

ISSUE ONE

MIMA School of Art & Design Magazine

create  
the  
extraordinary

MIMA  
School of  
Art & Design



[tees.ac.uk/artschool](https://tees.ac.uk/artschool)

ACCESSIBLE | ASPIRING  
 CREATIVE | CONTEMPORARY  
 COLLABORATIVE | CUTTING-EDGE  
 CHALLENGING | CONSCIENTIOUS  
 CULTURAL | CARING  
 CHALLENGING | COMPELLING  
 COMMITTED | CONFIDENT  
 DIVERSE | ENGAGING  
**EMPOWERING**  
 ENCOURAGING | ENJOYABLE  
 EXCITING | FUN FACILITATIVE  
 FRIENDLY | HELPFUL  
 INCLUSIVE | INNOVATIVE | INSPIRING  
 INTERNATIONAL | INFORMATIVE  
**MOTIVATING**  
 MULTI-DISCIPLINARY | MODERN  
 NETWORKED | ORGANISED  
 PASSIONATE | PIONEERING  
 PRODUCTIVE | PROGRESSIVE  
 RESOURCEFUL | RIGOROUS  
 SUPPORTIVE | STIMULATING  
 SKILLFUL | WELCOMING | VISIONARY.

## EDITOR'S INTRODUCTION

### Dear future artists and designers

“

**ART SCHOOL TAUGHT  
ME THE IMPORTANCE  
OF CREATIVE AND  
CRITICAL THINKING.**

Imagine a world with nothing to read, watch, look or listen to. If creativity didn't exist, the world would be a bleak place. You'll hear a lot from creative people in the first issue of our magazine. The artists and designers in these pages work across the creative industries to keep us reading, watching, looking and listening. From making bespoke wallpaper to creating exhibitions and designing the latest products, they make the world more joyful.

The magazine showcases some of the amazing creative work coming out of MIMA School of Art & Design,

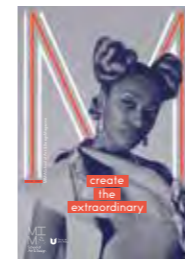
forming a portrait of the School and offering answers to some questions you may have such as, why go to university? What's so special about MIMA School of Art & Design? And what's in it for me?

If you're still reading I would guess that you're eager to learn more. I imagine that you're constantly making things and coming up with creative ideas. You possibly see things a little differently. Maybe you're looking at this magazine and thinking, I could do better than that. Well, consider this an invitation. Go ahead, do it, and show us your passion and creativity.

Working on this magazine has made me reflect on my own journey. I am the first person in my family to go to university. People often ask me what I learned at art school. Well, it's a good question. I learned more in the first six months of studying art than I did in the previous six years. I made lifelong friends, learned invaluable techniques and gained new experiences. I learned about the world and about myself. Art school taught me the importance of creative and critical thinking. It taught me that sometimes questions can be more important than answers. It taught me that creative people make the world more wonderful. It taught me that the world needs people like you.

ENJOY THE MAGAZINE.

**George Vasey**  
Editor



ON THE COVER

Bridget Egbaiyelo  
BA (Hons) Fashion  
with Textiles

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## ABOUT

MIMA  
SCHOOL OF  
ART & DESIGN

Part of Teesside University, MIMA School of Art & Design is uniquely placed to support you as artists and designers, whatever stage in your career you're at.

You learn from prominent, practicing international artists, curators and designers. You can see their work on the cover of *ELLE Decoration*, on show at Tate Gallery, London and the Museum of Modern Art in New York. We ensure that you're nurtured and supported to hone your creative voice. Whether starting out or re-fuelling mid-career, every perspective is valued. The experiences of our diverse staff and student body generates an inclusive, collaborative and creative community.



**IN THIS TIME OF CHANGE, ARTISTS AND DESIGNERS ARE NEEDED TO RESHAPE OUR WORLD BY ADDRESSING CRITICAL ISSUES OF OUR TIME FROM CLIMATE CHANGE TO SOCIAL INEQUALITY, HOUSING AND GREEN SPACES, SUSTAINABLE FASHION AND PRODUCT DESIGN, ART AND WELLBEING. WE DON'T KNOW WHAT THE FUTURE WILL LOOK LIKE, BUT WE KNOW THAT IT WILL BE SHAPED BY THE ARTISTS, DESIGNERS AND CREATIVE MAKERS WE'RE TRAINING TODAY.**

