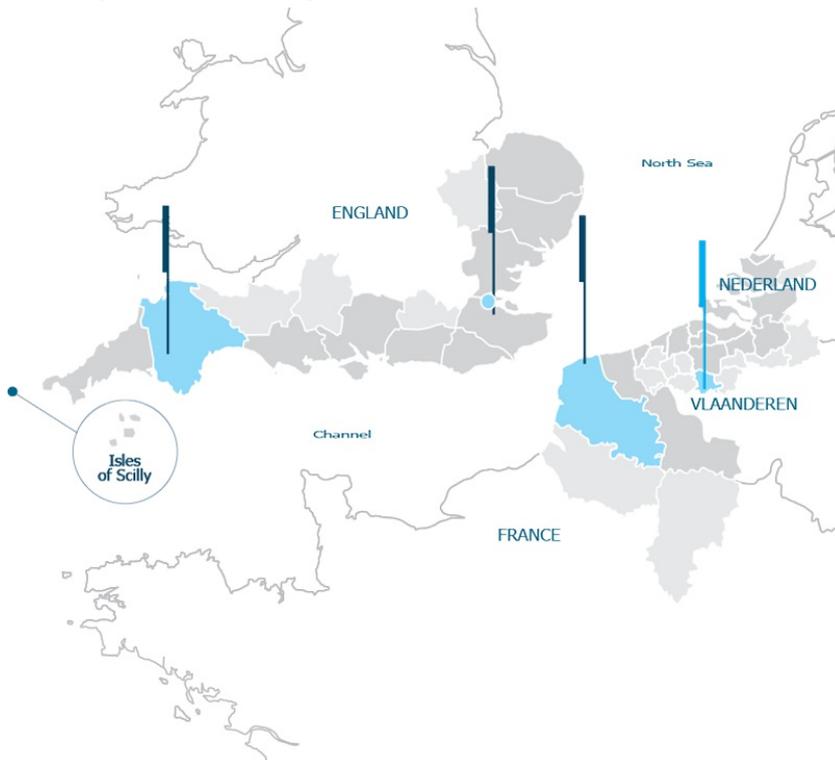


Crysalis

Economic revival of textiles

■ Project summary



Historically, the textile sector has been important to the economic narrative of the 2 Seas area. This could once again be the case, albeit with smaller scale production than was seen in the previous century. Over the last decades, this sector has undergone a series of radical transformations, with a heightened focus on quality, design, innovation and high value-added products. In order to preserve this cultural heritage for future generations and to exploit the full economic potential of textiles within the 2 Seas area, organisations with expertise in this heritage and/or a stake in its future from Oudenaarde (B), Medway and Devon (UK) and Nord-Pas de Calais (FR) decided to pool their

knowledge and competencies in the Crysalis Project. Crysalis will put a huge focus on public access to heritage collections and to traditional and new materials, technologies and skills, as well as using creativity and design as a driver for increased public participation in textile heritage. Crysalis will also promote textile entrepreneurship, support knowledge-sharing between textile stakeholders and facilitate the creation of new textile enterprises in the 2 Seas area.

■ Activities

What was the project trying to achieve?

The main aims of the Crysalis project are: 1. to identify, share and exploit the partners' textile knowledge-base of productive know-how and creative heritage as a driver for innovation and a source of inspiration for the production of new high added-value and environmental friendly textile products; 2. to create a cross-border 2 Seas cluster combining the partners' economic, technological and creative resources in order to integrate R&D, fashion and design know-how in the productive chain, support the interaction between emerging designers, textile museums, training and research centres and textile entrepreneurs, and facilitate the creation of new enterprises in the textile sector. This will increase the competitiveness of the textile sector in

the 2 Seas area by fostering the focus on quality, design and innovation. The objectives pursued jointly will focus on 5 areas: A) to improve access to the partners' textile knowledge base for people wanting to explore this heritage as a source of inspiration for creating new added-value textile products; B) to bring textile heritage and innovation to the public, in order to create consciousness that textile is relevant in tomorrow's culture, economy and society; C) to establish a cross-border platform for dialogue and exchange between all the textile stakeholders: entrepreneurs, researchers, students, designers, artists, conservation experts, traditional practitioners, as part of a cross-border campaign to raise awareness of the tangible/intangible links and barriers; D) to reinforce entrepreneurship by building a comprehensive business/professional skills programme as well as mapping new routes-to-market, supply chains and knowledge networks; E) to reinforce textile business and education by stimulating the integration of heritage and creativity. Contribution to the development of the cross-border area

What were the activities implemented?

