

Outline a current environmental, political, or social issue that requires redesign. Explain how you will solve this issue over the duration of your future design career. Underline the tools and approaches you will use and discuss how and why.

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In this essay, I will be discussing how technology is becoming so advanced that it is increasingly making manual work obsolete and how I will be able to solve this issue over the duration of my future career.

“Robotisation and AI-based machine learning will improve the prediction and decision-making capability of machines, leading to the prevalence of the substitution effect on the complementarity effect between workers and machines and, consequently, disruptive outcomes in terms of job losses and the disqualification of certain typologies of workers.”

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As generations move forward more things are being done for us now more often than ever. For example, dishwashers mean we no longer have to wash dishes our-self by hand but what's even more peculiar is we are now able to get cars that drive themselves, scooters and bikes that drive themselves and also, we are able to own an 'Alexa' which is a small robot you install in your home which can even turn off the lights for you. Growing up in this environment I have always thought these inventions have been amazing ideas. However, Machines are now making manual labour obsolete and many jobs are disappearing. As an aspiring designer studying surface pattern design, this is highly a concerning factor as research studies have said that by 2030 most jobs will no longer exist due to most things being automated.

Although using machines can be a much quicker way for companies to work and provide a much faster and reliable service for their customers. Particularly during COVID this has also been very helpful to companies allow them to still be able to operate and run their business due to the lack of interaction this has between their customers and employees. An example of this would be the use of

self-service checkouts at supermarkets. However, there are many disadvantages of technology becoming so advanced.

This is an extremely relevant and concerning factor in the art world. For example, Surface Pattern Design a huge part of our module requires the use of technology. We use digital print machines which read our design image and print it on to fabric for us, sewing machines, laser-cutter's, exposure machines that allow us to expose our images on to silk screens to screen-print with and we also use computers to use programmes such as adobe photoshop and illustrator that allow us to clean up our hand drawn work, create repeat patterns and bring them to real life visuals, re-colour our designs, re-arrange our designs and also create digitally drawn illustrations for our work. The use of these instruments are extremely helpful to our craftsmanship but wouldn't be able to fully create the outcomes we want without our input meaning that at this time in point machines couldn't fully replace our future in this job role. But who's to say in the next few years this would still apply? That maybe technology will overcome my future aspire to become a designer.

Challenging that apprehension on why someone would want to hire me and buy my designs instead of using a futuristic machine robot- as a student I create unique drawings to fit my signature style. These drawings then get adjusted in order to fit a particular style of which the company/customer has in mind and are also updated to follow the current trends at that time. Being taught the skills and processes in order to become a successful designer to solve this upcoming issue over my future career I would need to keep updating and re-designing my work to keep up to dates with current trends, keep learning new skills by taking up online courses or staying on in university, create iconic designs that nobody would be able to re-produce and I will also need to keep advertising my work and taking up opportunities to become more well-known as a designer so I would become more recognised. Another idea could be from finding a way I am able to

combine technology into my work this would result in my work becoming much more interesting and capture the minds of others as well as also gaining a positive aspect out of how advanced technology is.

Below are designers and artists who wouldn't be as successful without the use of technology and machine use within their work:

Yuri Suzuki

Fig 1:

Digital Revolution Exhibition (Suzuki: Pyramidi, 2014)

Widewalls (2017) was a useful source of information.