**Laura Sillars**

MIMA Director and Dean of MIMA School of Art & Design

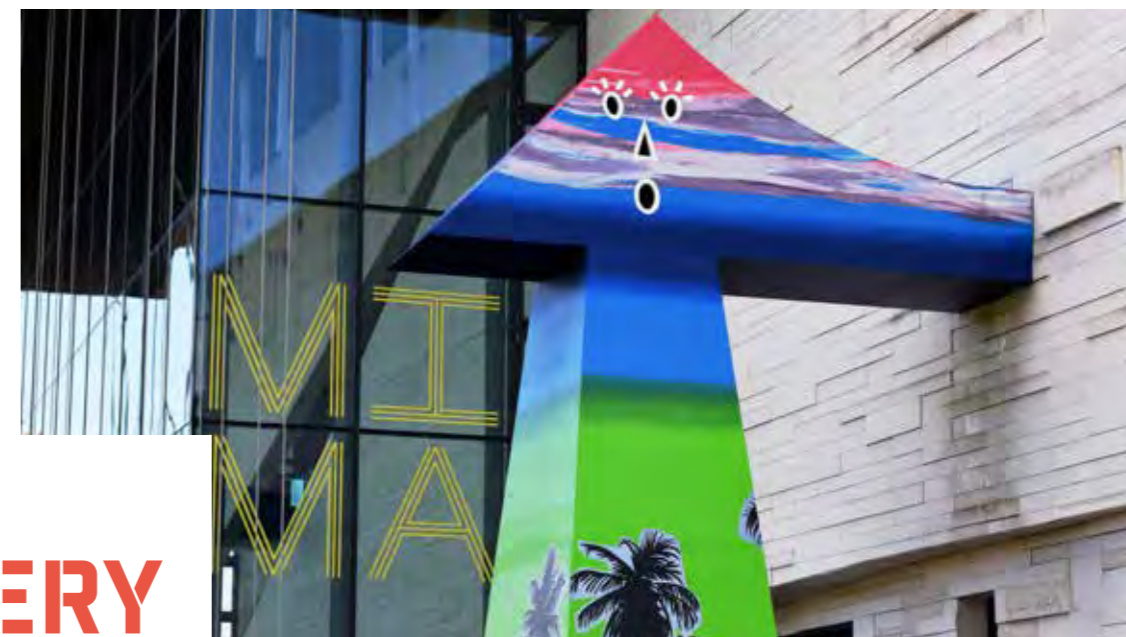


At the heart of the community is our gallery, Middlesbrough Institute of Modern Art (MIMA), which is a cultural hub and creative resource. From climate change to social inequality, healthcare to housing – artists, fashion, interiors, graphics and product designers apply their skills to address critical issues of our time.

By working with professionals in the field, we prepare you to stand out and make a difference in the working world. Teesside University has been engaged in creative education for over 50 years, focusing on the connection between art and industry. State-of-the-art technology, workshops and labs enable your ideas to become a reality.

Our alumni are audacious, experimental and independent. Whatever your starting position, you are welcome to be part of art and designs' contribution to our changing world and for you to create the extraordinary.

## ABOUT

MIMA  
GALLERY

Middlesbrough Institute of Modern art (MIMA)

**MIMA is an international art gallery and museum, connecting art, people and ideas. We commission, collect and re-think modern and contemporary art to make a creative and public space.**

We work closely with local and global partners to put art into action and build engagement with the public. MIMA is a cultural and community hub that places equality, diversity and inclusion at the heart of our work. MIMA is powered by a vision to positively contribute to society.



# FASHION

**Vicky Graham**  
Senior Technician



## BA (Hons) Fashion Buying and Merchandising

Full-time – 3 years

Part-time – up to 6 years

✓ Foundation year ✓ Placement year

Entry requirements – 96-112 points, interview, and GCSE grade 4 English and maths

## BA (Hons) Fashion Communication and Promotion

Full-time – 3 years

Part-time – up to 6 years

✓ Foundation year ✓ Placement year

Entry requirements – 96-112 points including a creative subject, interview, and GCSE grade 4 English and maths

## BA (Hons) Fashion with Textiles

Full-time – 3 years

Part-time – up to 6 years

✓ Foundation year ✓ Placement year

Entry requirements – 96-112 points including a creative subject, interview, and GCSE grade 4 English and maths

The textiles print facilities are unique and accessible to all students across the School, offering open access booking and specialist modules taught in the print facility. The facilities are in the beautiful grade II listed building with a variety of print equipment that is as impressive as the location.

The academic staff have an extensive range of skills and experience in art and design and vast teaching experience. Many of the staff work in the sector, running their own businesses. They are regularly featured in international exhibitions and are published in magazines and books. The staff have up-to-date industry knowledge, and you can expect these experiences to shine through in their teaching. It's such a positive and supportive environment and the campus amplifies the sense of community.

If you're studying at MIMA School of Art & Design, I'd recommend taking advantage of all the additional opportunities on offer. Go to all the artist talks, exhibitions and use all the facilities. Three years will go by so fast and you don't want to miss any of it.



# FINE ART

**Lesley Hicks**  
Co-Course Leader



## BA (Hons) Fine Art

Full-time – 3 years

Part-time – up to 6 years

✓ Foundation year ✓ Placement year

Entry requirements – 96-112 points including a creative subject, and portfolio

The course is unique because of our unrivalled access to MIMA, which is the creative heart of the School. It inspires collaboration and connection that build your networks.

Each year is distinct as you start to deepen your understanding and work towards a degree show where you show your artwork publicly alongside your peers.

You learn in studio spaces and workshops where you explore a range of processes such as screen printing, welding and mould making and work with 3D print, plaster, metal and wood. There are computer labs with all the latest software. We have cameras, projectors and technical staff that help you realise anything you can imagine. We also have bookable spaces for performances and installation as well as direct access to MIMA's resources and staff.

We have visiting speakers that help you explore a range of critical ideas. Our staff are very active internationally and have broad expertise. The environment in the University is very supportive, with lots of people on hand to guide you.

You gain the artistic flair and professional skills to develop a career. Our graduates have become artists, curators, teachers, art therapists – working in museums and galleries as well as creative businesses. Some have gone down a more academic route and undertaken PhDs. Many have shaped the cultural community in Middlesbrough, establishing galleries such as Pineapple Black and Platform A.

If you're interested in applying, my advice is to give it a go. It's a great place to study and nurture your talent. It can change your life and help you establish a career. The best thing about studying here is that it's a real community and a place where you can bring your own experiences to the table.



# GRAPHICS



**Michael O'Malley**  
Course Leader



## BA (Hons) Graphic Design and Illustration

Full-time – 3 years

Part-time – up to 6 years

✓ Foundation year ✓ Placement year

Entry requirements – 96-112 points including a creative subject, interview, portfolio, and GCSE grade 4 English and maths

## BA (Hons) Graphic Design with Marketing

Full-time – 3 years

Part-time – up to 6 years

✓ Foundation year ✓ Placement year

Entry requirements – 96-112 points including a creative subject, interview, portfolio, and GCSE grade 4 English and maths



We are a practical and project-led subject area. You underpin your projects with appropriate references to industry, design history and theory, developing core skills in the subject area to prepare you for the world of work.

Creative thinking and experimentation are fundamental to our approach and this is backed by an awareness of project management and design processes. Tutors continue their own professional practice and you often have opportunities to work with staff on projects.

You have access to a full range of facilities including digital and textiles studios. We've got amazing digital cameras, large scale printers, laser cutters and A3 scanners. You can loan Macbooks with all the latest industry software.

We've had students become children's book illustrators and work in motion graphics for companies such as Penguin books, Twitter, Kairos Media, and Barker Advertising. Many of our students work in design studios and agencies. Others are self-employed.

