

GLARE ILLUSION

EMULATE REFLECTOR

IN NATURE SOME OF THE NATURAL ELEMENTS HAVE THE ABILITY TO REFLECT THE LIGHT WHILE, THANKS TO A CHEMICAL REACTION, SOME ANIMALS CAN RECREATE BRIGHT COLORS.

THE STAR IN THE ENTERTAINMENT ENVIRONMENT REPRESENT A PERSON FOR ITS BEAUTY AND GRACE THAT LIVES CONSTANTLY IN THE SPOTLIGHT.

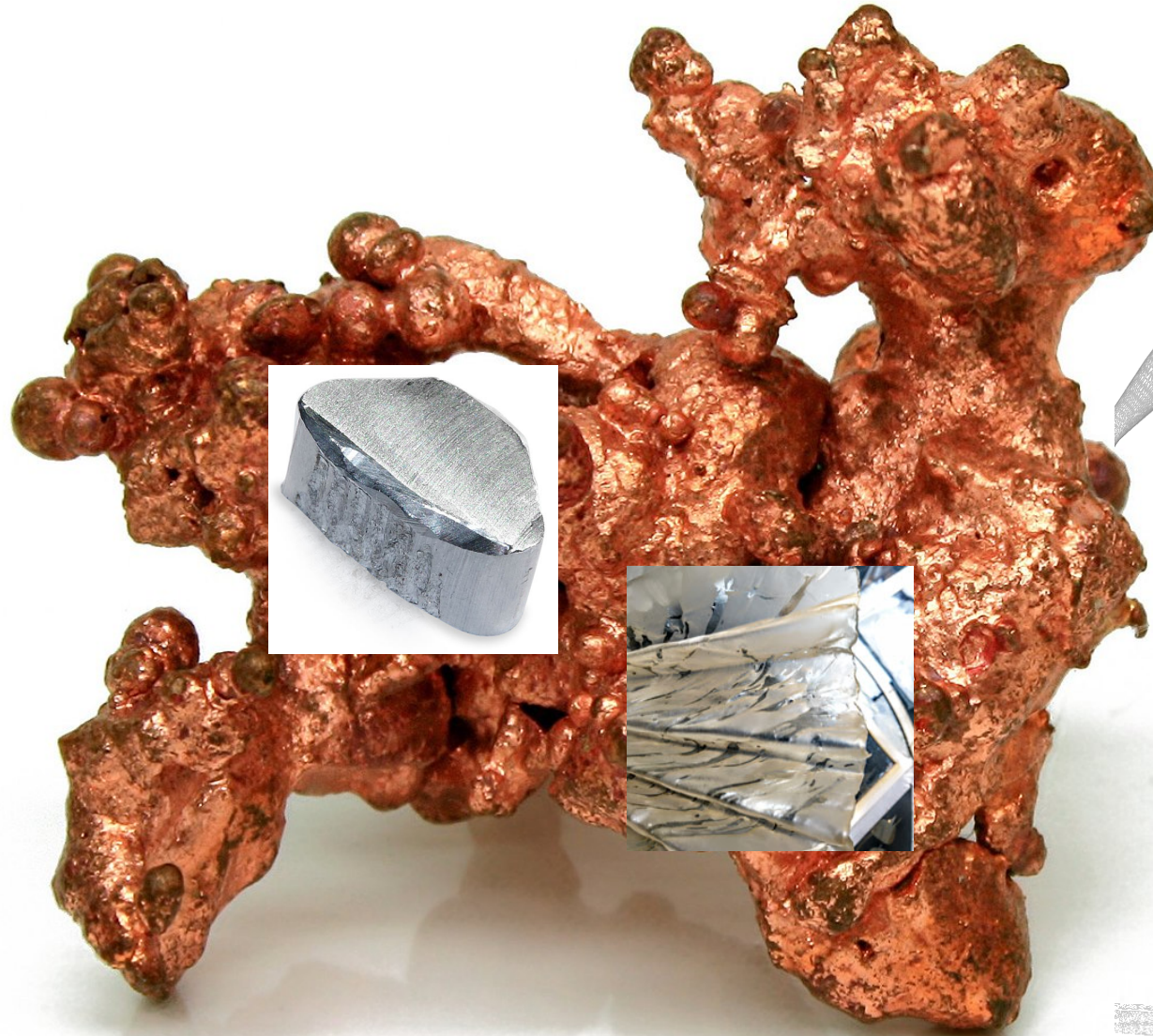
THE PROJECT WANT TO EMULATE THE CLASSICAL BALLET TUTU DANCER COMPOSED BY A NATURAL MATERIAL AND COLORED BY A NATURAL PIGMENT OF SHELLS POWDER THAT GET A METALLIC EFFECT.