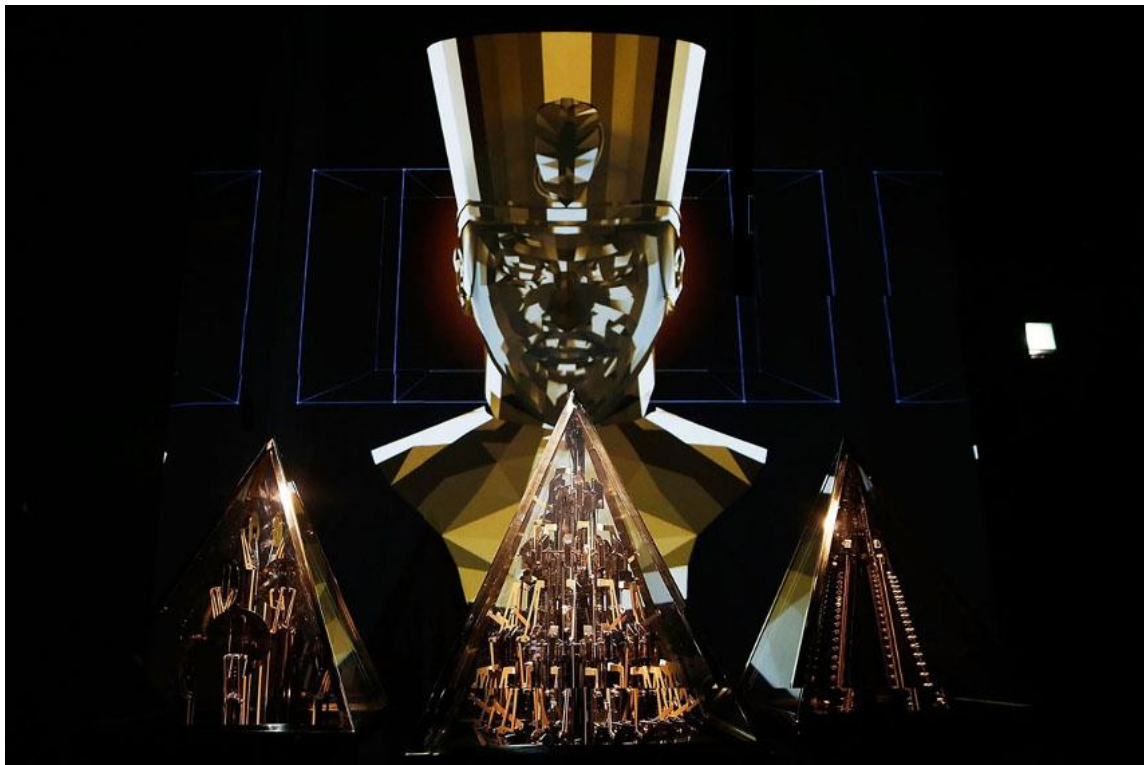


Figure 1 shows an exhibition Yuri Suzuki, sound artist and designer produced using gold instruments. This exhibit is an interactive piece that plays music. As a designer Suzuki produces work that involves sound as growing up sound was an extreme help to him as he had difficulty reading. This is an example of how advancement in technology has helped this designer come up with such an amazing

instillation piece that has a deeper meaning within it. I personally think that the use of mechanics within this piece using the enhancement of technology to create this design that not only shows an interesting visual but also produces sound is highly impressive.

Iris Van Herpen

Iris Van Herpen, Runway (2020) was a useful source of information

Fig 2: Look 02



Fig 3: Look 05



Iris Van Herpen is a fashion designer who creates these eye-catching 3D garments using a combination of both Science and Art. Both Figure 1 and Figure 2 are pieces I have chosen from Herpen's collection 'Sensory Seas' these looks both give off a futuristic, robotic feel which caught my attention. After reading more into this collection to read the story behind these garments Herpen has captured the design in these pieces from exploring into the human body nervous system using a microscope to illustrate the fine detail, textures and shapes within the human anatomy along with combining elements from marine ecology. In order for this artist to create these designs he made use of different types of software along with laser cutting and 3D printing which were elements of

machines we had no use to many years ago so without the advancement in technology Herpen wouldn't have been able to capture the fine elements and meaning behind these garment pieces.

Burberry

Burberry is an extremely popular fashion brand I am familiar with. However, I was unaware of how much they use technology to engage with their customers. This graph below was taken off an online blog written by 'Centric Digital' discussing how Burberry embraced digitally.

Centric Digital (2015) described how Burberry used technology to transform into a "luxury" fashion brand.

Fig 4:

