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Module: Ways of Thinking (ADAD4018)

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1. **Manifesto writing** = 518 words
2. **Observational writing** = 481 words
3. **Practice-based writing** = 189 words

Manifesto Writing

1. Promote sustainability in the textile industry
2. Increase the demands for products that are ethically made and safer for the environment
3. Development for recycling more complex materials
4. The disposal of dyestuffs that have complex aromatic structures
5. Discourage mass consumption of fast fashion
6. Digital technology to enhance communication within the industry
7. Environmental ethics to be applied in design and fashion
8. The use of the excessive amount of synthetic dyes

3 areas of exploration:

Promote sustainability in the textile industry



Fig 1. Sustainability Must Become 'Standard Operating Procedure' for Textile Makers

In the textile, industry sustainability has been an extensive topic over the last few years. After much research, many factors within the industry contribute to global waste. As stated by *Sustain your style* (2020) "The fashion industry is the second-largest polluter in the world just after the oil industry. And the environmental damage is increasing as the industry grows". The textile factor has not always been a means of destruction but since the 19th-century countries like our own exploited new technologies and advanced manufacturing methods. As quickly as new technology developed the rise in fast fashion, refined marketing and sales techniques have encouraged to harm the ecosystem. According to the UN Climate change news (December 2018), 43 leaders have pledged to carry out and support the 16 principles and purposes that underpin the Fashion Climate Charter.

Discourage mass consumption of fast fashion



Fig 2. Slowing down fast fashion

About 20 years ago clothes shopping was considered a special occasion when the seasons changed. This meant that "clothes became cheaper, trend cycles sped up, and shopping

became a hobby.” (Textile Exchange, 2019). Consumers gradually starting taking notice when a clothing manufacturing complex in Bangladesh Rana Plaza collapsed, this reality check shocked consumers when over 1,000 workers were killed. The fashion supply chain includes a sustainable amount of complexity. The factors of many workers such as adults and children who were forced laborers, the intake of poisonous toxins and cancer from cotton pesticides, and many who were abused with receiving cheap wages with long hours.

Within the last few years, a variety of well-known brands have stood forward to take on the Textile Exchange "2025 Sustainable Cotton Challenge". Fashion brands are now more considerate to be eco-aware and that they are marketing this towards consumers, people are now forced to think about the effect of materials have on the environment. As consumers, we must recognise our part in taking steps to ensure sustainability and a zero-waste future, "It is as simple as changing our mindset and being more mindful about the choices we make. All it takes is to gain a little more knowledge about the clothing we wear." (Good on you, 2020).

The use of an excessive amount of synthetic dyes



Fig 3. Chemical and synthetic dyes

The Health and environmental impact of dyes is known not to be hazardous towards human health within the textile industry, despite this long term exposure to workers can be harmful and all dyes and chemicals must be handled with care when being used. After reading Health and Environmental Impacts of Dyes: Mini-Review by Mohamed A. Hassaan, Ahmed El Nemr it has been made aware to me that synthetic dyes are also a major factor in causing harm to the environment additionally to ourselves.

Synthetic dyes cause damage by poisoning our waters, to produce dyed cloth there is a need for a substantial amount of water for this process. In areas such as China places near these dye factories run out of water, concurrently chemical waste from those factories is dumped into nearby rivers. These actions have huge consequences on the environment; "The soil in which people grow their food becomes toxic, as they use the water for farming. The rivers are dead, as fish and plants can't survive the chemicals"(NSF).

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Figure 1.

Sustainability Must Become 'Standard Operating Procedure' for Textile Makers, accessed from <https://sourcingjournal.com/topics/sustainability/functional-fabrics-fair-sustainability-lenzing-schoeller-textile-176107/> (accessed on 28th of December 2020)

Figure 2.

Slowing down fast fashion, accessed from <https://3dinsider.optitex.com/mass-produced-garments-dont-fit-no-waste-economy/> (accessed on 28th of December 2020)

Figure 3.

Chemical and synthetic dyes, accessed from <https://fashion-history.lovetoknow.com/fashion-clothing-industry/chemical-synthetic-dyes> (accessed on 28th of December 2020)

Observational writing

Advertisement: *"A notice or announcement in a public medium promoting a product, service, or event or publicizing a job vacancy."*

Advertisement, a word that releases an intense amount of images within your head.

In the modern world advertisement is a universal tactic to persuade a person, whether that affects you in everyday life or every once in a while. Persuasive language is a key factor in this field, when it comes to it you will find that adjectives and commands are the key factors to a great advert. As a consumer-like myself find to be surrounded by advertisements throughout my daily life, while using google chrome, social media, on banners, etc, it is a method that is guaranteed to reaching an audience.

