Sewing Mushroom Throwies – Yarn Graffiti Workshop Part 2



Yarn throwies are small textile objects with magnets which can be thrown to ferro metallic surfaces in and out of reach. This workshop will give you the chance to learn how to sew your own mushroom-shaped yarn throwie. Take it home or well plant it public space as a soft graffiti intervention! This workshop is...

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New York, Sept. 17 & 18

New York Hall of Science
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Jenna Fizel

Expertise

Designer

Nervous System is a design studio that works at the intersection of science, art, and technology. We create using a novel process that employs computer simulation to generate designs and digital fabrication to realize products. Drawing inspiration from natural phenomena, we write computer programs mimicking processes and patterns found in nature and use those programs to create unique and affordable art, jewelry, and housewares.

UPCOMING EVENTS

HILLSIDE SALON [lecture](#)

2011-09-20
@ UMASS Amherst
Amherst, MA

FUTURE OF STUFF [lecture](#)

2011-09-24
@ Pivotal Labs, NYC
841 Broadway 8th Floor, New York NY

DESIGN OF THE FUTURE LECTURE [lecture](#)

2011-11-01
@ Carnegie Mellon School of Design
Pittsburgh, PA

MICRO-RESIDENCY AT DIGITAL FABRICATION

LAB [residency](#)

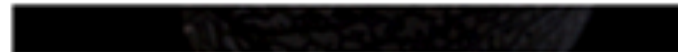
2011-11-02 to 2011-11-03
@ CMU School of Architecture
Pittsburgh, PA

[view all upcoming and past events](#)

IN THE SHOP



new Hyphae



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LATEST BLOG POSTS

NOW AVAILABLE HYPHAE LAMPS #14-28

2011-08-21

We've been really excited about the enthusiastic response to our Hyphae Lamps! On August 16th, we sold the last Hyphae Lamp from the first series that was available on our website. Each lamp in the series is a one of a kind design but the series itself is unlimited. So in the following days, we've [...]

AMAZING HI-RES HOMEMADE 3D PRINTER

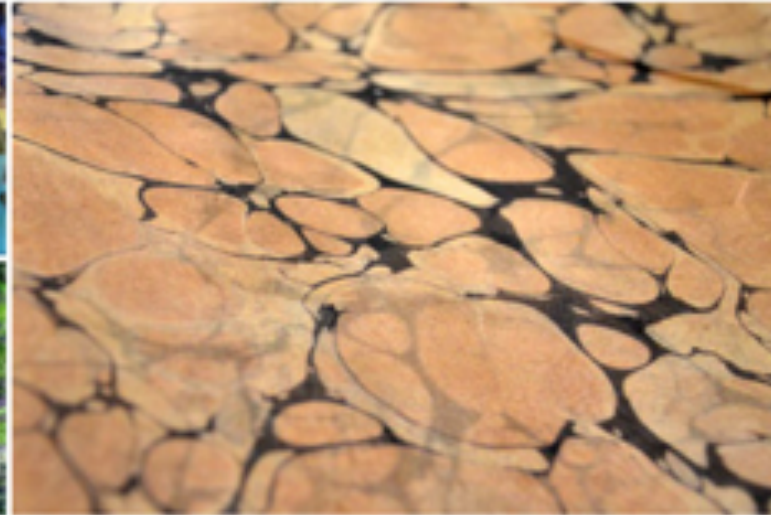
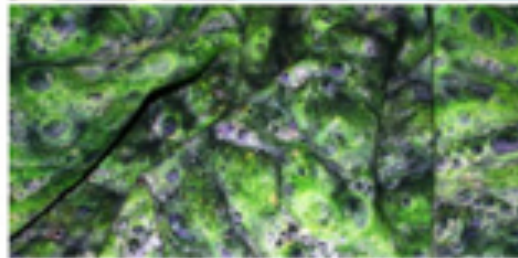
2011-08-20

Junior Veloso has made what is probably the most sophisticated homemade 3D printer ever. It is an SLA-type printer, meaning it prints with UV-cured resin. It has an amazing resolution at 50 micron per layer. This means it prints super smooth and with ridiculous details. It also doesn't have the geometry limitation and messiness of [...]

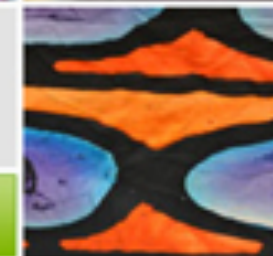
NEW RINGS

2011-08-11

We've added two frequently requested rings to our offerings. You can now purchase our Hyphae Ring in sterling silver (\$350) on our website here. You can select from sizes 5 thru 8 or select "custom size" and leave a comment when you order to get any size. We can make any of our rings in [...]