AT THE SAME TIME THE MESH OF THE VIRTUAL BODY ARE REPRODUCED ON THE ALUMINIUM PLAYSUIT, RECALLING THE FACETS OF PRECIOUS STONE MADE TO ALLOW THE REFRACTION.





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THE  
ART

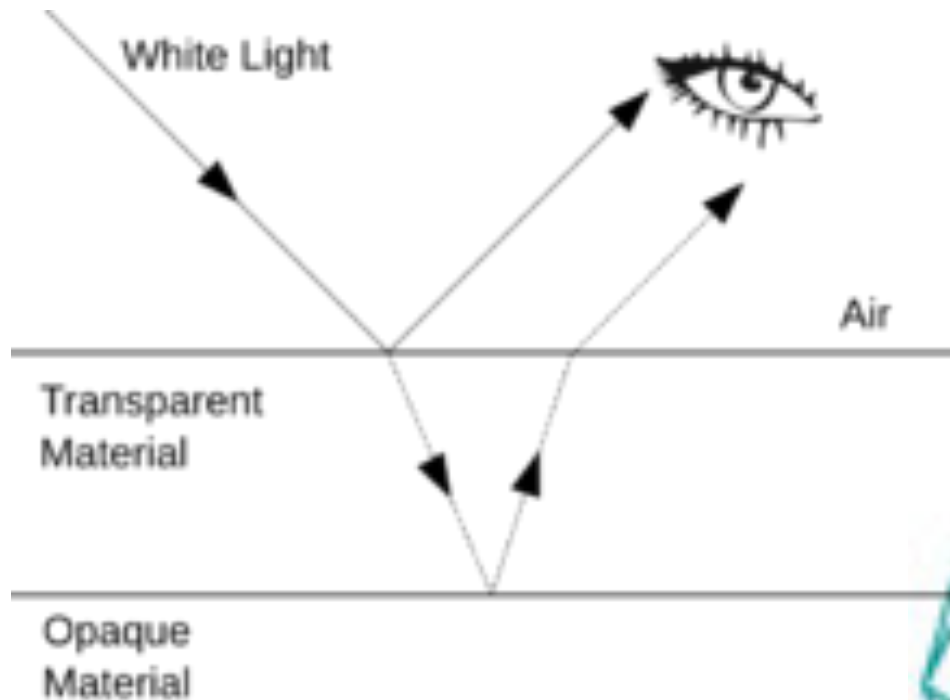
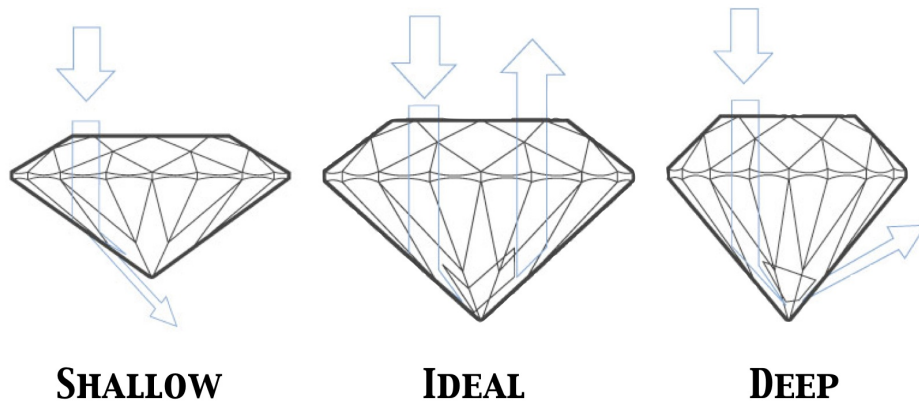
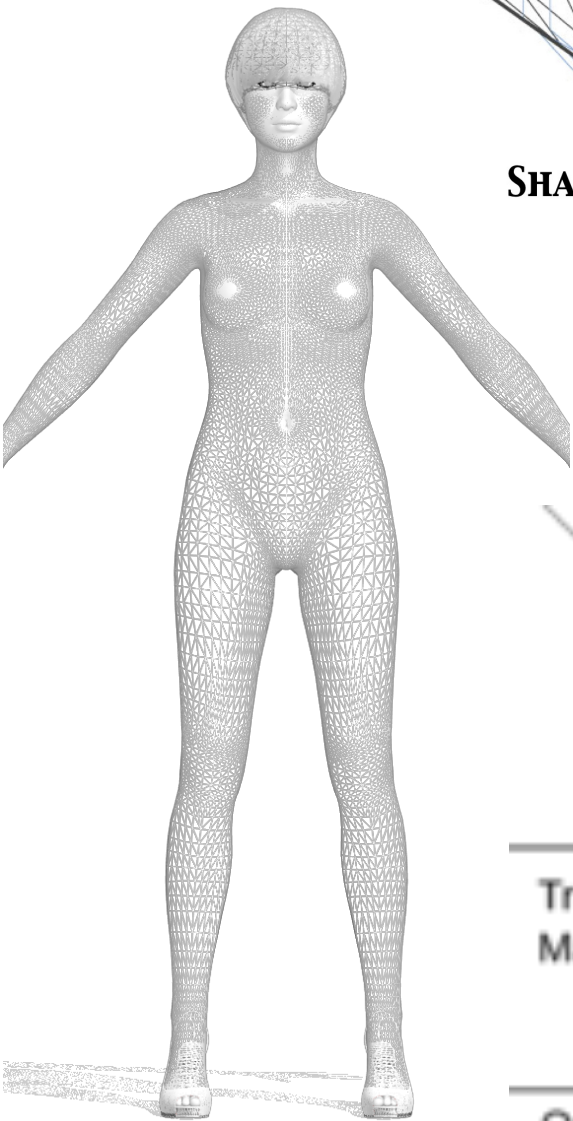