The Meaning of Symbol: *"(especially in semiotics) a word, phrase, image, or the like having a complex of associated meanings and perceived as having inherent value separable from that which is symbolised, as being part of that which is symbolised, and as performing its normal function of standing for or representing that which is symbolised: usually conceived as deriving its meaning chiefly from the structure in which it appears, and generally distinguished from a sign"*

Reading signs and symbols are taught to us throughout our lives. We are taught how an image can say something without any words, using your mind. Feelings, events, actions, occupation, and so forth are all represented by linking an object or/and drawings. At home or during our daily life experiences symbols and images are a key part, they provide information, warnings, and instructions using no or few words. We are taught these crucial skills while at a young age, bold pictures, silhouettes, and shapes are logically replaced with easy written words that are interpreted to words. Relying on these skills prepare children for adulthood when needing to interpret and understand key symbols.

"Humans, consciously, and subconsciously, are always striving to make sense of their surrounding world."

Lumen, Sociology

The Whole word is filled with symbols, some are highly functional symbols such as stop signs to convey useful information to the receiver. As a human it is easy to take symbols and signs for granted, they are often noticed when out of context *"A stop sign on the door of a corporation makes a political statement, as does a camouflage military jacket worn in an anti-war protest."*

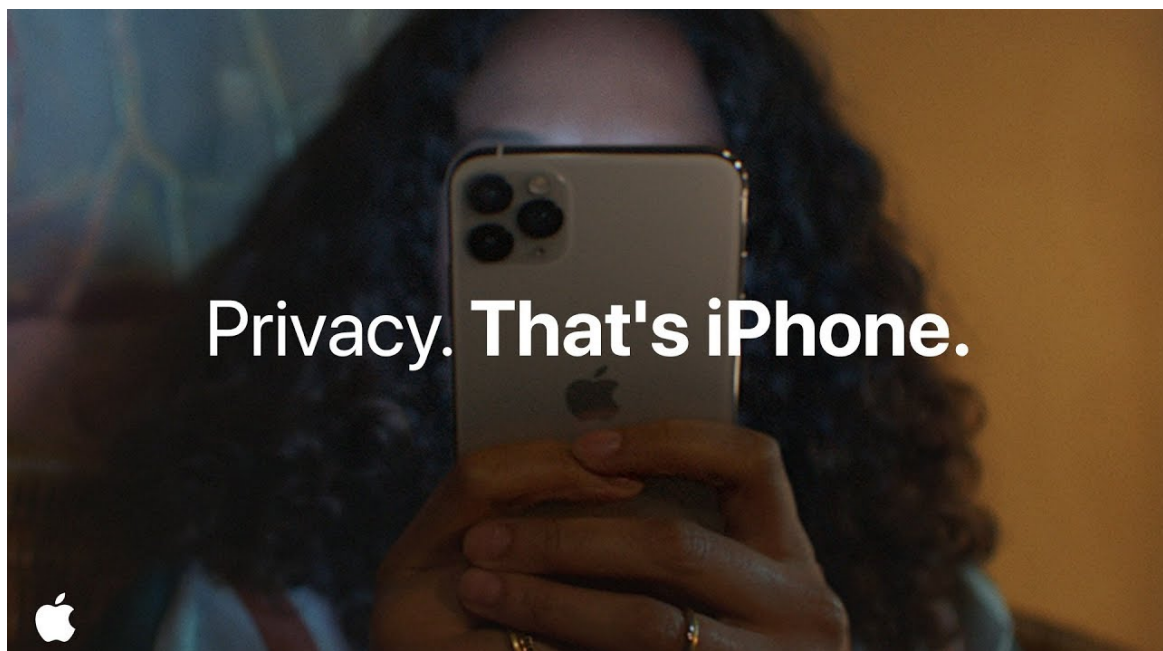


Fig 1. iPhone advert, private things, Oversharing.

In September 2020, Apple a hardware and software company released the campaign above. The focus of Apple's advertisement is to ensure its consumers of their privacy when buying their products. They are proving that privacy is a human right. As stated by Apple "At Apple, it's also one of our core values. Your devices are important to so many parts of your life. What you share from those experiences, and whom you share it with, should be up to you." (2020).

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Practice-Based Writing

Word = Sustainability

Object = beetroot

Beetroot, a common dark red color rich in antioxidants, folic acids, fiber, potassium, and betalains an antioxidant that has been studied as potential help against cancer. The Betalains is what gives the beetroots its hue, used by women in the 19th century as cheek and lip stain, likewise the thin and fibrous roots were occasionally used in medicine.

Natural dyes have been used since ancient times, a large amount of plant, food, insects, animals, and mineral sources have been analyzed for extraction of dyes and pigments. For plenty of years, fruit, vegetables, and other plants have been used to create sustainable dyes. A list below recommends what to use for each color:

- **Red** = Beets, red berries
- **Orange and yellow** = Onion skins, turmeric
- **Green** = Spinach and leafy greens
- **Blue** = Red cabbage and baking soda
- **Purple** = Blueberries
- **Brown** = tea bags

Achieving a palette of colors will be done by varying the mordants and by blending dyes, many dyes are available as raw materials, some are sold as extracts, and some are prepared in very concentrated extract forms.

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