There's a strong emphasis on idea generation and design thinking, alongside visual skills, craft and communication strategy. This process has underpinned a history of prestigious award-winning student work, including International Society of Typographic Designers, D&AD, YCN awards and Creative Conscience awards.

We also have a number of international students who usually join us to top-up their studies, which adds to the vibrancy of the School.

The best thing about studying in Middlesbrough is that the campus is in the heart of the town, which means that everything is very accessible. If you're interested in applying, take a look around the campus and facilities and chat to our brilliant students and pop in to MIMA for a visit.



# INTERIORS

**Leanda French**  
Course Leader



## BA (Hons) Interior Architecture and Design

Full-time – 3 years

Part-time – up to 6 years

✓ Foundation year ✓ Placement year

Entry requirements – 96-112 points including a creative subject, interview, portfolio, and GCSE grade 4 English and maths

## BA (Hons) Interior Design

Full-time – 3 years

Part-time – up to 6 years

✓ Foundation year ✓ Placement year

Entry requirements – 96-112 points including a creative subject, interview, portfolio, and GCSE grade 4 English and maths



We are the only National Centre of Excellence in the North accredited by the Society of British and International Designers.

Our interiors courses are a perfect base to build on, teaching you skills in technical drawing and computer-aided design. There are no examinations, only course work. As you move through each year, the projects progress from designing homes to thinking about design for other situations. We explore spaces such as hotels, restaurants, hospitals and retail environments.

Most of the work is practical and involves drawing and model making. There is some essay writing, so a good level of written English is helpful. Though you may think these courses require a high level of maths, this isn't the case.

You have access to industry-standard printing facilities to make bespoke designs. Our specialist staff have lots of experience and our part-time lecturers bring vast industry knowledge to the courses. They often offer work experiences which makes us industry connected.

Many of our students have set up businesses, designing everything from bars to cafes and hotels. Some work in the construction industry and others work for the government designing residences for ambassadors around the world.

The best thing about studying here is that you have many possibilities on your doorstep. There are facilities in the University for extra-curricular activities such as sports and societies. Galleries, theatres and annual events such as the Middlesbrough Mela will satisfy your cultural life.

My advice would be that if you're applying, try to tell us about your interests outside of academic study in your personal statement.



# PRODUCT

**Mark Freary**  
Programme Leader



## BA (Hons) Product Design

Full-time – 3 years

Part-time – up to 6 years

✓ Foundation year    ✓ Placement year

Entry requirements – 96-112 points including a creative subject, interview, portfolio, and GCSE grade 4 English and maths

The course is one of the longest running in the country and our graduates work across the design industry at all levels. You can expect small class sizes and great access to staff, making you feel like part of the Teesside family.

The course is very hands-on, focusing on traditional and digital skills in drawing, modelling and experimentation. Traditional methods and craft skills remain a cornerstone of the product design industry even today. A core of contextual studies ensures that you are engaged with real-world design contexts and that you can problem-solve and find commercial contexts for your work.

Our graduates work as creative officers, concept artists, designers and directors at Aston Martin Lagonda Group Limited, Philips, JCB, Dyson, Jaguar and Seymourpowell. Some work for film and TV as concept artists for *Batman*, *Doctor Who*, *Blade Runner*, and *Star Wars*.

The environment on the course replicates a real-world consultancy. You learn in an open plan environment, with open access to our workshops and facilities. You undertake work experience in the summer, and in recent years students have worked with major companies.

We use industry-standard equipment with up-to-date software and the latest technology. Academic staff have an enormous amount of industrial skills such as drawing and digital visualisation for strategic design applications. If you're thinking about applying, come and speak to us and visit us if you can to see the facilities and talk about your career aspirations.