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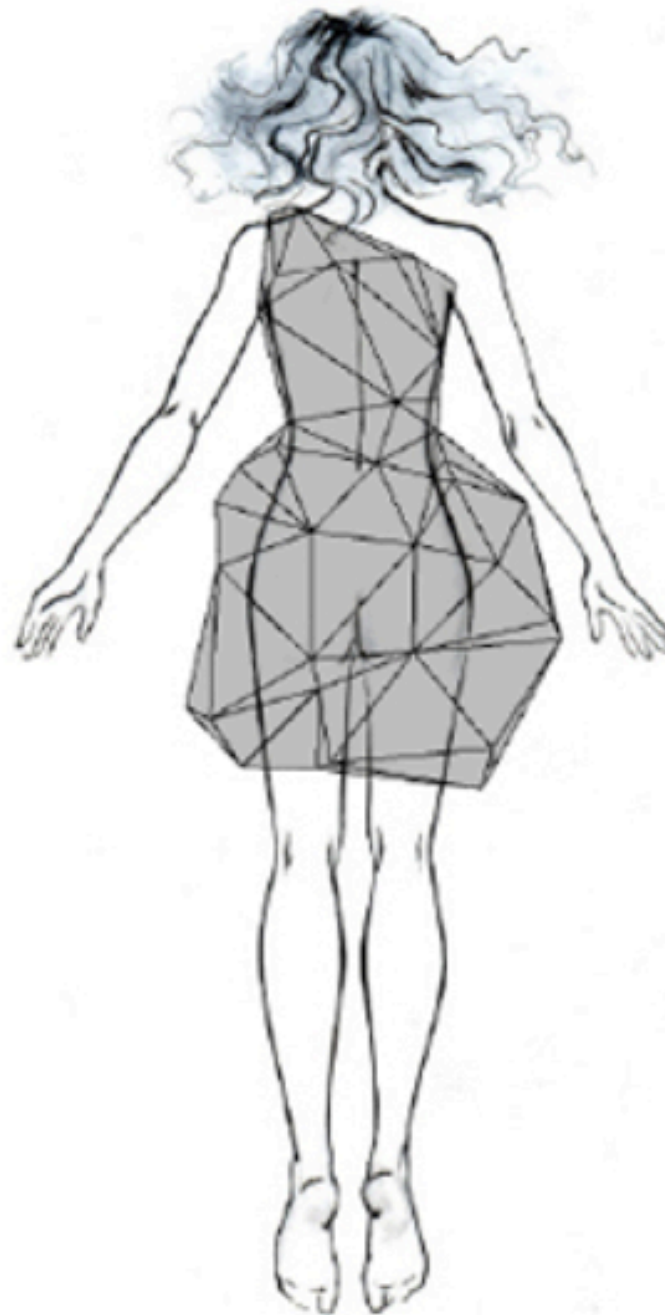
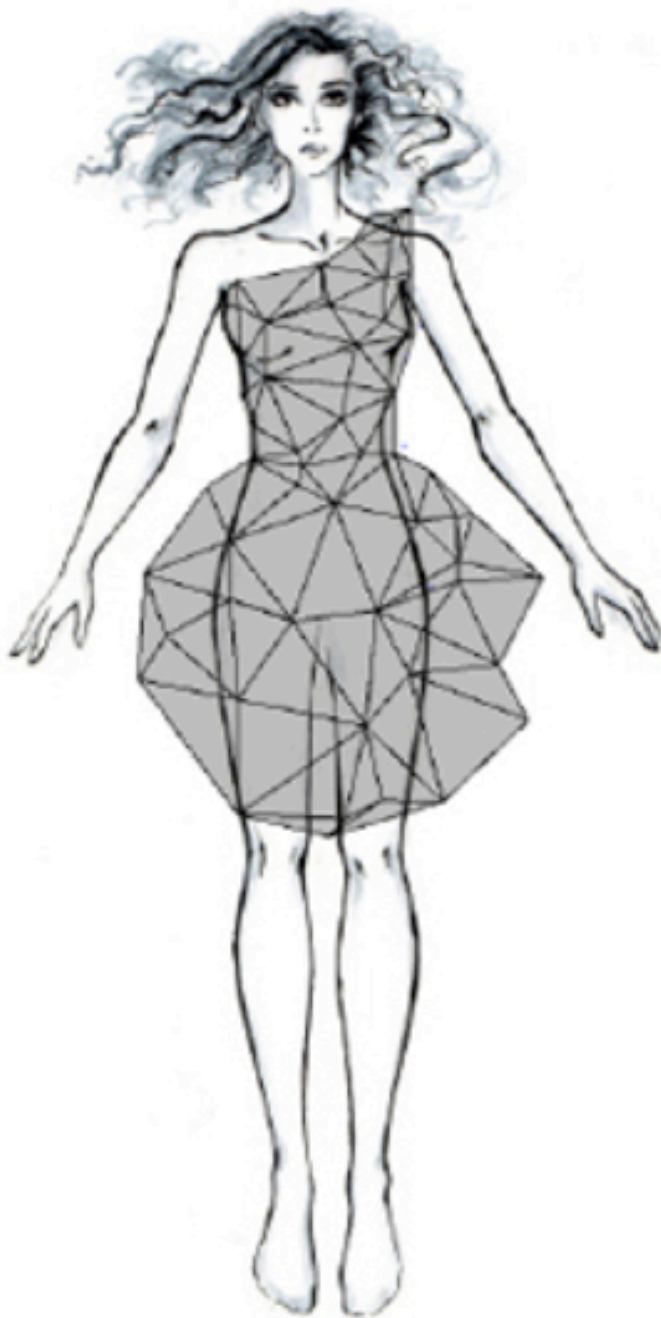
3lectromode

— DESIGN_DOWNLOAD



Since 2004, Martin Margiela and his eponymous Maison have invited SHOWstudio viewers to collaborate with them via their Design_Download. Left purposefully unfinished, Margiela's pattern is intended not as a final, perfect garment, but as a base - the start of a creative dialogue where each individual's input shapes the final garment. As if joining the actual designers at the key stage in the making of a garment, this is your raw material to shape into the new.

