

“RECREATE TEXTILES: THINK FORWARD” competition 2013

Look backward, think forward!

Création Baumann seeks the finest ideas for metre upon metre of fabric



Over its history of 125 years, Création Baumann has produced metre upon countless metre of material. Remnants and seconds are donated to charitable causes or offered to the public at factory sales, but many rolls of fabric are still kept in store, just waiting for a suitable use to come along.

For its third Création Baumann Think Forward competition, therefore, this textile business from Langenthal in Switzerland is going to open the doors to its stockrooms. The company is looking for creative, economical and ecologically-sound solutions to give the materials a second lease of life. Lengths of fabric will be unrolled and presented for the development of new ideas. This time, the challenge lies in the reversal of the usual design process – a new product idea is to be based around an existing material, rather than a material being selected to suit a new design. The product may also be intended to be used far outside the fields of interior design or fashion. The area of application, appearance or function of the product or semi-finished item is less important than the creative, intelligent recycling of these remnants of fabric.

“RECREATE TEXTILES: Think Forward” is aimed at students from universities and technical colleges specialising in design, interior design, architecture and technology. Participants have nine months to develop their projects. An interdisciplinary jury of specialists will then evaluate all the submissions and distribute the honours (a total prize of EUR 10,000) between the five best contributors. Those who are

interested in this competition can register at www.creationbaumann.com/ThinkForward_en **by 31st October 2012.**

Création Baumann operates the “Think Forward” competition series on a two-year cycle. In this forward-looking contest, the Swiss textiles business awards prizes for novel, innovative ideas, concentrating on a separate major focus on each occasion. The last contest sought an inventive new product to create internal shade, and attracted more than 50 applications from all around the world.

Detailed information about the competition is available at www.creationbaumann.com/ThinkForward_en.