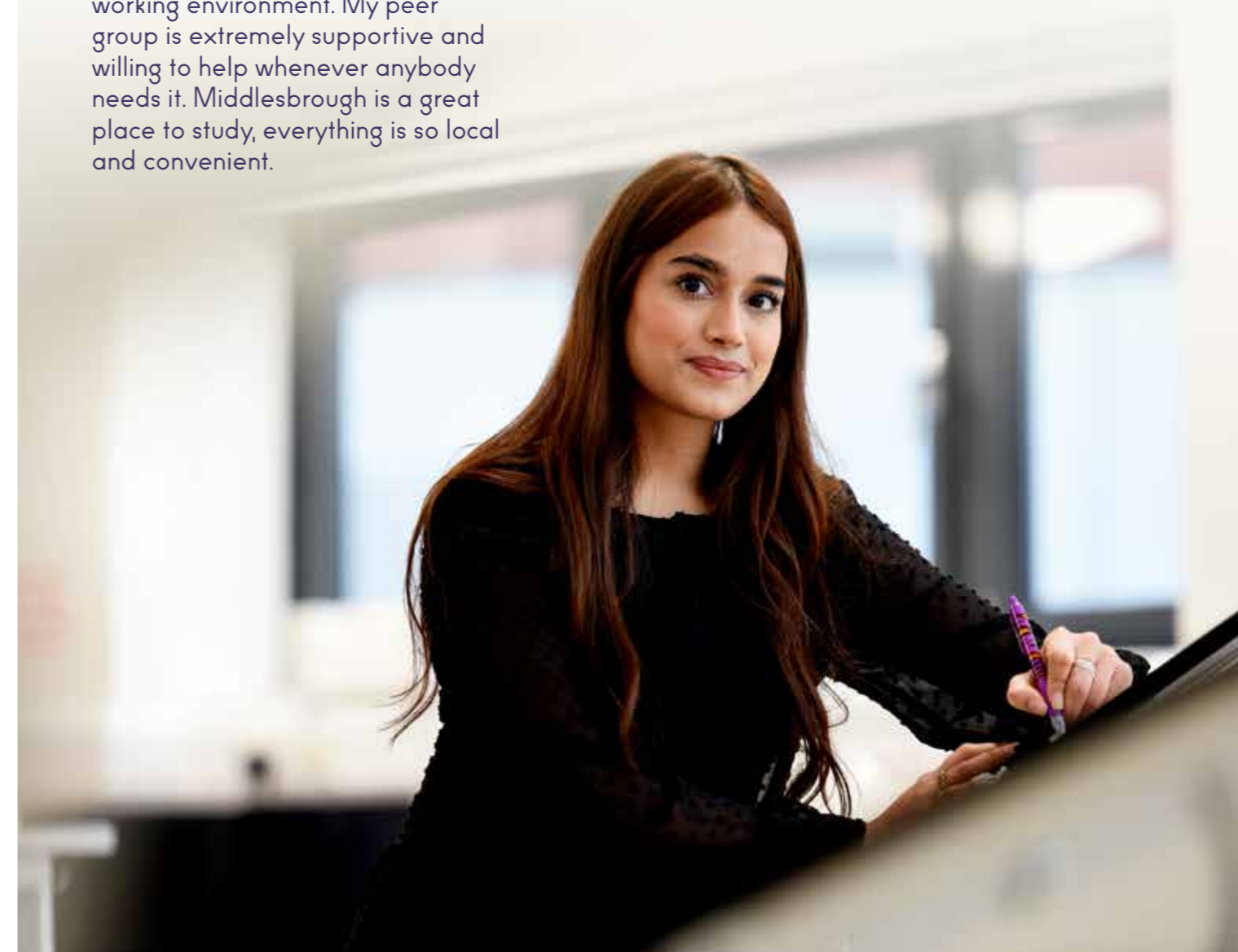
# OUR STUDENTS SAY

**Palwasha Farooq**

BA (Hons) Interior Architecture and Design

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I love studying here because you get lots of one-to-one help. The staff are always on hand. My confidence has really grown. My tutors are great, they give me regular feedback, constructive criticism and help with any issues I have. The studios and facilities are great and provide a professional working environment. My peer group is extremely supportive and willing to help whenever anybody needs it. Middlesbrough is a great place to study, everything is so local and convenient.



# FIVE MINUTES WITH

## Sarah Perks

Professor and Head of Art and Design

I grew up on a council estate and I was always into anything to do with the arts, from pop music to reading and watching everything. I'm not really sure that I conceived of working in any other arena. I am now a curator, academic and writer. In 2017 I was one of *Creative Review's* 50 Creative Leaders. I've led many major projects with international artists. A highlight of my career was working with the filmmaker and artist David Lynch.

“

**MY WORK IS ABOUT  
RELATIONSHIPS —  
BETWEEN ARTISTS  
AND AUDIENCES  
AND BETWEEN  
ART FORMS.**

My work is about relationships — between artists and audiences and between art forms. It is also political, about the structures at work in society, how they shape our experience, and where there is inequality

because of these. I'm currently developing work on how arts can embrace social justice by combining our heritage with futures such as environmental issues, inclusion and technological advances.

Arts and culture inform our world alongside science and technology. They are part of everybody's experience and our lives depend on creative thinking. Arts and culture enable debate and help people understand the complex and unequal world around us, and be part of designing a better one.

At MIMA School of Art & Design we see success as fulfilling your ambitions, whether you are planning to design the interior of a primary school, create the logo for it, teach the children in it, or work with them to tackle poverty. If you're thinking of applying to the School, my advice would be choose what excites you rather than what you think you should do. If you stay creative and curious about the world it will never bore you.



## FEATURE

# Teesside University becomes Europe's first Adobe Creative Campus

If you've designed a website, made a movie or put together a magazine, odds are that you'll have used Adobe software. Photoshop, InDesign, Illustrator, Premiere Pro and Dreamweaver are a necessity for creative professionals in the 21st-century. Want to create an imaginary world with fire breathing monsters? Want to animate the weird and wonderful? With Adobe, anything is possible to make your imagination a reality.

We are the first European university to become an Adobe Creative Campus, in recognition of our commitment to promoting digital literacy across all courses and areas of study. This gives you complete access to Adobe Creative Cloud and expertise from their professionals.

90% of creative professionals around the world use Adobe. This partnership gives you full access to produce, collaborate and share your work anywhere and anytime.

Teesside University Pro Vice-Chancellor Mark Simpson says, 'Adobe is rightly recognised as an industry leader and its software is used worldwide across multiple industries. By giving all of our students access to its suite of apps, as well as providing them with support and training, we are ensuring that Teesside graduates are fully equipped to make a real difference in the 21st-century workplace.'



**Lizzie Snowden**

BA (Hons) Graphic Design and Illustration

I love being surrounded by like-minded people and gaining new ideas from my peers. We have amazing guest speakers who come in and talk about the industry. People can expect to be challenged and pushed out of their comfort zone. My dream when I graduate is to work with some big companies and get a chance to travel.

## OUR STUDENTS SAY



# FIVE MINUTES WITH



## Mikhail Karikis

Professor in Art and Design

I have a background in architecture and music. After traveling the world as a lead singer I felt that I needed to change my work to focus on social justice. I now make artworks with communities whose voices are under-represented. We usually create films and music performances which have been in museums, film festivals, TV and radio. My work explores ecology and economic legacies, labour histories, social justice and narratives of collective resilience, dignity and care.

“

**CREATIVITY IS VITAL WHEN WE ARE FACING URGENT GLOBAL ISSUES – FROM GLOBAL WARMING AND ENVIRONMENTAL CALAMITIES TO SOCIAL INJUSTICE.**

A few years ago I made a project about a community of elderly female pearl-fishers in South Korea who make spectacular sounds when they freedive.

Several years later, I received a call from Sir David Attenborough asking me if I could lend him my sound recordings. He was making a programme exploring a scientific hypothesis that humans evolved from aquatic

mammals. I received an equally unexpected request following one of my films with a group of coal miners. The family of one of the participants asked that I screen the film at his funeral. When we create art we tap into its incredible power to communicate and touch people.

Creativity is vital when we are facing urgent global issues – from global warming and environmental calamities, to social injustice. We need new visions for the future that are restorative and sustainable. Studying a creative subject prepares you to become that person with the next new idea.