> **DOWNLOAD MARTIN
MARGIELA'S PATTERN**



* Open Design & Wearables:
Unzipping wearables



3lectromode



Valérie Lamontagne - Open Hardware Summit 2012





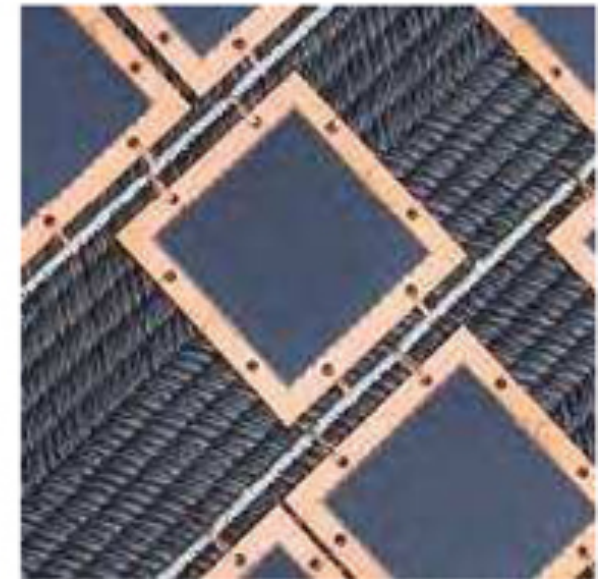
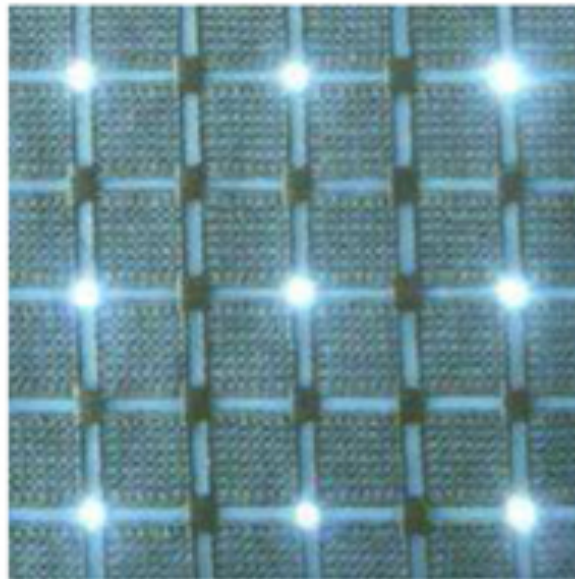
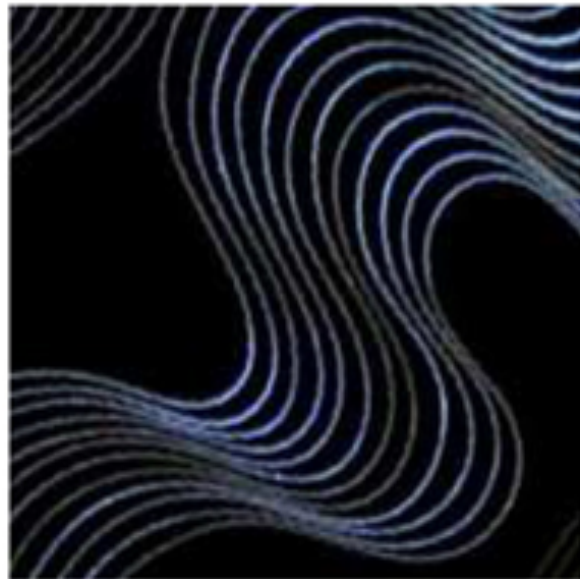
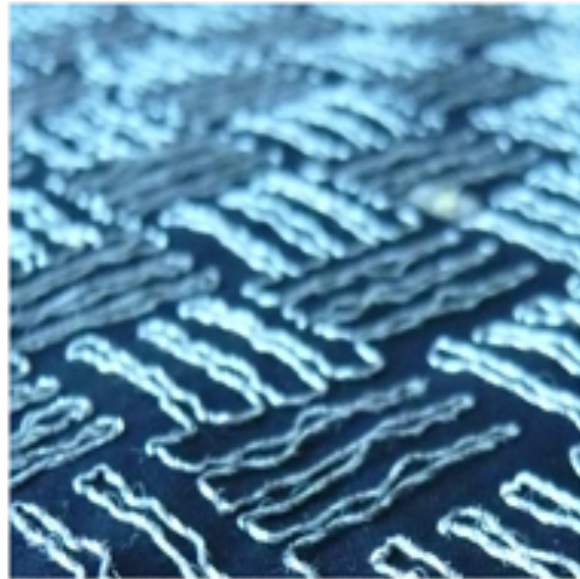
3D TOP ESC0111 - 3D SKIRT ESC0112 - SHOES ESC0113

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DRESS ESC0021 - SHOES ESC0022