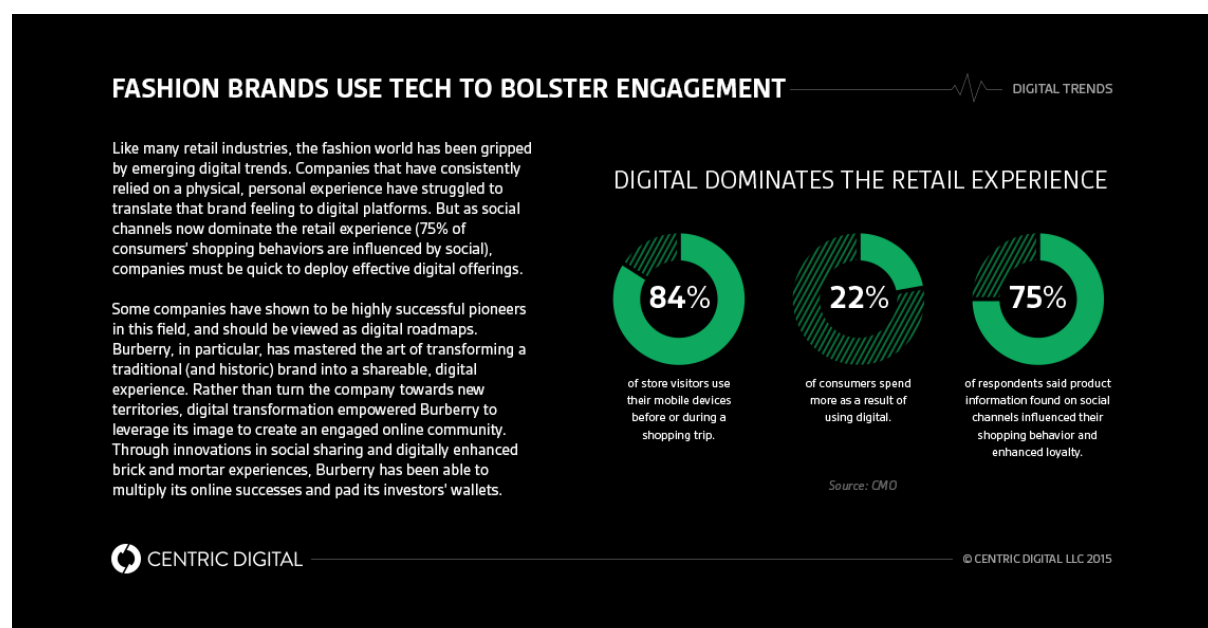


Figure 4 shows that 84% of their customers use their mobile phones before or during their shopping trip whether this may mean to access their website before hand or to look into the brand further. It also shows that 22% of their customers spend more online as a result of digital technology and also that 75% of their products being

advertised on social media through the use of technology has resulted in more customers shopping with them more often than beforehand. These statistics show that the use of technology within retail helps out companies as a means of advertising themselves more to become more popular which results in them gaining more customers and more profit in order to make new products. Through the use of social media and other digital platforms this is an additional advantage of how advancements in technology can help a business build rather than obsolete. In addition, Burberry also use digital technology to reach a wider range of customers around the world as customers are now able to order off their online store and either click and collect their items or have them delivered to them.

Ying Gao

Fig 4: 2 gaze- activated dresses.

Dresses made from the use of technology (Gao, 2013).



These beautiful dresses were made by designer Ying Gao (fashion professor and designer) which represent 'social interaction'. Both garments are made up of a thread known as 'photoluminescent

thread' and also eye tracking technology. "The more someone stares at them, the more Ying Gao's interactive dresses start shifting and stirring" (Jones, 2013, <https://www.vice.com/en/article/ez5g47/ying-gaos-gaze-activated-dresses>). In. my opinion, I think that the way the designer used the use of technology to create these 2 garments was highly successful, they are really eye-catching and surreal which grasps the attention of many viewers and allows this designers work to become unique and different to stand out from any other fashion designers collection.

"The advancement of technology in recent years has inspired fashion designers across the world to create garments that are more than just a piece of clothing." (Newstalk, 2017)

Nien Lam and Sue Ngo

Fig 5: 'Warning Signs'

Crunchwear, (2013) was a useful source of information.



Niem Lam and Sue Ngo are graduate students from New York who made the use of technology to create these t shirts shown above in figure 5 to raise awareness for pollution. These t shirts are called 'Warning Signs' and are plain t shirts that show an image of lungs on the centre. It is said that these lungs are printed in a pink toned colour however, when exposed to pollution they turn a not so healthy colour. This collection is more low-tech than the other designers I have researched into, but I think it's highly relevant as a means of how technology is becoming so advanced it can re-colour a t shirt and these grad students have combined that use of technology with fashion to produce garments that raise their concern on pollution which now gives them the ability to wear a piece of clothing able to monitor pollution levels within the environment. This is another example of how designers are using the means of technology to their advantage.

CuteCircuit

CuteCircuit are a fashion brand clothing company who were the first in the world to release 'wearable-technology', Francesca Rosella and Ryan Genz both created this company to create garments made from technology by combining their use of Interaction Design and Fashion Design. Their garments combine a mixture of elements from technology some examples include 3D spatial audio, multimedia wearable telecommunication devices and also Sensor enhanced fabrics. CuteCircuit released their collection at a New York Fashion week event collaborated along with Chanel and Converse. The garments worn by the models were connected to a smartphone application which allows the models to change the colour and function of the clothing and accessories with the use of the app.

Biography (CuteCircuit,2020)

Fig 6: Illuminated Dress

FashioningTech (2010) was a useful source of information.



Fig 6 shows a dress created by CuteCircuit known as 'Illuminated' which Katy Perry wore at the red carpet to the Costume Institute Gala Benefit at the Metropolitan Museum of Art in 2010.

Fig 7: Graphene Dress.

(Tucker, 2017)



Fig 7 shows 'Graphene' dress created by CuteCircuit in 2017 which lights up according to the models breathing and interacts whenever the model walks.

Conclusion

In conclusion, from researching into a variety of different designers it has given me the opportunity to realise how technology can be brought into design within my future career in many different ways that would allow my skills to grow and be pushed further whether it's working for a company, various companies or running my own business. The advancement in technology has allowed re-design to happen all around us and for most companies this has been a successful enhancement to happen. In my future design career, I will be making the use of how advanced technology is as this would allow my career to grow further and reach a wider audience range as it would be more modern and up to date. My designs will also be made with my own unique design which would allow it to stand out from previous, ongoing and future designers, this is an important factor and would make all the difference to who would want to buy into my creations. Exploring this essay question has opened me up to the world of technology and how there are both a mixture of disadvantages and advantages to this development. On the other hand, it has also allowed me to become more aware of my future and how much different the world may be when I graduate university which I can now prepare myself for.

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