1.1 Crysalis Digital Library: online tool for representation and consultation of the partners' textile heritage and innovative textiles. Aimed at encouraging young stylists and designers to creatively reinterpret textile and clothing heritage. The 4009 textile samples are available for consultation via www.crysalis-textilelibrary.eu. B. BY BRINGING TEXTILE HERITAGE AND INNOVATIONS TO THE PUBLIC: 1.2 Crysalis Exhibition: each partner organises a Crysalis Exhibition, at different moments in the project period but thematically linked as 1 'Crysalis Exhibition'- Moving textiles. 6 exhibitions were held at the partner's site. Iris Van Herpen, Lace Effect 1 and 2 : CIDM - Boudicca Move : PCA, Digital Encounters: UCA- Moving textiles : TIO3, fashion shows took place during the opening of exhibitions at PP4 and LP and during the Crysalis closing event at LP. 1.3 education programme: Around twenty films were produced, based on the core activities of the various Crysalis partners, which can be used as a working resource. ACTIVITY 2: ENHANCING TEXTILE KNOWLEDGE AND ENTREPRENEURSHIP. A. by establishing a cross-border platform for dialogue and exchange between all the textile stakeholders: 2.1 Crysalis Open Access Contacts Bank: Each partner has made many contacts thanks to the CRYSALIS project. When appropriate, the CRYSALIS partners will keep informing the inventory contacts of their actions, events and projects linked to textiles. B: by reinforcing entrepreneurship, building a comprehensive business/professional skills programme: 2.2. Conferences: Transformative practices in / through textiles was the cross border segment of the Plymouth Making Futures conference. The conference led to additional symposia hosted at TIO3 Ronse, UCA, Rochester and CIDM Calais. 2.3 Crysalis Professionals Programme: Workshops that strengthen the entrepreneurship of those starting a textile business were organized in Rochester, Ronse, and Plymouth.

■ Results

What were the key results of the project?

ACTIVITY 1 • 1.1 Crysalis Digital Library: Online database with over 4009 textile samples. Free to consult. • 1.2 Crysalis Inspirations network • 1.2.1 Crysalis Business Inventory: 138 subscriptions made up from 36 artist/free lancers and 102 industry • 1.2.2 Crysalis Inspirations Catalogue: 1 inspiration catalogue (200 samples) at TIO3, free for consultation. 4 inspiration

collections exhibited at partner's location including samples from every partner. • 1.2.3 Crysalis Skills Tour: 4 skills tours at LP, 1 at PP5. Over 65 artists and experts participated to the skills tours. Various prototypes and samples were created. • 1.2.4 Crysalis Metamorphosis: over 106 artists/designers were involved in the Metamorphosis project. 11 portfolios were made with 31 interventions 29 of which are on the Metamorphosis blog. 100 published blog posts, 26 of the final artworks were exhibited at the Ronse exhibition • 1.3 Crysalis Exhibition: LP, PP2 and PP5 delivered one exhibition. PP4 delivered 3 exhibitions. A total of 63 183 visitors ACTIVITY 2 • 2.1 Crysalis Contacts Bank: 562 people are added to the Crysalis contact bank. 59 people are published on the website. • 2.2 Crysalis Conference: 4 conferences where organized by all partners. A three day conference was organized by LP and Ghent University College. • 2.3 Crysalis Professionals Programme: 3 Professional programmes were organized by LP, PP2 and PP5. All partners selected candidates. In total 55 participants • 2.4 Crysalis Knowledge Transfer Programme: A new lace was designed by PP4 and PP2. The CRYSALIS lace is the result of a knowledge transfer between experts from PP2 (Phd student Gail Baxter), and PP4 (lace sketcher Frederic Rumigny, rakers, and education team). PP2 - UCA's Neil Bottle exhibited his research output at Rochester art gallery, Center for Contemporary art, Lace Effects 1 and 2, Digital Encounters and the closing event.

