International Textile and Apparel Association

Making a Difference Through Design

Nora M. MacDonald
ITAA President
Making a Difference through Design

- Design Education
  - Teaching for creativity
- Designing International Efforts
  - Catalyst: Globalization
  - International Education
- Designing ITAA Organizational Initiatives
  - In-house
  - International
Disegno

- Italian Renaissance theorists term
  - First used around 1500
  - Break down barriers in thinking
- Triadic concept
  - An idea
  - Develop a plan or design
  - Create a drawing or other physical embodiment
Design is in the Mind

- Non-linear process
- Stages
  - Inspiration/acceptance of problem
  - Identification/analysis
  - Conceptualization/ideation
  - Exploration/refinement/evaluation
  - Definition/modeling
  - Communication
  - Production/implementation

BMW GINA

The shape of the future?
Fabric...not metal?
Flexible...not rigid?

Design Education

- Requires
  - Creativity attributes
  - Creative self-efficacy

- Creativity
  - One of the highest forms of human expression
  - Improves with practice

- GINA’s skin
  - Can be adjusted by the driver
  - Creates folds when door opens
  - Adjusts automatically at high speeds
Leonardo da Vinci Principles

1. Curiosità – learn continuously

2. Dimostrazione – learn from mistakes

3. Sensazione – refine the 5 senses
   
   *Saper Vedere*: Knowing how to see

4. Sfumato – embrace uncertainty

5. Arte/Scienza – balance imagination & logic

6. Corporalita – cultivate grace, fitness, ambidexterity

7. Connessione – connect all things; systems thinking

Leonardo’s Legacy Continues

Vebjørn Sand Bridge
Connects Olso, Norway & Sweden
Built 500 years after Leonardo drew plan

Creativity Attributes*

- Original/originality, Problem definition
- New, Novel
- Knowledge
- Analogy, Artistic & aesthetic interests, Experience, Imagination
- Flexible, Innovation, Risk taking
- Complicated/complex, Energy level, Freedom, Intelligence

Promoting Creative Abilities

- **Fluency**
  - Ability to generate many ideas in one area

- **Flexibility**
  - Ability to sort through many concepts
  - Outside normal range of ideation

- **Alternate between analysis & synthesis**
Biomimetics

- From sharkskin... to swimwear
- From beetles & butterflies...to color

Sharkskin’s speed secret: Micro-grooves allow water to race through

©National Geographic
August 2007, April 2008
Brain Scanning to Shopping

- Neuromarketing
  - Brain scanning
  - Determine stimulants
  - Used by 20-25% of biggest brands
  - Sensory marketing

- Cost fallen by half since 2007
  - $50,000 for 30-50 people

Sustainability Program

• “Social Responsibility in Textile, Apparel, and Footwear Industry Supply Chains”
  • University of Delaware, Colorado State University, Cornell University

• Ten 1-credit, internet-based courses
  • Joint delivery to students
  • Interviewed professionals
  • All new learning materials

• Outcomes
  • Assessed student learning
  • Text book
Sustainability through Recycling

A-WEAR-ness Campaign for the Homeless ©
Designing International Efforts

- Catalyst: Globalization
- International Education
  - Cross-cultural, inter-disciplinary, multi-disciplinary
- Student and faculty levels
  - Study abroad
  - Cultural tours
  - Visiting scholars
  - Fulbright tour to India
- Journal articles, books, encyclopedia
Etiquette 101©

- From...to...
  - Greetings
    - The bow
    - The kiss
    - The handshake
  - Hand gestures
  - Dress codes
  - Gifts & tipping guides
  - Business meetings
  - Time
  - Food & eating

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Language

- Australia, U.S.A. – Good morning
- Botswana – O tsogile jang
- China, Taiwan – Ni zao
- Finland – Hyväät huomenta
- France – Bonjour
- Hong Kong – Jo san
- India – Shubha prabhaat
- Japan – Ohayo
- Malta – L-ghodwa t-tajba
- Qatar, Saudia Arabia – Sabaah al khayr
- South Korea – Annyong-hi jumushyossumnikka
- Thailand – Sawatdi torn chao
- Turkey - Günaydin
Cultural Exchange Program

