

**PRESS RELEASE**

# Sustainable Fashion

**Organised by the British Council and Atopos cvc**

**Open discussion and presentation of selected items from the Atopos Paper Fashion Collection // Thursday February 2<sup>nd</sup> 2017, 18.30–21.00**

**Workshop // Friday February 3<sup>rd</sup> 2017, 10.00-14.00**

**ATOPOS CVC // 72 Salaminos str., Metaxourgeio, Athens (nearest Metro stations Kerameikos and Metaxourgeio)**

**Entrance free**

## WHAT IS SUSTAINABLE FASHION

Sustainable fashion, or eco-fashion, refers to a recent trend and philosophy in fashion, which aims to create a sustainable and viable system that focuses on the human factor and the environmental and social responsibility of fashion.

The growth of the global fashion industry has also meant a growth in the global consumption of clothing. As a result, there is an increasing interest in sustainable and ethical approaches to garment design, production and business. Through exposés on the working conditions of workers as well the environmental impact of mass production, high street retailers are being pushed to consider how to transform the industry through the adoption of more sustainable business practices.

The UK fashion industry has been at the forefront of research and initiatives for pioneering new approaches to sustainable fashion. These ways of thinking are being integrated at a higher education level through university-based research centres such as the Centre for Sustainable Fashion, the Designer-Manufacturer Innovation Support Centre and the Textile Futures Research Centre. Degrees such as the MA in Fashion Futures at the London College of Fashion and the MA in Fashion Enterprise and Society at the University of Leeds are exploring design thinking for a future fashion system. Major retailers are seeking out courses as a means to develop new ideas, such as Nike's collaboration with the London College of Fashion and Marks & Spencer with the University of Leeds.

Organisations and communities like the Ethical Fashion Forum, Fashion Revolution, the Green Catwalk Challenge, Love Your Clothes and Schwopping give designers and those interested the opportunity to promote awareness and exchange ideas. Major UK designers such as Stella McCartney have become globally known for their ethical and environmentally-conscious brands.

After the success of the British Council's Sustainable Fashion workshop in France, a two-day event dedicated to Sustainability in Fashion will be taking place in Athens in cooperation with Atopos cvc. The two-day event includes a discussion on Sustainable Fashion with important invited speakers and guests from Greece as well as abroad, a presentation of rare paper dresses from the Atopos collection curated by Stamos Fafalios, film screenings and a Sustainable Fashion workshop for young fashion designers and professionals.

## PROGRAMME

**THURSDAY FEBRUARY 2<sup>ND</sup> 2017, 18.30–21.00**

### **Open Discussion**

The aim of the Sustainable Fashion event is to raise awareness of the impact of fashion on the environment and to generate curiosity and interest in sustainable fashion. It will share examples of good practice in embedding sustainable practices in one's relationship to clothing and fashion, as well as information about the Fashion Revolution campaign. The talk is primarily aimed at fashion designers, editors, bloggers, entrepreneurs, stylists, art lovers, fashion lovers and people interested in environmental issues. The guest speakers will be **Alice Holmberg** (Social Entrepreneur and Associate Lecturer at Central Saint Martins), **Orsola De Castro** (Founder and Director of Fashion Revolution), **Stamos Fafalios**, (Director of Atopos cvc) and **Zeus+Dione**, (Fashion Designers). The talk will be moderated by journalists **Efi Falida** (Ta NEA) and **Elis Kiss** (Kathimerini English Edition, K magazine).

### **A Presentation of selected items from the Atopos Paper Fashion Collection**

The Paper Fashion presentation, curated by Stamos Fafalios, will include a selection of collectible items from the Atopos Paper Fashion Collection, the largest paper dress collection in the world. Atopos Paper Fashion has taken the form of an exhibition and it has travelled to various international museums and institutions, such as the Benaki Museum, Athens, the Mudam-Musée d'Art Moderne Grand-Duc Jean, Luxembourg, the Museum Bellerive/Design Museum, Zurich, the ModeMuseum, Antwerp, and the Galerie Stihl Waiblingen. The collection includes Japanese pieces from the Edo period, disposable paper dresses from the '60s, creations by famous designers, such as Issey Miyake, Maison Martin Margiela, Walter Van Beirendonck, the Campbell Soup Dress after Andy Warhol, the Lisa Dress by Robert Wilson, the Yellow Pages Dress by Howard Hodgkin and so on.

*Due to limited capacity in the discussion room, seating will be filled on a first-come-first-serve basis.*

**FRIDAY FEBRUARY 3<sup>RD</sup> 2017, 10.00-14.00**

### **Workshop for young fashion designers and professionals**

The Sustainable Fashion workshop will bring together young fashion professionals already on route to sustainability or just embarking on the journey. It will debunk some of the myths around sustainability and aesthetics, sustainability and consumption, and create a sense of what sustainability means now. For fashion enterprises starting out now, sustainability is not about cutting back, it is about the future of their businesses and this is a forum for formulating it. The workshop is offered free of charge, however, all interested parties should apply to the relevant open call. The workshop will be facilitated by Alice Holmberg, an Associate Lecturer at Central Saint Martins and at the Centre for Sustainable Fashion at the London College of Fashion.