I love working with students at MIMA School of Art & Design, learning from them and helping them build their confidence. We want them to develop as professionals who can compete in the creative industries. It's important for you to take away happy memories from university and a network of friends and future collaborators.



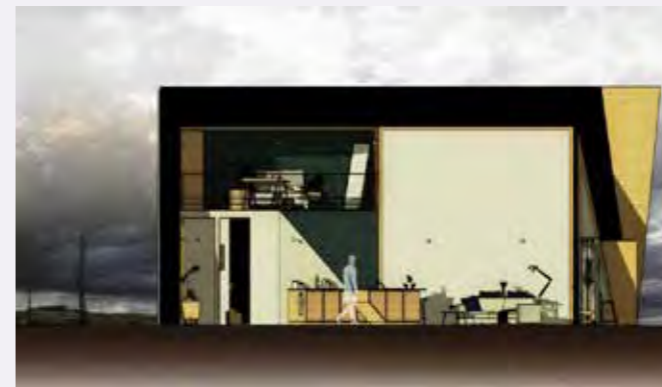
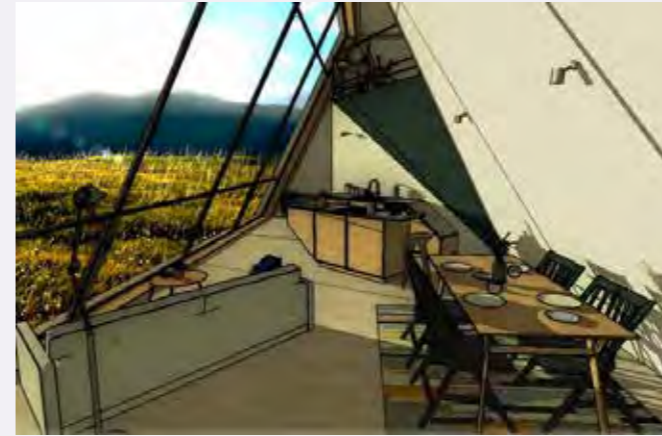
## FEATURE

# Has lockdown changed the future of homes and housing?

WRITTEN BY  
BETHANY LEATHLEY

Lockdown has changed how we think about our homes. At the start of the year, 70% of British people had never worked from home, while now over 20m have swapped their commute for a ten second bed-to-workspace journey. This triggered the creation of makeshift desks for those without a dedicated office space. Meanwhile, children couldn't go to school and everyone was also told to 'stay at home' during their free time. So, dining rooms doubled up as offices and home-schools, living rooms became gyms and cinemas, and bathrooms turned into salons. We realised how flexible and multifunctional our homes can be and how it isn't always necessary for different activities to have their own room. Put-away desks, dividers and fold-up beds, started to be viewed as valuable and useful. In the future, homes may be designed with multi-uses in mind.

One thing that cannot be created inside the home is outside space. Yet, this quickly became the most valued space. Gardens became a lifeline. Whether they turned into a yoga retreat, vegetable farm or BBQ venue, gardens gave the option of escaping from the inside world. While others remained confined to small flats for months, it is unsurprising that outside space has become more important to 71% of under 40s. Will this greater awareness of gardens, balconies and adaptable roof-spaces, influence future housing projects?



**SOMETHING HOUSE BUYERS ARE STARTING TO LOOK FOR, ESPECIALLY THE YOUNGER GENERATION, ARE SUSTAINABLE HOMES.**



We also learned we can in fact do-it-ourselves more often than we think, when repair and maintenance workers couldn't enter our homes. Expertise and costly labour aren't always necessary, with countless resources available online to help people learn and use a new skill. This realisation may open up their mind to side-stepping new builds, for a home that needs a tad more tender loving care.

Something house buyers are starting to look for, especially the younger generation, are sustainable homes. While this was already a growing trend due to climate change, home working has provided added motivation to have an efficient household. People are saving on their commute but have been hit by the cost of keeping a warm home. A rise in utility bills could lead to a greater recognition of how buying an eco-friendly home, can save you money in the long run.

The younger generation is also tackling the issue of increasing house prices versus stagnating wages. Houses now cost over eight times the average UK wage and fourteen times in London. However, it isn't all doom and gloom, with

houses in places such as Hull, Sunderland and Middlesbrough under six times the average wage. If working from home is here to stay, and many organisations are suggesting the option to do so will remain, there will be increased freedom to buy a home anywhere. The North looks like a tempting prospect, with not only cheaper homes, but the space to build more. We can also start to think about what we truly want from our homes. Not just being close to work, but maybe being near to the coast, nature, family, or even our favourite sports team.

Our students were recently asked to attend a round-table discussion with Housing Minister Christopher Pincher to put forward their opinions on matters including the affordability of housing, sustainability, modern construction methods and the importance of social housing. The students are studying MSc Advanced Home Futures, one of Teesside



University's MOBIE courses. MOBIE, founded by architect and television presenter George Clarke, is an educational charity which is spear-heading change to the building industry.

Lockdown has given us much to think about in terms of housing. The MSc Advanced Home Futures course is designed to revolutionise the construction of housing to meet demands for multi-functional, eco-friendly and affordable homes and considers the role of the home in health and wellbeing, and methods of effectively managing projects and leading change.

# FIVE MINUTES WITH



Amy Dover

Senior Lecturer in Graphic Design



I am an artist and illustrator that draws animals and conservation. My drawings explore our relationship to the natural world. I have exhibited internationally and take on commercial illustrations for advertising, branding, publishing, installation, packaging and much more.

I love the natural world and if I can help conserve it too, then I couldn't be happier. I've taken my sketchbook all over the world and met wonderful animals including elephants, orangutans, gibbons, polar bears and pandas. One highlight includes a month I spent in a Thai wildlife rescue centre looking after and drawing the animals. I also investigated the animal markets and saw the cruelty first-hand. I wanted to find animals in the wild, so I visited a national park and hiked a mountain to find wild shy langur monkeys.



