

# MASTERCLASS

## Performance Fashion Design

by Nora Kühner



sketches: Axel Eveque

@techtexsil & texprocess

April 22-26, 2024

Frankfurt am Main (Germany)



**Nora Kühner**  
**Founder & Chair**  
**of the MASTERCLASS**

**We are excited to have the chance to organize the MASTERCLASS Performance Fashion Design by Nora Kühner at techtextil & texprocess 2024. A perfect setting for this unique workshop and we are calling international design talents to get together at the show for a deep dive into novel technology and outstanding design.**

**More than ever we need creative minds to craft new visions of the human future on Earth. Nothing is set in stone any longer. Our industry, too, has to reassess its values and realign the whole process of making 'things' in a sustainable, responsible and society-centred manner. Where will our creative journey go to? What and how should we create? Clothing is a basic human need – with the outlook for evermore extreme living conditions we have to ask ourselves: what clothing performance will be needed? What kind of equipment?**

**“Creating Another Tomorrow” has been the MASTERCLASS' claim ever since its successful launch in 2016. We break conformity with pioneering approaches and venture beyond the conventional. In the meantime more than 220 students from all around the world took up the challenge and developed bold and thoughtful perspectives for textile and clothing in the 21st century.**

**We look forward to vibrant discussions and the creation of amazing concepts.  
Join us – won't you?**

I consider the **MASTERCLASS** by Nora Kühner one of the world's best tools available for students to reach new heights in their design practices. As an American student studying in London, it was an unforgettable experience collaborating with talented students from around the world in order to achieve innovative ideas for the future of sportswear.

I would recommend the **MASTERCLASS** by Nora Kühner to any fashion student looking to sharpen their skills in a fun and competitive setting.

” Brian Dennerlein, London College of Fashion (UK)

# **MASTERCLASS**

## **by Nora Kühner**

### **A Success Story**



The days in the MASTERCLASS 2023 have contributed significantly to my growth. After returning home, I approach my school assignments with a new perspective. I no longer focus only on immediate coursework but take a more long-term view of fashion and design.

I believe the purpose of sustainable development is to balance technological progress, improvement of people's living standards, and environmental protection.

” Wan-Chun Huang, Shi Chien University (TW)

# FEEDBACK MASTERCLASS 2022-23

Attending the MASTERCLASS 2022 was such an insightful, motivating and eye-opening experience. To be able to witness first-to-market technology and innovation for my industry first hand, with the guidance of Nora and Conny, was an invaluable opportunity.

” Stella Burbidge  
London College of Fashion (UK)

This MASTERCLASS has been an incredibly important and unforgettable experience in my life. In just four days, I gained a wealth of knowledge about the fashion industry and a deep understanding of the significance of sustainability. The collaborative atmosphere with young designers from all over the world during the workshop was unique and something I had never experienced before. I am grateful and feel very fortunate to have participated in this workshop.

” Ryan Lee, Shi Chien University (TW)

## DESIGN DAYS



LECTURES  
BOOTH VISITS



# The workshop at a glance.

PUBLIC  
PRESENTATION





# The Big Idea.

**Designers are enablers and drive change with their skill set. They create narratives of a responsible future for the textile and sports industries, respecting the planetary boundaries. Lending fresh perspectives to new business opportunities with the focus on enhancing human living.**

**The MASTERCLASS by Nora Kühner is a unique interdisciplinary project for the “Designers of Tomorrow” in the textile and clothing sector. A Think Tank fuelled by upcoming international designers and highly experienced professionals.**

**First and foremost we believe in the power of creativity. We strive to bring back vital experimentation and critical thinking into the design process.**

**What are garments to us today? How can we produce garments in a responsible way? Going far beyond the hot topic of digitalization, the participants realign the whole process of making 'things' in a sustainable,**

**Let's give way!**



# MASTERCLASS April 2024 | Hallmarks

Founded in 2015, the MASTERCLASS made its premiere at ISPO Munich in January 2016. Its mission is to share knowledge, provoke critical thinking, and activate imagination. The MASTERCLASS is a place for creative freedom, research, and community. We foster fantasy, aspiration, and a pioneering spirit.

