

Master Innovative Textile Development

Innovation Case Admission procedure master ITD

During the admission procedure we will judge your capacity for creativity, research capabilities & innovation. In order to do so you are receiving this innovation case from us. Use the case to demonstrate your talent for innovation your creativity and your research capabilities.

Assignment

You are challenged to suggest an improvement or solution for a chosen market. You will find some suggestions for markets further on. You must submit/mail a visual representation of your improvement or solution before the interview to masteritd.act@saxion.nl. You are free in choice on how to submit your innovation case, such as an audio-visual presentation, a document, a movie and/or any other appropriate way to communicate. You will then hold an elevator pitch of max. 5 minutes during the interview. Amongst other things, we will ask you to justify your choices.

Concept

You are completely free to choose the form of your concept. It could be in any form, prototype, film, animations, sketch etc. Inform the committee about:

- design details,
- manufacturability
- unique selling points of the concept.

Remember: you will be judged on your capacity for creativity, research capabilities and innovation.

Prepare a 5-minute pitch in which you present your ideas, concepts, product/prototype, showing:

- Title: chosen market
- Visualisation of concept using materials, moulding, sketches, pictures, computer drawings, mood-boards or scenarios.
- Context. Where, how and when is it used?
- Target group: Be as specific as possible.
- Material proposal. Try to find a material sample.
- Explanation of how the user should deal with the innovative concept.
- Proposal for manufacturability and sustainability.

Select an end market that has your interest. Examples are:

1. (Extreme) Sport
2. Work wear
3. Interior

4. Sustainable fashion
5. Technical textiles/Geo textiles
6. Free choice

1. Sports

Introduction:

Engaging in sports & health is an increasingly important trend in today's society. People practise sports to stay fit, both in a recreational and a competitive way. In addition, as a result of technological developments, we also see a huge increase in functionalities of sports textiles, whether it concerns the attribute, the outfit or the circumstances in which sports are being practised. The central theme here is innovation, the ongoing quest for lighter materials, intelligent materials, protective materials, etc. that help the athlete to improve his/her performances.

Possible clients:

The clients in this end market vary from the major sports brands like Speedo, Nike, O'Neill to sports federations (KNSB, KNVB, etc) and manufacturers of supporting materials including sports fields producers like Ten Cate Grass.

Possible applications:

Within the end market sports you can think of the following assignments/concepts for instance:

- Intelligent sports fields
- Protective clothing for horsemen
- Match outfit for the women's hockey team
- Solar ski clothing

2. Work wear:

The requirements for work wear have increased in the past decades as a result of growing attention for safety, new legislation and technological developments. The time that clothing was a product that was purely functional is finally behind us! Nowadays the work wear must not only meet all functional requirements, but it also follows the fashion trends in society more and more.

Possible clients:

The clients in this end market greatly vary from high-grade and specialist professions like the fire brigade, the offshore industry to the airline companies, transport companies and the postal companies of today, in view of work wear producers.

Possible applications:

Within the end market one could think of the following kinds of orders for instance:

- Protective clothing for the offshore industry
- Firefighters' outfit
- Nurses' outfit
- NS (Dutch national train company) uniform

Personal ideas very welcome!

3. End market Interior

The interior market has been under pressure in recent years. As a result of increased competition, risen raw material costs and falling demand, we see that the market has to improve its profile more and more as an innovative market. As a matter of fact, more and more fashion brands have presented themselves in recent years in the so-called "Home segment" e.g. Zara, Esprit, or H&M.

The market can also be divided into the consumer market and the project market with the main difference being the requirements of the end user. Where the requirements of consumer are getting more in line with the latest fashion trends, we see that the project market has been engaging more and more in the theme of sustainability.

Possible clients:

The clients in this end market often distinguish themselves by a speciality in one of the many product groups like e.g. window coverings, upholstery fabrics, curtain materials, accessories (pillows, tablecloths)

Possible clients in the consumer market are: Esprit Home, Zara Home,

Possible clients in the project market are: Verosol, Artex, Kvadrat

- Durable window coverings
- Intelligent roller blinds
- Smart carpets

Personal ideas very welcome!

4. Sustainable Fashion:

The fashion industry is also looking for new possibilities to combine existing and new technologies into an innovative product that meets all the requirements of the consumer. There is a lot of searching going on for new more sustainable fibres that are less harmful to the environment. At the same time there is an increasing search for "customized" options whereby examples as NikeiD, etc. Please demonstrate what is possible. People are also focusing on facilities to bring worn end products back in the chain as new raw materials for new collections and other products. It stands to reason that in this case, too, sustainability plays an essential role.

Possible clients:

The clients can be the contemporary fashion companies in search of how, within the parameters of the fashion world, they might be able to provide an (innovative) added value to the society that they are operating in. Examples of possible clients are 'State of the art', Armani, Kuyichi, Studio Jux, Vlisco, G-Star, Diesel, Espresso, Benetton, Tommy Hilfiger and Dolce & Gabana.

Possible applications:

- Durable jeans
- Suit on demand
- Smart jacket

Personal ideas very welcome!

5. Technical/Geo

The technological opportunities of this relatively young end market offer numerous solutions for existing problems in various sectors. Composite materials e.g. enable the aircraft industry to build lighter airplanes and special technical fabrics can serve as dike reinforcement. Add to this electronic facility to control/monitor all kinds of processes from a distance and technologically high-quality products come into existence of which the theme smart textiles are the key issue.

Possible clients:

These specific clients often come from the public sector. Authorities at different levels from national to regional play an important role as commissioning authorities and they are accountable for drawing up the frequently impressive programmes of requirements. However, also industrial parties in search of new applications of technical textiles might possibly act as commissioning party. Examples include the automotive industry and the road and embankment construction industry which are extensively searching for more efficient and sustainable use of textile materials.

Possible applications:

- Application of biomaterials in geotextile
- Intelligent materials in buses
- Dam reinforcement materials

Personal ideas are welcome!

For questions please ask/mail:

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