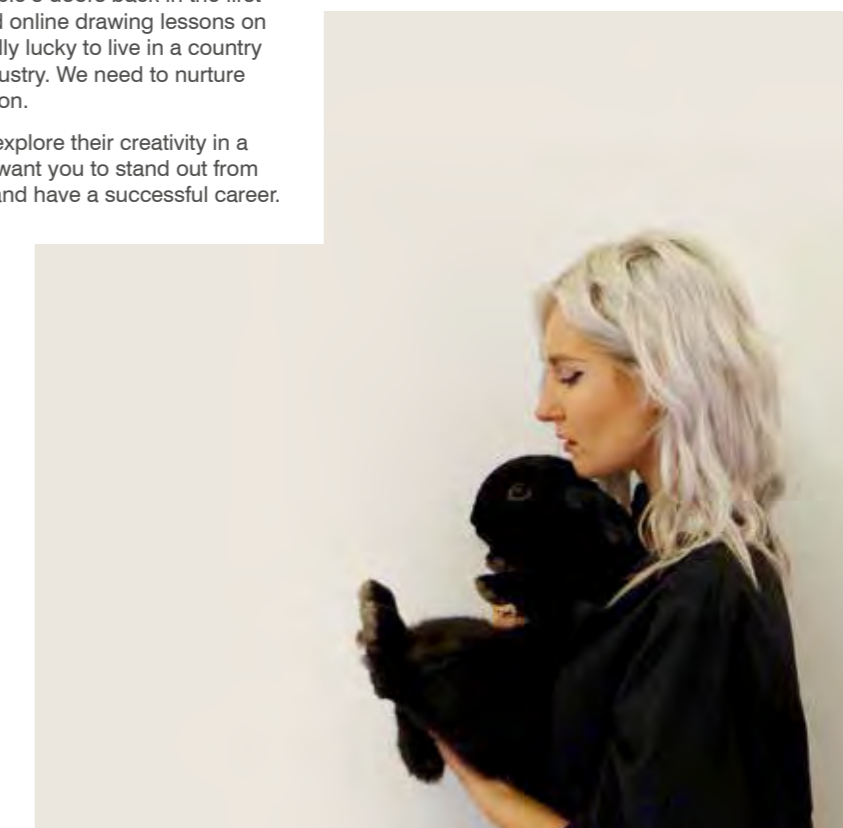
**WE ARE REALLY LUCKY TO LIVE IN A COUNTRY WITH A GROWING DESIGN INDUSTRY. WE NEED TO NURTURE THAT WITH THE NEW GENERATION.**

I'm currently working on a huge commission for the Scottish government, and my illustrations will be on TV. I can't wait for it to go live.

An arts education has opened many doors for me. The arts are so important and this is highlighted even more in 2020. From

books and computer games to films, it is the arts that everyone turns to. I created colouring-in sheets and posted them through people's doors back in the first lockdown. I also streamed online drawing lessons on my Instagram. We are really lucky to live in a country with a growing design industry. We need to nurture that with the new generation.

We push our students to explore their creativity in a friendly environment. We want you to stand out from other creative graduates and have a successful career.



# FIVE MINUTES WITH

## Kirath Ghundoo

Senior Lecturer in Textile Design



**I** set up my brand in 2011 as a surface pattern designer. I've always been creative and knew I wanted my own practice. I specialise in mismatch geometric and bespoke wallpapers, creating prints for interiors, fashion and lifestyle products. I've worked on interior wallpaper and surface design projects worldwide from Mexico, Italy, Netherlands, USA and France.

I love travel, culture, fashion and photography, and this influences my work. I was shortlisted for *Homes & Gardens* Young Designer of the Year and nominated for the *ELLE Decoration* British Design Awards in 2012. It was a great year.



**MY SESSIONS ARE COLLABORATIVE, SHARING IDEAS AND SUPPORTING EACH OTHER.**

My favourite thing about my job is seeing the students come full circle, from conception to a full collection. When it clicks for students, I love seeing those magic moments. Developing and being innovative takes time and it's rewarding to go on a journey with students knowing that you've supported them.

MIMA School of Art & Design has amazing staff with diverse skills. Our facilities are great, enabling you to explore handmade and digital processes to create exciting design work. You can expect a mixture of teaching – from creative workshops, seminars, group discussion and studio time. My sessions are collaborative, sharing ideas and supporting each other. I encourage innovation and my sessions are relatable to professional practice. This is super important in equipping you with career expectations and knowledge. We always have a lot of laughs along the way. Design is fun.

I encourage entrepreneurship – in your final year you get to set up your own creative business. It's important that you have a great time, learn to have realistic expectations and to develop your own style. The creative industries are massive with lots of opportunities.



## FEATURE

# Is virtual clothing the future of fashion?

WRITTEN BY  
BETHANY LEATHLEY

**I**magine a world where we buy virtual clothing. Garments we never actually put on but are digitally edited onto a photo of us. Sustainable clothing brands and virtual fashion shows are now trending. At one time the idea of shopping online seemed strange and now it's completely normal. However, what about purchasing an item we will never physically wear?



People have been spending real money on virtual clothes for years in the gaming world. Most recently, this has been seen in the game *Fortnite*, with players buying different skins for their avatar to wear. Elsewhere, we have enjoyed choosing outfits for *Sims* and *Grand Theft Auto* characters for decades. Our fashion students have been researching fashion marketing in games and the brands that are creating virtual clothing for this industry. *Fortnite* has worked with Nike Air Jordans on branded trainers and outfits. Valentino and Marc Jacobs have created looks for avatars to wear in *Animal Crossing* and Moschino has done the same for *Sims*.

Through the gaming sector, fashion brands have started to dip their toes into the digital world. But, can they go further and swap textiles for pixels? Our students and graduate interns have been investigating how digital technology can help reduce waste from the fashion industry, exploring the creation of virtual garments, to post on social media and get customer feedback on products before they are made. This can decrease the number of samples needed and measure demand for different items. They are also working on a marketing campaign video for Instagram that uses animated avatars. Both of these concepts are cost effective and could be game changing for start-ups and small sized enterprises, including those of graduates.