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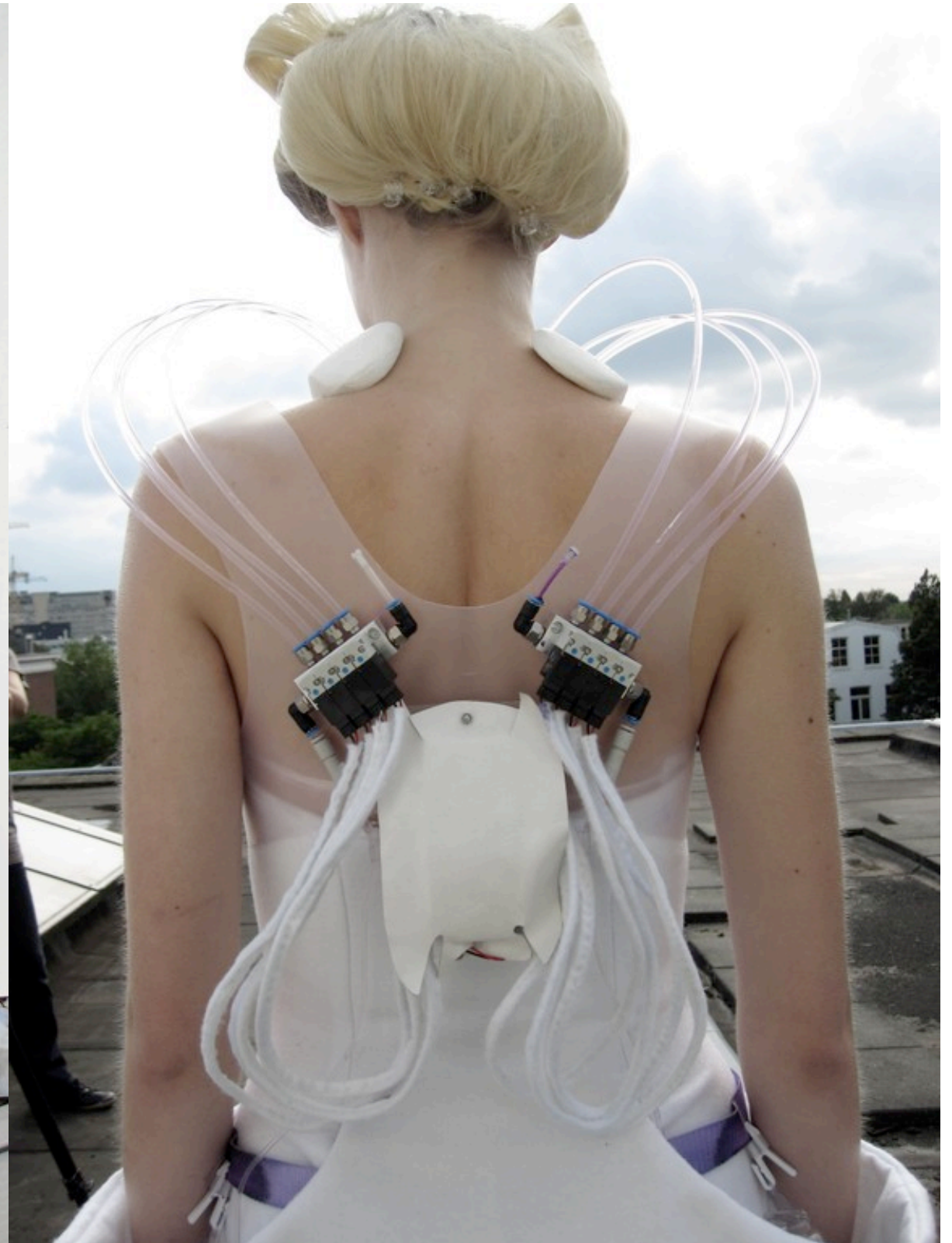


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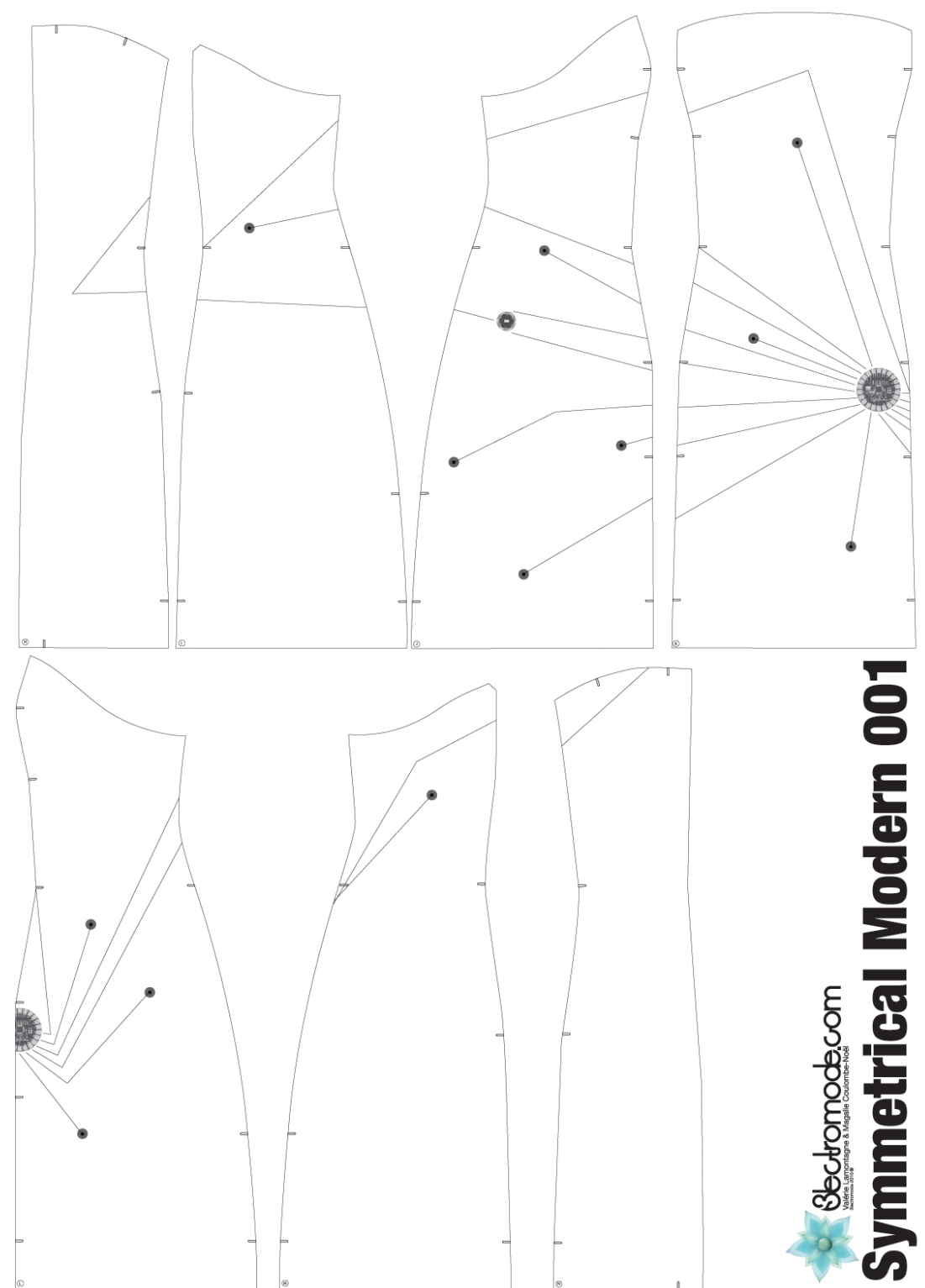