## Our features:

- **Participation in the MASTERCLASS is free of charge for the students.**
- **Participation in the MASTERCLASS is by invitation only.**  
International high-level design schools are invited to nominate their best students for the MASTERCLASS. Students in their second or third year as well as recent graduates are most welcome.
- **Interdisciplinary & collaborative**  
Participants work in teams to develop relevant and responsible concepts for clothing and equipment. Indoors. Outdoors. Virtual.

# MASTERCLASS April 2024 | The Workshop Setting

The workshop will be hybrid, combining digital work sessions (2) with in-person workshop days (4) at the fairground during the **techtexil & texprocess** show 2024.

Eight to ten international Design Schools are invited to nominate each 2-3 participants for the MASTERCLASS. The number of participants is restricted to a maximum of 30.

## **The overarching topics of the workshop:**

- The ongoing transformation of product development structures and processes due to digitalization and sustainability topics
- Intelligent progressive design & relevant technologies
- Inclusion | designing the future means designing for diversity
- How do customer's changing requirements affect our way of working/producing and our product offers?
- Holistic functionality - from A (antibacterial finish) to Z (zero waste)



# The Schools | 2016 - 2023



**ual:** london college  
of fashion



北京服装學院  
BEIJING INSTITUTE OF  
FASHION TECHNOLOGY

HOCHSCHULE PFORZHEIM  
FAKULTÄT FÜR GESTALTUNG



THE SWEDISH SCHOOL OF TEXTILES  
UNIVERSITY OF BORÅS



LAPIN YLIOPISTO  
UNIVERSITY OF LAPLAND



Höhere Technische  
Bundes-, Lehr- und  
Versuchsanstalt Dornbirn

實踐服裝  
SHIH CHIEN UNIVERSITY FASHION DESIGN

**IPCA**  
INSTITUTO POLITÉCNICO  
DO CÁVADO E DO AVE



Hochschule für Künste  
*University of the Arts*  
Bremen



**Royal College of Art**  
Postgraduate Art & Design

**kunst universität linz**  
Universität für künstlerische und industrielle Gestaltung

**FALMOUTH**  
UNIVERSITY

**mx**  
MODATEX



MODEFACHSCHULE  
SIGMARINGEN



TECHNICAL UNIVERSITY OF LIBEREC  
Faculty of Textile Engineering



Hochschule  
Albstadt-Sigmaringen  
Albstadt-Sigmaringen University



**LYCÉE  
ARGOUGES  
GRENOBLE**



**Città Studi**  
BIELLA

**SAVONIA**  
UNIVERSITY OF APPLIED SCIENCES

Fashion Schools Nürnberg



UNIVERSIDAD  
INTERNACIONAL  
DE LA RIOJA

**unir**

Hochschule Niederrhein

**MASTERCLASS Performance Fashion Design by Nora Kühner  
at techtextil & texprocess 2024**

# **The Sponsoring Opportunities**

**We would welcome the opportunity to listen to what your objectives may be  
and offer a made-to-measure sponsorship package for your needs.**

# Why become a sponsor of the MASTERCLASS?

Ever since the successful launch edition in 2016, the MASTERCLASS by Nora Kühner has been thriving by the committed support of industry partners.

By supporting the MASTERCLASS, you get direct access to great design talents – carefully selected from some of the best design schools from around the globe.

You can familiarize the students with your company and your products. Moreover, you can sharpen your company's profile facing the next generation of decision-makers and potential users of your products. This generation expects companies to look beyond the traditional confines of making business, they want companies to act responsible and purpose-driven.

You can build trust in your company with your presentation. And the students will be happy to spread the message to their international creative peers.





# MASTERCLASS April 2024 | Sponsoring offer 1

## Collaboration proposal "Partner"

Sponsoring amount: 5.000.– EUR (net) plus VAT

### Benefits

- The sponsor is given the opportunity to make a speech/presentation (max. 40 min. + Q&A) during the workshop or at the company's booth at the fair
- Direct access to some of the best creative talents in apparel and product design from high-level international design schools
- The sponsor's company logo will be shown on the slides of our public presentation of the workshop results on Friday, April 26, 2024
- The event will be documented in photos. The organizers will provide an individual bundle to the sponsor for his own purposes
- The sponsor will be mentioned with name in our Instagram posts during the workshop  
<https://www.instagram.com/sportsdesignmasterclass>
- The sponsor will be mentioned with company logo and name in the recap brochure (PDF file only) of the event and will receive a copy of the file