- University of Minnesota
  - 10 students
- Hong Ik University, Seoul
  - 15 students
- 3 years: 2004-2005
  - Traveled to other country
  - Exhibited work, U of MN
  - Paper colloquium, Seoul
- Design projects
  - Used e-mail & Breeze
  - Self-selected topics
Study Abroad
Cultural Tours

- From Myanmar...
  to Barcelona

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October 2007
Visiting Scholars

- U.S. to Hong Kong
Fulbright Tour
India, Dec/Jan 06/07

- Participants
- Cultural opportunities
Textiles in India

- Spinning
- Draw loom
Retailing in India

- From river boats to shops
Sources of inspiration

- From carvings...
- to architecture & painting
Berg Encyclopedia of World Dress & Fashion
Designing ITAA Organizational Initiatives

- **In-house**
  - Meta goals
  - Handbook revision
  - Web site updates
  - Membership
  - Development
  - Leadership training
  - Conference sites

- **International**
  - Korean Association of Marketing Science (KAMS)
  - Thailand connections
  - China connections
  - Visiting scholar
    - From India this year
  - ITAA cultural tours
Conference Sites

- 2010 – Montreal, Canada
  - Meeting planner
    - Sherry Schofield-Tomschin

- 2011 – Philadelphia, PA
  - Meeting planner
    - Joe Hancock
Conference Sites

- 2012 – Honolulu, Hawaii
  - Meeting planner
    - Andy Reilly
    - Linda Arthur

- 2013 – New Orleans
  - Proposed
    - Meeting planner?
Korean Academy of Marketing Science

- 2008 Global Marketing Conference
- ITAA – KAMS co-sponsors
- Shanghai
ITAA-KAMS Joint Symposia

- 2008 Joint Symposium
  - Global Trends in Fashion Marketing Research
  - Flash & dash session
  - Proceedings on ITAA website

- 2009 Joint Symposium
  - Fashion Marketing Research in the Turbulent Environment
  - Interactive session
  - Manuscript development
  - Special issue of JGAMS
2010 Global Marketing Conference

- Tokyo, Japan
- September 9 – 12
- ITAA-KAMS Joint Symposium
- Co-chairs
  - Leslie Burns, Oregon State University
  - Sunghee Lee, Yonsei University
Thailand Connections

... to ITAA members

- 2006 – 2009
- 12 U.S. universities
- Design competition

Thai Silk Fair

Silk reeling competition
2009 Peacock Thai Silk Design Competition

- 19 design entries
- Top 10 ITAA designs
- Top 3 designers invited to ASEAN Collaboration on Sericulture Research & Development Conference, August 6th
Peacock Thai Silk Design Competition

ITAA Designers

- Lisa Barona McRoberts
- Catherine Black
- Li-Fen (Anny) Chang
- Carol Engle-Enright
- Lisa Hayes*
- Arlene Handschuch*
- Marian O’Rourke-Kaplan
- Yoshiko Odamaki
- Belinda Orzada
- Eulanda Sanders*
Future Initiatives

- ITAA sponsored culture & industry learning tours
- Around the globe
  - Thailand’s ancient capital, Ayuthaya
  - Royal Grand Palace, Bangkok, Thailand
ITAA Visiting Scholar

- International Affairs Committee
  - Chair – Sonya S. Meyer
- International Bazaar
  - Silent Auction
  - Friday, October 30th
  - 3:00-5:00 p.m.

- 2009 Scholar
  - Vanda Bhandari
  - National Institute of Fashion Technology
  - New Delhi, India
  - Attend ITAA & present a paper
Cultural Tours

- From culture to commerce
  - Thailand’s Summer Palace
  - Central World lifestyle shopping center, Bangkok
Designing our Future

- Become lifelong learners
- Commitment to test things through experience & a willingness to fail
- Develop a heightened awareness of the senses
- Embrace uncertainty
- Develop whole-brain thinking
- Cultivate grace, poise, fitness
- Develop appreciation for interconnectedness of all things