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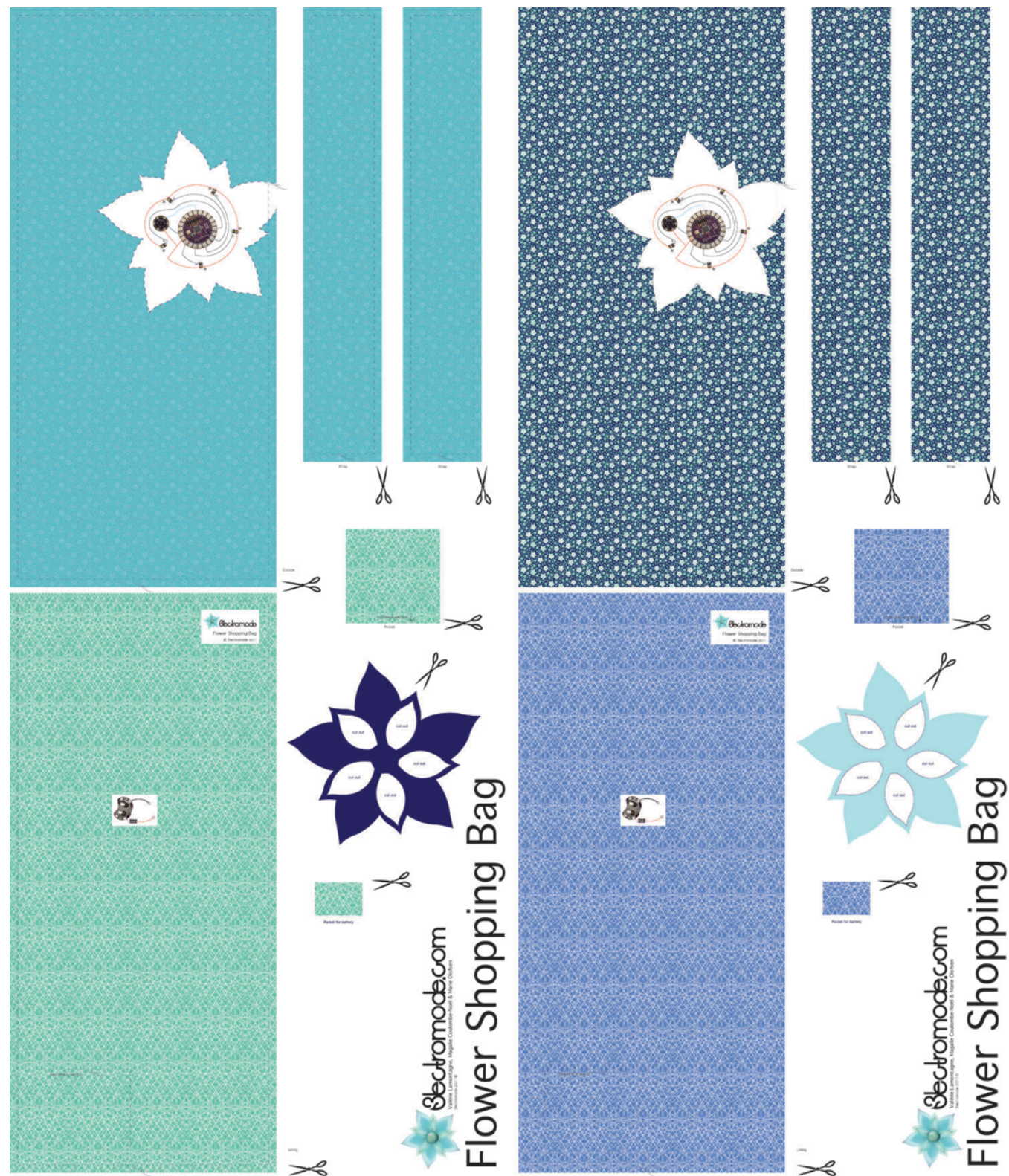