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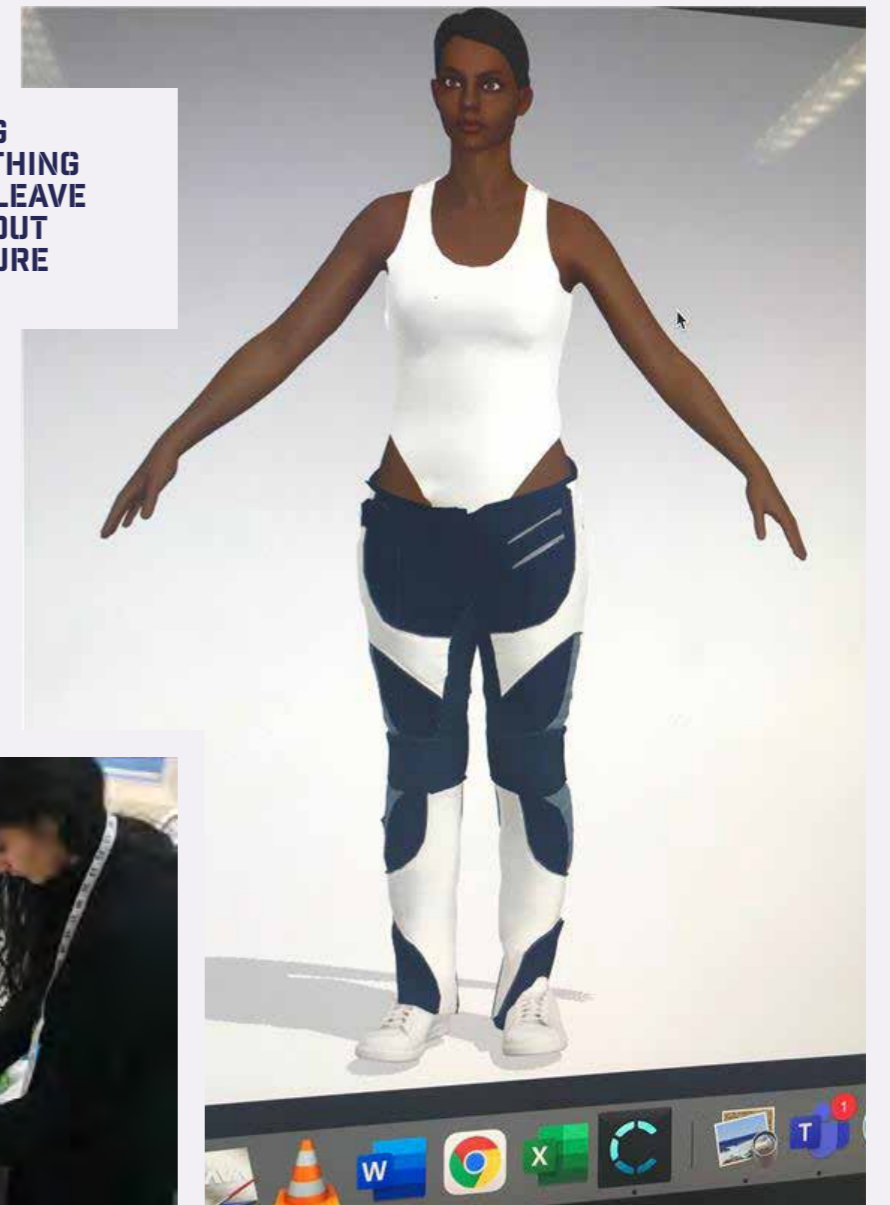
YOU MAY WELL BE THINKING  
WHAT IS THE POINT OF CLOTHING  
THAT YOU CAN'T ACTUALLY LEAVE  
THE HOUSE IN? IT'S ALL ABOUT  
THE NEW INSTAGRAM CULTURE



Students are going even further and investigating how graduates could produce virtual clothing items, for people to actually buy. There are new brands entering the fashion industry as fully digital businesses, allowing you to buy an item online, send in a photo of yourself and receive the image back with the item perfectly cropped onto you. The Fabricant in Amsterdam is one example of a digital fashion house that only creates virtual garments. It's soon releasing a digital-only jacket in collaboration with Karlie Kloss and Adidas. Norwegian company Carlings, also created a virtual collection. The website of the brand Tribute, is well worth checking out, with funky unique cyber garments.

You may well be thinking what is the point of clothing that you can't actually leave the house in? It's all about the new Instagram culture, where people wear an outfit purely for the purpose of taking a picture and never put it on again. And where the emergence of fashion influencers has transformed Instagram into a place to follow people we don't even know, for style inspiration. Today, over 100bn garments are produced annually across the world. But what if we could feed this desire to always have a new on trend look, without causing environmental damage? Digital fashion brands give us this opportunity.

The fashion industry is heading towards a new digital market to exist



alongside the physical one. This will affect the skills required to start a fashion career. Our fashion courses are already incorporating digital projects into their learning, preparing you for the future. Digital garments could help democratise fashion, helping everyone express themselves through their clothes.

# FIVE MINUTES WITH

## Dr Paul Alexander Stewart

Lecturer in Fine Art

**E**ducation is the most powerful tool we have and an arts education can open up new ideas. Coming from a working class background, it was tough to break the glass ceiling, however becoming an artist allowed me to be who I wanted to be, rather than who I was told to be.

I am an artist and researcher and I make installations and works that include text, sound and karaoke. I previously worked at Tate and co-founded the Middlesbrough Art Weekender. Working on these projects were certainly highlights of my career. In 2011 I set up Alternative Art College, which ran for three years and I currently co-run Bad Spirits with Dawn Bothwell, supporting artists. I'm currently writing a book which will be out soon. That feels exciting.

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**THE FINE ART COURSE IS LIKE A FAMILY. WE GIVE YOU INDEPENDENCE TO PURSUE YOUR IDEAS**

The fine art course is like a family. We give you independence to pursue your ideas, and support you to develop the right skills. The staff have an open door policy and the studios are a safe and experimental place to be. I love my job because I get to see the artworks being made and help people with their creative passion.