*The discussion and the workshop will be held in English (no interpretation available).*

## **BIOGRAPHIES OF GUEST SPEAKERS AND ATOPOS CVC**

### **Alice Holmberg**

Alice Holmberg is an Associate Lecturer in MA Innovation Management and BA Culture, Criticism and Curation at Central Saint Martins in London, and also teaches at the Centre for Sustainable Fashion at the London College of Fashion. She is guest lecturer on design strategy, innovation and resilience internationally, namely at the Berlin University of the Arts, the Estonian Academy of the Arts, Munich Technical University, Aalto University in Helsinki and the Politecnico di Milano. Her professional practice gravitates towards conscious entrepreneurship and she has co-established an entirely new academic institute, Haptic Interface Design; played a key part in building up a London-based charity that involves residents in the decisions on public space and urban planning; and has started a business, Pride & Produce, which connects rural craftsmen to the digital economy.

### **Orsola De Castro**

Orsola de Castro is a pioneer and internationally recognised opinion leader in Sustainable Fashion. In 1997 she founded From Somewhere, a label designing clothes made entirely from pre-consumer waste: disregarded materials such as surplus and production cut-offs. In 2006 she co-founded the British Fashion Council pioneering initiative Estethica, which she curated until 2014. In 2013, with Carry Somers, she founded Fashion Revolution, marking the disaster in Dhaka, Bangladesh on 24 April 2013 when the Rana Plaza factory collapsed killing and injuring thousands of workers. Raising public awareness of the continuing social and environmental catastrophes in our global fashion supply chains, Fashion Revolution has become a global campaign with participation in over 90 countries around the world. Orsola is a regular key note speaker and mentor, Associate Lecturer at Camberwell College, as well as Central Saint Martins Visiting Fellow and Practitioner in Residence for Fashion MA.

### **Stamos Fafalios**

Stamos Fafalios was born in England of Greek parents. He studied Business at Oxford Brookes University, Oxford, Fine Arts at the Study Centre for the History of Arts, London and attended Part One of the Degree Course of the Architectural Association, London. Although he is principally involved in the family business of Shipbroking, he has always maintained a keen interest in the Arts. When, in 2000, he began spending more time in Greece, he took the opportunity to join an Architectural practice and, in 2003, together with the fashion curator Vassilis Zidianakis, he set up Atopos cvc. To-day, Stamos spends his time between London and Athens, still working in the family business, practicing Architecture in Athens and being very much involved with Atopos cvc.

### **Zeus+Dione**

Zeus+Dione is Mareva Grabowski and Dimitra Kolotoura 's fashion label set up in August 2012. With creativity, design and culture at its core, Zeus+Dione was born from a passion to revive and redefine the local craft of artisans all over Greece, producing pieces that go beyond tradition, exceptional quality and fashion. Each custom made textile is weaved, dyed, embroidered and cut by expert artisans utilizing traditional techniques with a contemporary edge. Zeus+Dione's exclusive silk textiles are crafted uniquely for the brand in Soufli, a town in Northern east part of Greece with a long history in producing fine silk. Silk shirts are embroidered in Argos and Metsovo, while dresses and skirts are knitted by the craftswomen of the Cyclades and Attica. Beyond the production of custom textiles, selected designs are adorned with traditional patterns and intricate motifs handwoven in Crete, ensuring an elegant signature collection every season.

### **Atopos cvc**

Atopos cvc was founded in 2003 by Vassilis Zidianakis and Stamos Fafalios and it is a non-profit, cultural organisation interested in the expression and adornment of the human body. The word

'atopos', from the ancient Greek "άτοπος", refers to that which is the strange, the unwonted, the eccentric and the unclassifiable.

Part of the oeuvre of Atopos cvc is a number of international exhibitions and projects, such as the RRRIPP!! Paper Fashion and the ARRRGH! Monsters in Fashion exhibitions, the NOT A TOY publication, in collaboration with Pictoplasma Publishing Berlin, the UNLOCKED book, the Atopic Bodies and the Slaves to Atopos projects and the Occupy Atopos Residency. Furthermore, Atopos cvc has collaborated with various organisations and institutions, such as Robert Wilson's Watermill Centre, the ICOM (International Council of Museums), the Deste Fashion Collection, the Miyake Issey Foundation, the Archives Christian Dior, the Barbican International Enterprises, the Design Museum, London, the Fondation Cartier pour L'Art Contemporain, the Musée d' Orsay, the Goethe-Institut Athen, NEON Organisation for Culture and Development and so on. Atopos cvc has also been collaborating with documenta 14 on the occasion of its artist-in-residence programme since September 2016.

---

**Communication:**

Kika Kyriakakou | [kika.kyriakakou@atopos.gr](mailto:kika.kyriakakou@atopos.gr) | [press@atopos.gr](mailto:press@atopos.gr)  
210 5242004 | 210 8838151 (Monday-Friday, 10:30-18:30)

**ATOPOS CVC**

72 Salaminos Metaxourgeio  
[www.atopos.gr](http://www.atopos.gr)

*Hospitality Sponsor**With the support of**Media sponsors*