* 3lectromode:

- + DIY kits
- + Prêt-à-porter for wearables
- + Designs





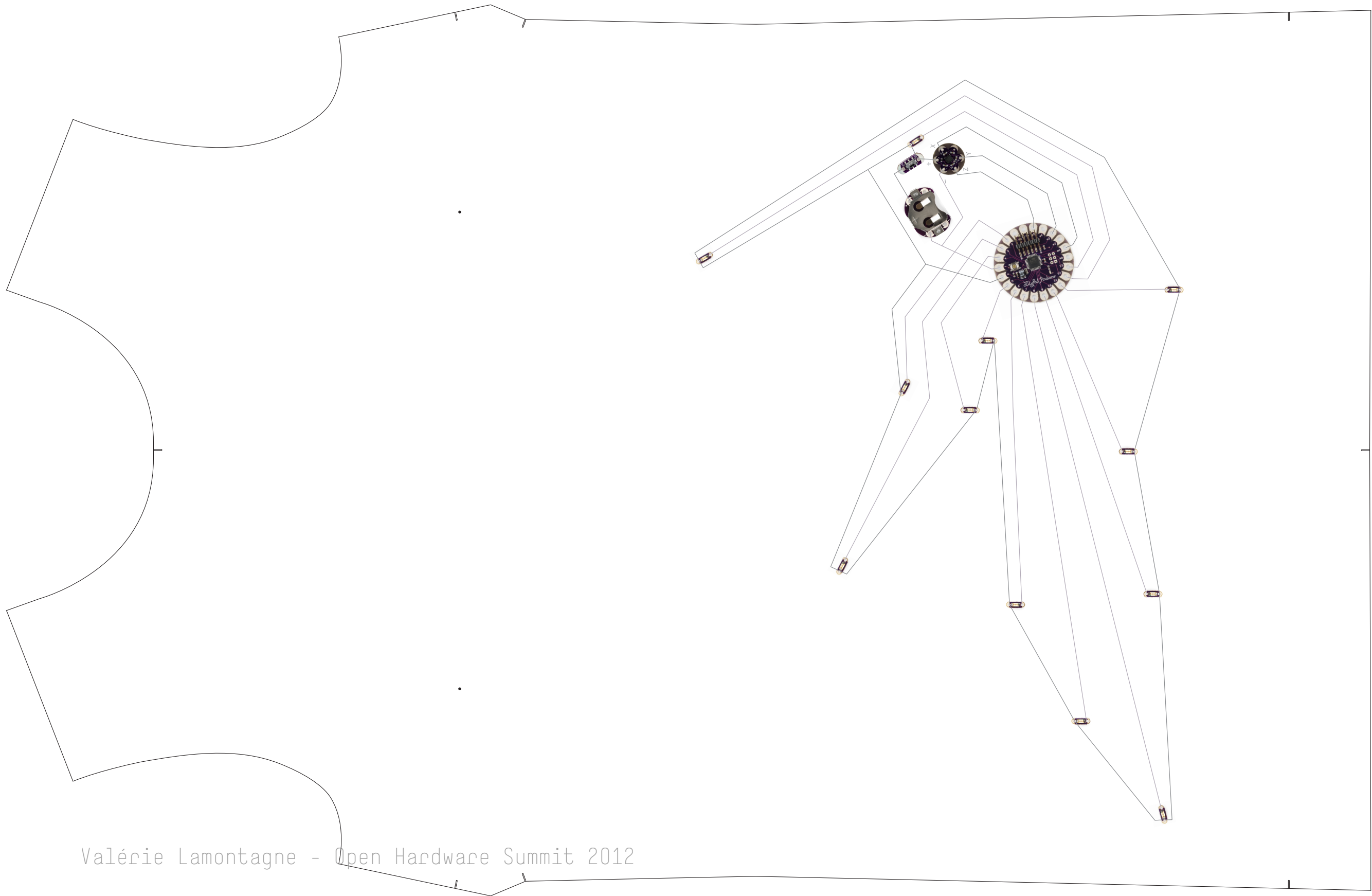