# MASTERCLASS April 2024 | Sponsoring offer 2

## Collaboration proposal "Supporter"

Sponsoring amount: 3.000.– EUR (net) plus VAT

### Benefits

- Direct access to some of the best creative talents in apparel and product design from high-level international design schools
- The sponsor's company logo will be presented during the public presentation of the workshop results on Friday, April 26, 2024
- The event will be documented in photos. The organizers will provide an individual bundle to the sponsor for his own purposes
- The sponsor will be mentioned with name in our Instagram posts during the workshop  
<https://www.instagram.com/sportsdesignmasterclass>
- The sponsor will be mentioned with company logo and name in the recap brochure (PDF file) of the event and will receive a copy of the file

# Partner and Supporter | 2016 - 2023





Hannah Kaspari, Swedish School of Textiles  
Brian Dennerlein, London College of Fashion  
ISPO Academy Masterclass 2022




WANT TO KNOW MORE?



*The MASTERCLASS plays a key role in producing game-changing designers in active wear.*

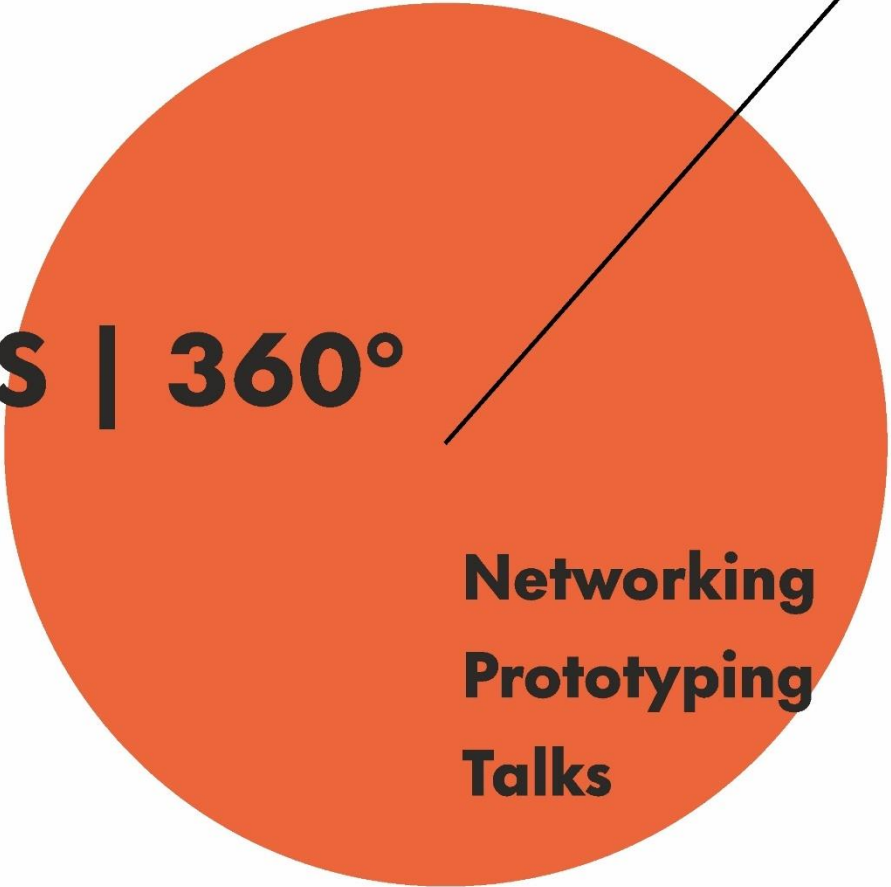
*Its contribution to the success of sports and outdoor clothing design should not be underestimated.*

*Through a persuasive crash course based on a skillful combination of information, inspiration and immersion, the MASTERCLASS represents a unique opportunity in the global educational landscape to kick off a new generation of designers and product developers.*



**Clemens Thornquist, Course Leader**  
**Swedish School of Textiles / University of Borås**

# MASTERCLASS | 360°



**Networking  
Prototyping  
Talks**





**MASTERCLASS | Accelerating creativity**