MATERIALS

BIOPLASTIC

ALLUMINIUM

COPPER



**APPLICATION**  
3D MANIPULATION  
MESH GEOMETRIES  
LIGHT REFRACTION



THE GARMENT IS COMPOSED OF:

A SKIRT THAT WANTS TO SIMULATE  
THE CLASSICAL BALLET TUTU AND IS  
MADE OF BIOPLASTIC MATERIAL  
100% NATURAL AND  
BIODEGRADABLE.

A PLAYSUIT THAT RECALLS THE  
WOOD TEXTILE TECHNIQUE BUT  
USING ALUMINIUM SHEET.  
THIS NATURAL MATERIAL, BESIDES  
HAVING MANY PROPERTIES, IS ALSO  
WASHABLE AND IT IS DEFENDING  
WELL FROM CORROSION,  
IT IS LIGHT AND HAS THE ABILITY  
TO REFLECT LIGHT.



THE PROJECT IS A  
THEATRICAL DRESS FOR  
WOMEN WHO PARTICIPATE  
IN ENTERTAINMENT AND  
CEREMONY EVENTS AND  
PROFESSIONALS IN THE  
ENTERTAINMENT SECTOR.

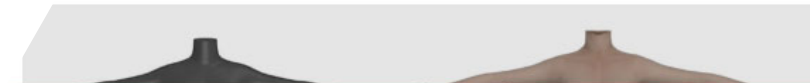
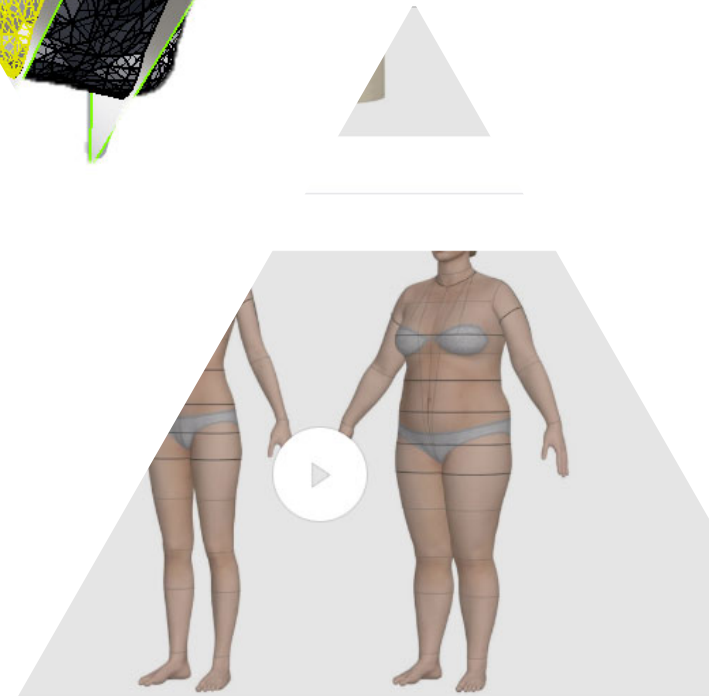
BEING MADE BY TWO  
DRESS THE MODEL IS  
VERSATILE, BOTH CAN BE  
COMBINED DIFFERENTLY,  
AND THE BIOPLASTIC SKIRT  
CAN BE WORN AS A PLATE  
AND AS A PENDANT TOO.



THE PROJECT WAS DESIGNED TO FACE  
THE PROBLEM OF ENVIRONMENTAL  
POLLUTION.

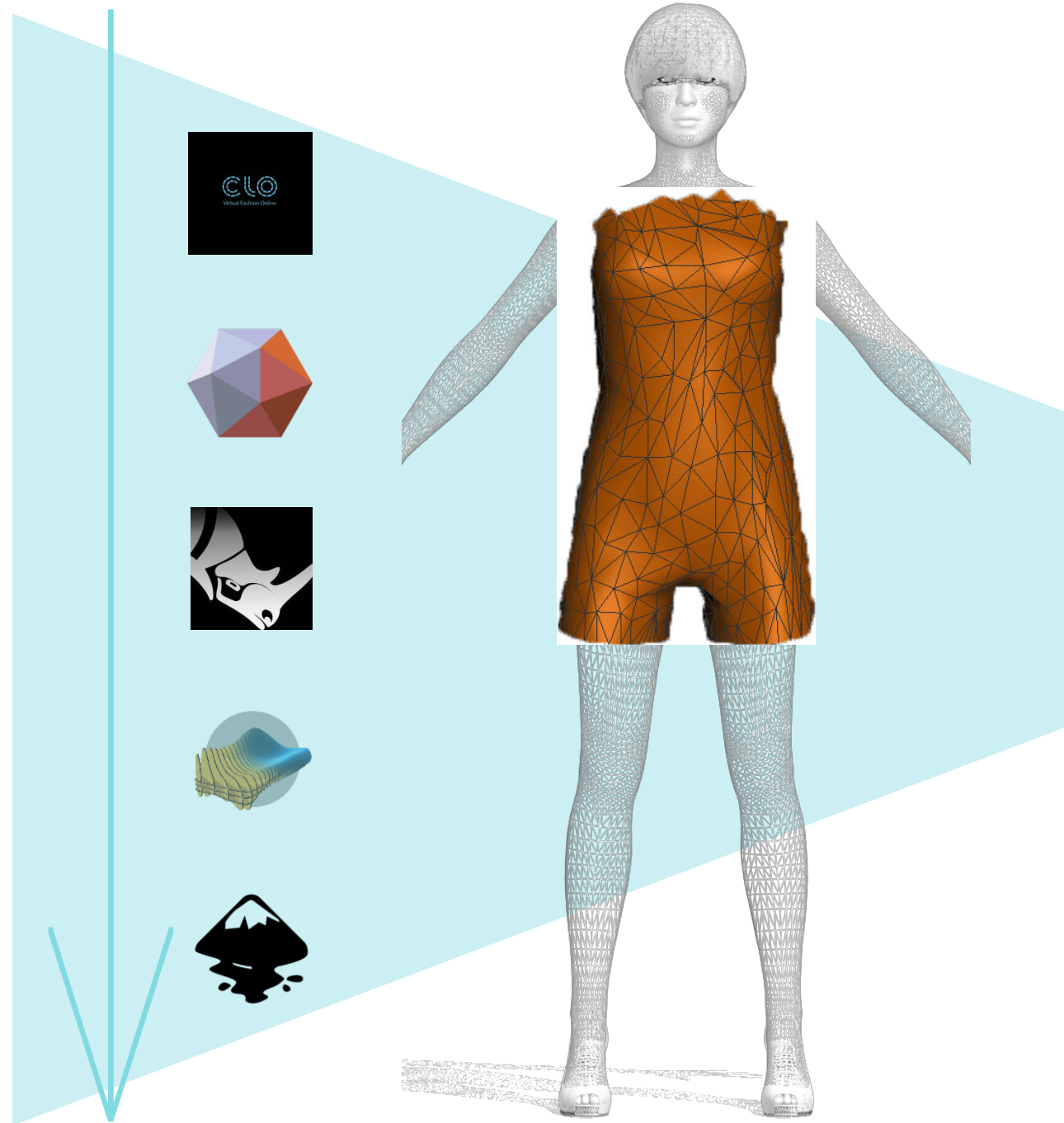
THE DEVELOPMENT OF THE MODEL  
STARTING FROM THE AVATAR AVOIDS THE  
CONSUMPTION OF PAPER WHILE THE  
MANIPULATION OF THE  
THREE-DIMENSIONAL OBJECT, THROUGH  
SPECIFIC PROGRAMS, ALLOWS THE  
VIRTUAL FITTING AND THE FIXING  
DIRECTLY ON THE VIRTUAL PROTOTYPE.