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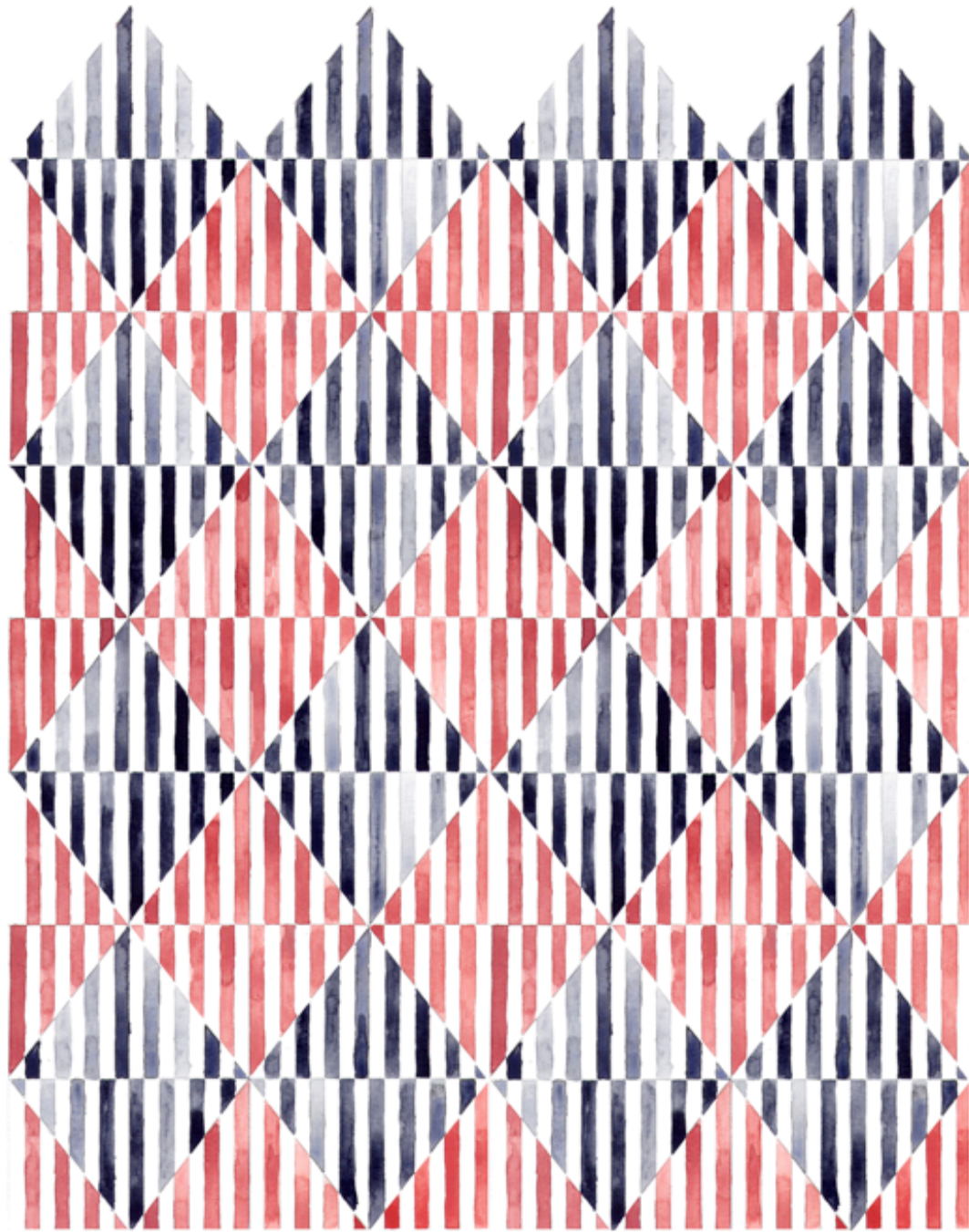




