

TechFashion Design Challenge 2023 : call for entries

Art by Physicist, a Silicon Valley start-up specializing in Fashion Tech, is launching the "TechFashion Design Challenge 2023", an international competition for sustainable high-tech fashion. The aim: to promote the integration of solar energy into fashion. Hosted on the Hackster.io platform, the competition is aimed at "makers" and textile designers. Revealed in autumn 2023, the winners will be offered the opportunity to design their own solar modules with ASCA, before being manufacture and ship their creations with the support of Art by Physicist.

The TechFashion Design Challenge 2023

On the occasion of the Open Source Hardware Summit in New York, Art by Physicist launches the call for entries for its sustainable high-tech fashion competition, organized in collaboration with ASCA, the world leader in custom-made flexible photovoltaics and Hackster.io, the world's largest network of creators and developers around tech. Open to "makers" and textile designers from all over the world, the "TechFashion Design Challenge 2023" aims to promote the integration of solar energy into fashion. Candidates are thus are invited to propose designs incorporating ASCA® modules.

"We're very lucky to be working with ASCA and Hackster.io again. This time, we bring the most advanced technological innovations to manufacturers and designers so that everyone can use them in their own creations, and help them to produce and market them. We can't wait can't wait to see what people create!" enthuses Dr. Kitty Yeung.

Sustainable innovation at the heart of tomorrow's fashion

Guided by the principle of "tailor-made sustainable fashion", the competition organized by Art by Physicist, ASCA and Hackster.io aims to reveal the fashion innovations of tomorrow. Sustainable made-to-measure fashion" means putting the customer back at the center of textile design, by manufacturing garments that meet his or her needs, offering a high degree of personalization and avoiding excess stock to limit textile overproduction. Made from non-toxic materials, ASCA® solar film is 100% recyclable.

"We particularly enjoy working with fashion designers and seeing how they appropriate our solar modules to imagine new functionalities. appropriate our ASCA® solar modules to come up with new functionalities, as evidenced by our 2021 collaboration with Art by Physicist. Our customized solutions enable a wide range of applications, and we can't wait to see how candidates integrate them into their creations " comments Olivier Portier, Head of Business Development at ASCA.

Practical information

To submit your entry, go to the dedicated page on the Hackster.io platform: Sustainable Fashion Design Contest. Candidates have until May 31, 2023 to submit their projects. Art by Physicist will provide support (worth \$10,000) for the development of the projects of the five semi-finalists selected by a jury of international fashion tech experts, and a public vote. These will then be put online on the Kickstarter crowdfunding platform until September 2023, when the projects receiving more than 20 orders will be elected winners. The winners will be offered the opportunity to design their own solar modules ASCA®, before being able to manufacture and ship their creations with the support of Art by Physicist. Finally, 5% of the money raised via Kickstarter will be donated to STEAM (Science, Technology, Engineering, Arts and Mathematics) education and environmental protection

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"Hackster Contests is a platform for hardware design competitions that invites designers, developers and engineers from all over the world to showcase their creativity and and technical skills. We're delighted to call on the emerging fashion design community to take part in our first-ever fashion and technology competition, organized in partnership with Dr. Kitty Yeung. theme of fashion and technology. We can't wait to see what the participants come up with!" comments Jinger Zeng, Contest Manager at Hackster.

About Art by Physicist

Art by Physicist is a sustainable high-tech fashion brand for women. Created by Kitty Yeung, artist and physicist, Art by Physicist's designs are inspired by the meeting of art, science, technology and fashion. Sensitive to the environmental footprint of fashion and industry, Art by Physicist is committed to reducing its environmental impact through digital printing, open-source technologies and collaboration with partners committed to sustainable development. Made by women for women, the brand's mission is to promote the intellectual representation of women in the STEAM and to support the next generation of female designers. www.kittyyeung.com

About Dr. Kitty Yeung

Kitty Yeung is a physicist, engineer, artist and Senior Program Manager for Quantum Computing at Microsoft. With over 15 years experience in STEAM disciplines and a long-standing passion for art and music, Kitty Yeung is constantly pushing the boundaries between art and science to enhance the link between these two worlds. Having worked with the latest technologies, including the development of computer textiles, solar energy solar energy, 3D printing, microcontrollers, edge computing and wearables, Dr. Yeung combines his love of art with his scientific experience to push the boundaries of fashion. She obtained a D. in Applied Physics from Harvard University and an M.Sc. in Natural Sciences from the University of Cambridge University. Dr. Yeung is a frequent speaker at technical and professional conferences, reflecting her passion and experience in quantum computing, wearables, digital transformation, fashion technology and startups. www.artbyphysicistkittyyeung.com

About ASCA

As the world leader in organic photovoltaics (OPV), ASCA designs and develops intelligent, flexible and low-carbon solar energy solutions on an industrial scale, flexible, low-carbon solar energy solutions for its international partners. Its 60-strong team of experts is based in France and Germany. ASCA is a company of ARMOR GROUP, a responsible player committed to societal innovation. The group is world no. 1 in the design and manufacture of thermal transfer ribbons for printing variable traceability data on labels and flexible packaging. With an international presence, ARMOR GROUP employs nearly 2,500 people in some twenty countries on four continents. The group has forecast sales of €447 million for 2022. www.asca.com

About Hackster

Hackster.io is a community platform for the creation and implementation of connected hardware. It provides resources, tools and a community for makers, developers and engineers to collaborate, share knowledge and showcase their creations. The platform offers tutorials, project ideas, hardware kits and online events to help individuals develop and present their hardware projects. The Hackster.io community is made up of amateurs, professionals and students from diverse backgrounds, united by a common interest in technology and innovation. www.hackster.io



Photo credit : ASCA