Our graduates have gone on to set up studios and galleries. Some have gone into further academic study while others have jobs in galleries and as art teachers in colleges and schools. My advice for someone who is interested in applying to MIMA School of Art & Design is to not shy away from who you want to be. I love to see a passion that goes beyond traditional skills.



# HEAR FROM OUR ALUMNI

Amy Miller  
BA (Hons) Interior Design

I really enjoyed everything about University. It was such a relaxing place to study. My standout memory was from the last show, looking around and seeing my friends and our work on display. We'd come so far and become so close. When I graduated, I got a role as an interior designer for a high street home store. I now run my own business. There are two sides to the business, including my design service and up-cycling furniture service, which is a skill I learned at university. I'm so busy. I'm typically booked up at least three months in advance.



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WHEN I GRADUATED, I  
GOT A ROLE AS INTERIOR  
DESIGNER FOR A HIGH  
STREET HOME STORE.

Jen Chapman  
BA (Hons) Fine Art

The class sizes are small so you get a lot of time with your tutors. I liked that the course was practical as well as nurturing and encouraging. I met people from different backgrounds who came from all over the world. We went on a few trips, including a visit to Berlin. It was like a family with everyone going to events together. Having a degree in fine art helped me get a job in the arts and heritage sector. My skills have been very handy. I've worked in cultural venues and, as an artist, I've been part of exhibitions across the North East.

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IT WAS LIKE A FAMILY  
WITH EVERYONE GOING  
TO EVENTS TOGETHER.



# OUR STUDENTS SAY

Jake Francis Steel

BA (Hons) Fashion Buying and Merchandising

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I love Teesside and the people here. My brother lives in Manchester and his friends know about MIMA and, for me, that makes me feel proud. Studying here has given me a chance to meet so many people. My tutors give me great support and advice. My peer group is brilliant as I feel we're all on a similar level and we help each other. My dream when I graduate is to own my own brand with my brother.



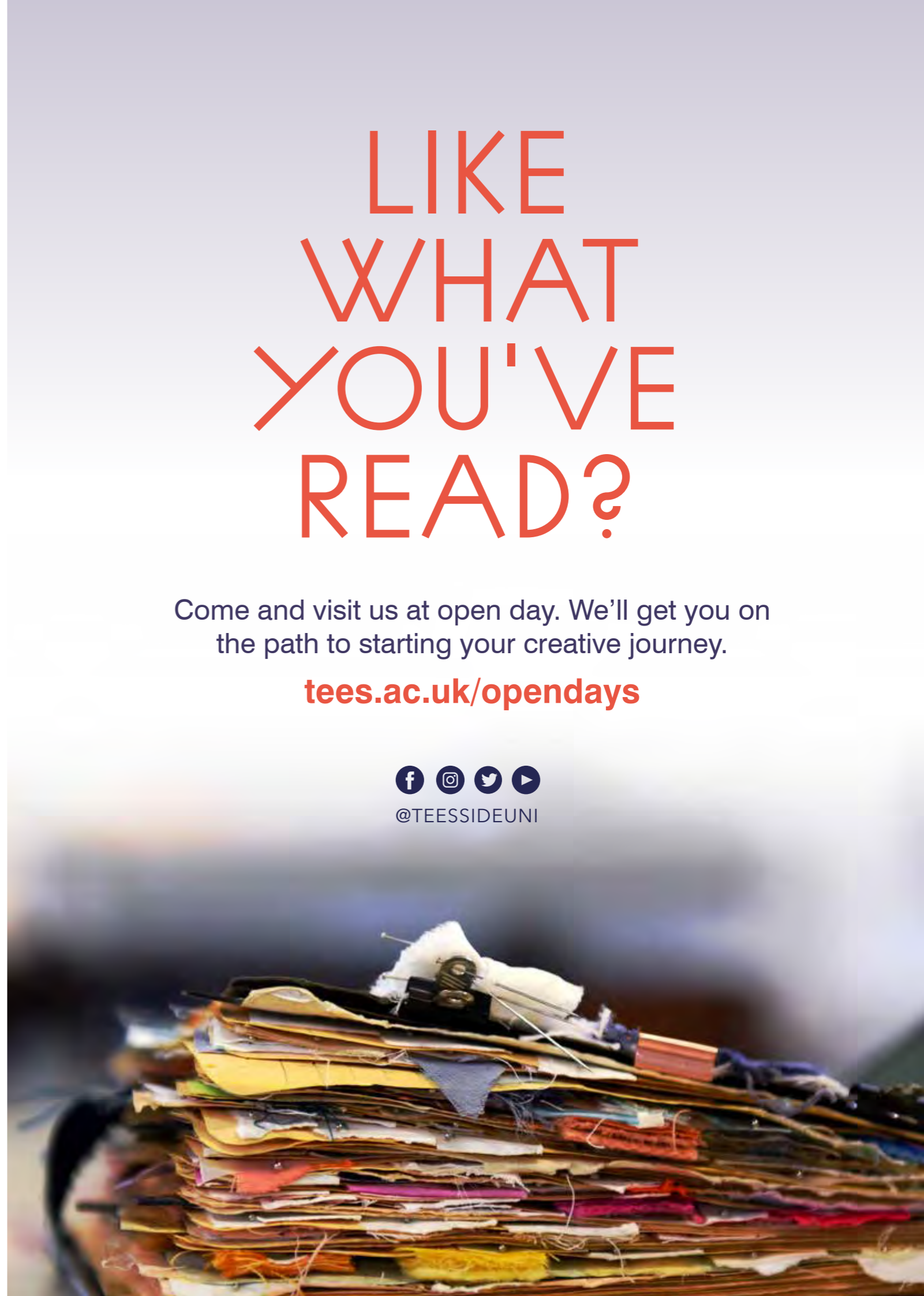
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Come and visit us at open day. We'll get you on the path to starting your creative journey.

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**NEVER DOUBT THAT  
A SMALL GROUP  
OF THOUGHTFUL,  
COMMITTED CITIZENS  
CAN CHANGE THE  
WORLD; INDEED,  
IT'S THE ONLY THING  
THAT EVER HAS**

**Margaret Mead**

Cultural Anthropologist