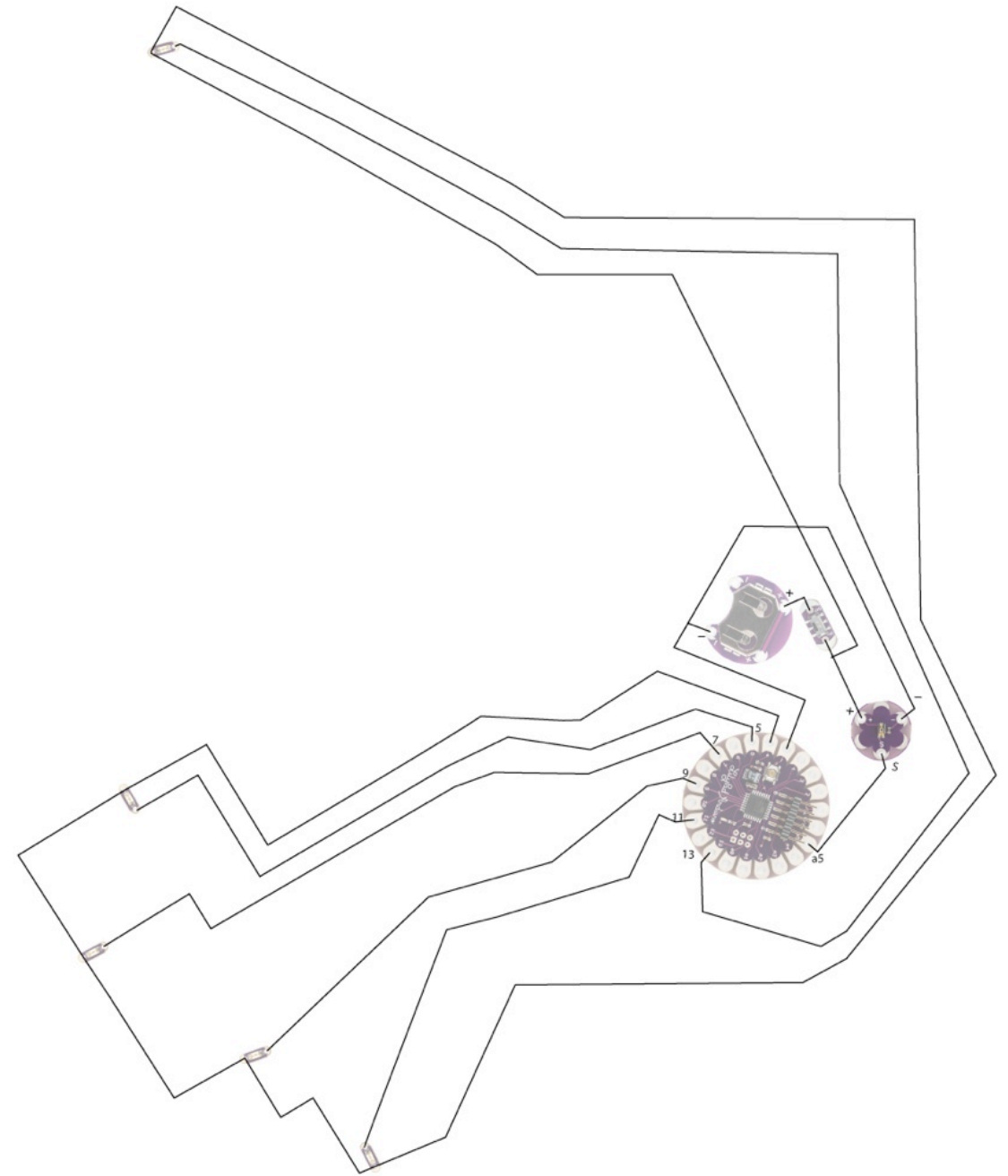
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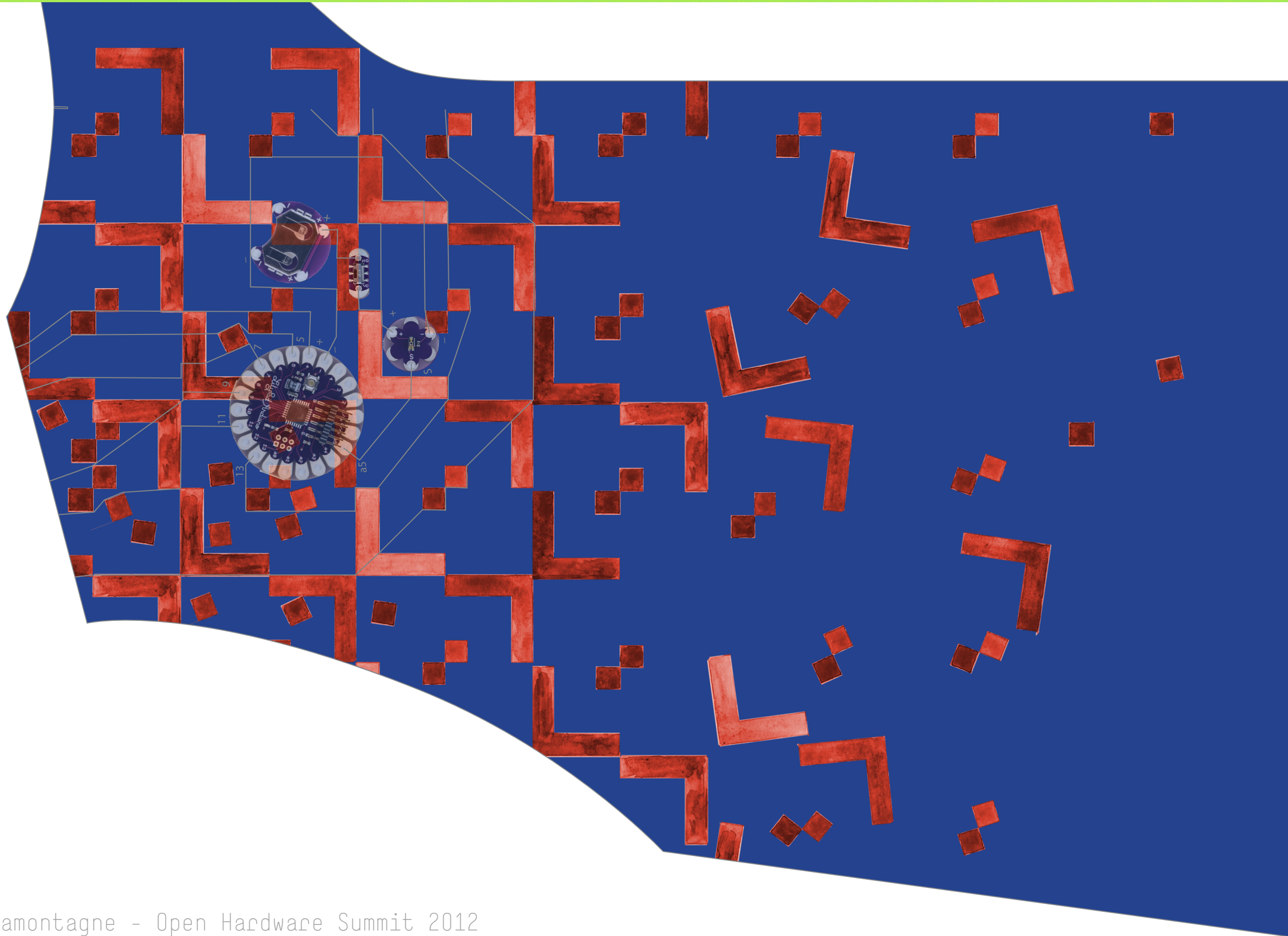
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31ectromode/StretchDots/Press 2012

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Thank you!
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