THE USE OF BIOPLASTICS REINFORCES THE  
PURPOSE.





THE PROJECT'S OBJECT IS  
THEREFORE SHOWING A  
DRESS DESIGNED,  
STUDIED AND WORKED  
THROUGH THE USE OF  
DIGITAL TECHNOLOGIES,  
CUSTOMIZABLE AND  
WHICH PROMOTES  
RENTAL AND RECYCLING  
AS A MARKET MODEL.



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STAGE  
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PROFESSIONAL:

PHOTOGRAPHER  
PRODUCER  
FILM MAKER  
CHOREOGRAPHER  
WRITER  
DESIGNER  
RAIDER  
MUSICIAN  
DANCER  
DJ

...

MARRIAGE  
SHOW  
AWARD CEREMONY  
PRESENTATION  
MUNDANE

ATTENDING:

Private or public ceremony.



A woman looks for a particular dress for the occasion that gives a certain visibility and is original. Spending is not a problem but buying it would be useless being very particular and flashy you can not wear on several occasions. It can therefore be rented.



She performs an online search. The order can be made in-store and online. You have to pay the deposit in case of rent for a minimum of 24 hours.

The photos and the community around the customer will create new potential customers through social networks and referrals.



During the event the photos and any shots will help to promote the brand. The more the event is mundane and important the more advertising will be.



In addition to increasing the interest of people, designers and makers can implement the part of projects that are published in creative commons.



Even when the suit is bought it is possible to make it to the designer who will evaluate if there are electronic parts or materials that can be regenerated and reused in another way. If the conditions allow it, it is also possible to regenerate the style simply through the refashion.

Some parts of clothing or accessories may be used for other clothing items. If you like, only parts of the original outfit can be produced and sold.





**Providers:**

Fabrics,  
Electronic material,  
Tailoring material.



**Collaborators:**

Tailoring,  
Print,  
Laser,  
Photographer,  
Video Maker,  
Webmaster,  
Programmer,  
Shapeways



**Collaborations:**

Fablab,  
Designer,  
Programmers,  
Engineers

...

Refashion



**External Designer**



**Customer:**  
Target woman  
and  
Professionals in  
the sector.



**Who can  
improve it**



**E-commerce.**



**Design studio**



**Sale or  
rental**



SMS

**Shipment**



SAFIA MALVAROSA

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DESIGNER

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FABRICADEMY  
2018/19  
FINAL  
PROJECT



HOSTED  
BY  
WEMAKE