



IV EDITION

# RESHAPE<sup>18</sup>

SENSING MATERIALITIES

## PRESS RELEASE

### RESHAPE FORUM

#### Operating - Projecting - Implementing

The [RESHAPE FORUM](#) is a networking event held in Barcelona from the **16th to the 18th of October 2018** organized in partnership with [IN\(3D\)USTRY From Needs to Solution](#). In this occasion we celebrate the winners of the [Reshape competition](#), setting up a special event that connects emerging talents with key market players, educators, institutions and media experts.

#### RESHAPE FORUM

The Reshape Forum is an annual meeting in the frame of the wearable technology and consumer goods.

From the 16th to the 18th of October 2018, all members of the Reshape Community will be converging to Barcelona.

During this event, we will be setting up a series of appointments such as interviews, panels, exhibitions and pitches to establishing new connections, trigger discussions and collaborations among participating industries and designers.

Reshape Forum 2018 will host companies such Adidas,, Luxottica, Wasp, Marcelo Vila; institutions like Italian Consulate, IED, IaaC, Materfad and several professional leading their respective fields with an innovative approach. The event will be joined also by fashion innovation experts: Bradly Dunn expert in fashion and technology, Noemie Balmat founder of FUTUR404 and Laurenti Arnault Founder of WTVOX.

#### RESHAPE FORUM 2018 THEME

##### **“Operating - Projecting - Implementing”**

We are at the dawn of the new era. Artificial intelligence is predicted to play a new important role in the definition of new politics, transforming many layers of our Society. Still is unclear how and in which areas will establish stronger impacts. What is evident is that the future will not be about how AI will be ruling the world. Instead, the real challenge will be how to augmented ourselves with it. How to integrate new capabilities on us, crossing the barriers between the organic and artificial.

Titled **“Operating - Projecting - Implementing”** the Reshape Forum 2018 will face the questions and issues around the technology, human body and society, crossing three main steps:

**“Operating** - The contemporary challenge”, **“Projecting** - The predicting needs” and **“ Implementing** - Introducing Solution”



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## **PROGRAM RESHAPE FORUM 2018**

During this three days of the event, companies and designers will be involved in a series of events, from roundtables, project presentations and exhibition.

In the Context of “**Operating-Projecting-Implementing**”, they will debate on how to establish new methodologies, introducing novel materials, fabrication processes and enhancing new functionalities, targeting innovative solutions for the emerging market of the wearable fashion an industry.

## **SCHEDULE**

### **PROJECT PRESENTATION**

Selected designers from Reshape competition will go on stage to present their projects. During the Reshape Forum at the IN(3D)USTRY From Needs to Solutions event, designers will pitch their research in front of a large audience of experts and companies of the sector.

### **1:1 CORNER**

The selected designers from the Reshape competition will meet with entrepreneurs and experts in the field of education and research, to present their solutions to the market needs. This format wants to enhance new collaborations and partnerships among the parts involved.

### **ROUNDTABLES**

**OPERATING** - Panel discussion moderated by **Aldo Sollazzo**; the speakers are **Gaia Danese, Alessandro Manetti, Davide Neri**

**PROJECTING** - Panel discussion moderated by **Noemie Balmat**; the speakers are **Valerie Bergeron, Claudia Pasquero, Anastasia Pistofidou**

**IMPLEMENTING** - Panel discussion moderated by **Laurenti Arnault**; The speaker are **Simone Cesano, Bradly Dunn, Arturo Guardiola, Valerio Parisi.**

### **AWARD CEREMONY - WEARABLE TECHNOLOGY and PRODUCT DESIGN**

Reshape celebrates the winner designers on the main stage of IN(3D)USTRY From Needs to Solutions. During the Reshape Forum, experts are called to define the honourable mentions and the final two positions of the competition, from both categories.

## **RESHAPE EXHIBITION 18 - SENSING MATERIALITIES**

The Reshape Forum will open the event presenting the Reshape exhibition.

A showcase of the most valuable projects, submitted from all over the world for the Reshape prize consideration. The exhibitions bring together a wide array of artistic approaches. International emerging designers open up diverse perspectives on the wearable technology and product design.



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Reshape event organized by :

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[IN\(3D\)USTRY - From Needs to Solutions](#)

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