Did all partners and territories benefit from the results?

ACTIVITY 1 1.1 Crysalis Digital Library: museums and conservation/collection experts, textile students and teachers, textile practitioners, artists, young textile graduates and professionals, researchers 1.2 Crysalis Inspirations network 1.2.1 Crysalis Business Inventory: entrepreneurs and industrials, artists, students and teachers, institutions, wide public , researchers 1.2.2 Crysalis Inspirations Catalogue: textile students and teachers, the public, textile practitioners, artists, young textile graduates and professionals, entrepreneurs, researchers 1.2.3 Crysalis Skills Tour: textile students and teachers, textile practitioners, artists, young textile graduates and professionals, entrepreneurs, researchers 1.2.4 Crysalis Metamorphosis: textile students and teachers, the public, textile practitioners, artists, young textile graduates and professionals 1.3 Crysalis Exhibition: museums and conservation/collection experts, the public, textile practitioners, artists, young textile graduates and professionals, industrials, institutional contacts, students and wide public 1.4 Crysalis Education programme: textile students and teachers, textile and fashion schools ACTIVITY 2 2.1 Crysalis Contacts Bank: textile students and teachers, entrepreneurs and industrials, researchers, artists, institutions, wide public, researchers 2.2 Crysalis Conference: textile students and teachers, the public, textile practitioners, artists, young textile graduates and professionals, researchers, industrials and entrepreneurs 2.3 Crysalis Professionals Programme: textile students and teachers, textile practitioners, artists, young textile graduates and professionals entrepreneurs 2.4 Crysalis Knowledge Transfer Programme: museums and conservation/collection experts, textile practitioners, artists, young textile graduates and professionals, entrepreneurs, researchers, textile industrials and experts

What were the effects / outcomes for the territories involved?

Thanks to CRYSALIS, all partner locations are now identified as a place where artists, industrials, researchers, fashion designers can meet and interact. Innovative ideas/projects emerge from those meetings which can deform of professional meetings, conference, and exhibition launches, etc ...For all partners the Crysalis project has had a measurable effect on

the experience of textile creative's from the region to the extent that it has several students get jobs in the fashion and textile industry, it has given other participants skills to start businesses. CRYSALIS helped identifying that PP4 has a role to play to promote lace professional career and jobs and provide specialized workshops/courses/events to complete the existing apprenticeship education courses. Demonstrated its potential for lace design creation and lace production. For PP2 through opportunities to work more closely with the textile industry, specialist now gives lectures on a regular basis as part of the Digital textile course. LP, TIO3 is now identified as the place for textile innovation.

■ Distinctiveness

What was the real added-value of doing this cross-border project?

CRYSALIS helped all partners to show and reinforce its international impact/influence. All partners territory and network have greatly expanded thanks to the dynamic impulse by CRYSALIS, the events and contacts shared amongst the partners.

Have any synergies been developed with other projects or networks?

PP4 developed a common synergy with the smart culture network and will be beneficial for further projects. LP and PP2 participated in a cluster event called Crea-Z. PP5 also participated in a cluster project different from Crea-Z

What are the key messages , key lessons learned you would like to share?

The lessons we learned are not to underestimate the workload that comes with a project. Be prepared and make sure you have enough staff to manage the project. Be aware of the extra difficulties that language brings within cooperation. Good communication and regular contact (phone, email or in real life) is very important! A good partnership is key to the success of a project. I believe that if that all off the above works good it will reflect in your project and you will have a good outcome.

■ Project Information

Title	Economic revival of textiles
Total project budget	€ 2 740 941
ERDF	€ 1 370 470
Priority & objective	Priority 1 e. Promote entrepreneurship and facilitate the development of employment and human capital
Timeframe	2011-08-01 - 2014-09-30
Lead partner	Stad Ronse
Project Coordinator	Francky Cieters(pierre@texincubator.com)

