

T-EXTINCTION:

A co-created Fashion and Textiles sustainability awareness project that takes a long time approach

Sally Gaukrodger-Cowan and Carolyn Hardaker



The Best
Fashion Schools
in the World
2019



Sustainability at De Montfort University



Vijay Patel Building
Art & Design



DMU ranked in top 50 universities in the world for sustainability

16 PEACE, JUSTICE AND
STRONG INSTITUTIONS



World first as DMU selected as global hub

A photograph of a protest in London. In the foreground, a person in a red robe and white mask is gesturing with their arms. In the background, other protesters in similar attire are visible, along with a police officer in a high-visibility vest. The word "Context" is overlaid in the center.

Context

Al Jazeera in 2019 reports protesters marched from the Houses of Parliament down Whitehall



The Long
Time
Project

[About](#) [Work](#) [The Long Time Sessions](#) [Contact](#)

The Long Time Project is focused on finding new ways to help us care about the long-term future, so that we take responsibility for it in the short-term.

It aims to galvanise public imagination and collective action to help us all be good ancestors.

Project brief

- Who:** Fashion Buying students and staff collaboration
- What:** To set an extra curriculum competition
- Where:** Physical exhibition on campus
- Why:** Raise awareness of sustainability issues and create opportunity
- When:** March 2020



Co-Creation

WHO?



STUDENTS

- IOANNIS EVANGELOU
- CHIARA GOLDTHORPE
- CHELSEA HAYFIELD
- CAILIN PINCHEN
- TILDA ERIKSSON
- GRACE PUGH
- VICTORIA SELF
- MOHAMED ZOUGARI [JOINED LATER IN 2021]



STAFF

- DR EMILY BAINES
- SALLY GAUKRODGER-COWAN PROJECT LEADER
- PROFESSOR CAROLYN HARDAKER
- CONTRIBUTIONS BY – DR CLAIRE LERPINIÈRE AND JULIA LING

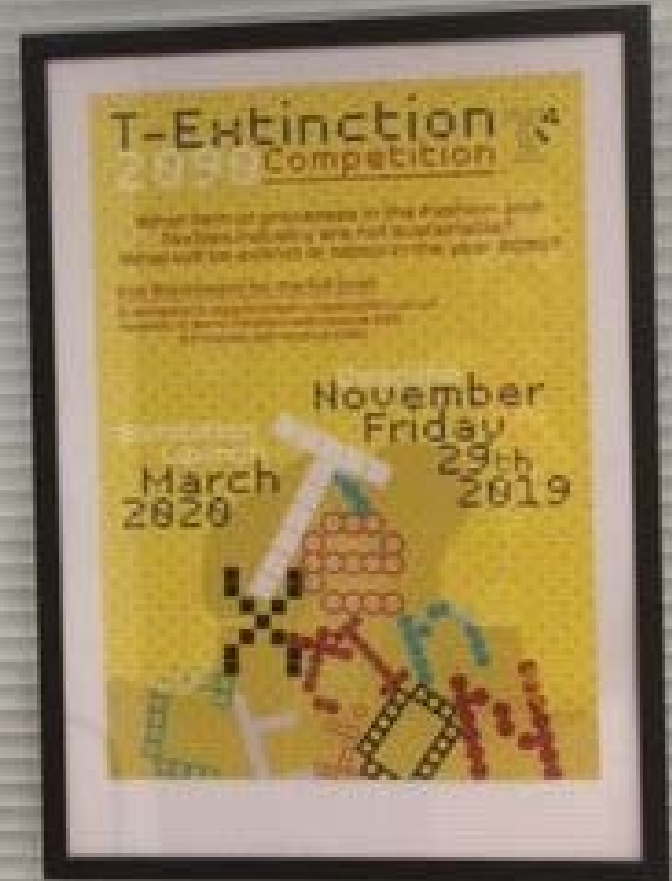


What / Where?

- COMPETITION BRIEFING AND ADVERTISING TO STUDENTS/PRIZES
- RECEIVING ENTRIES AND SELECTION
- MEETING WITH STAFF AND STUDENTS TO DISCUSS CO-CREATING IDEAS AND COMMON GOALS

WE DISCUSSED – GRAPHICS / POSTCARDS / PHOTOGRAPHS / VIDEOS
AGE-ING / PRESS / INSTALLATIONS

- EACH MEMBER WAS GIVEN KEY DATES
- LIAISON WITH THE GALLERY
- LIAISON WITH THE PRINTERS
- REGULAR MEETINGS WITH OUR FRONTRUNNER STUDENT GRAPHIC DESIGNER



Why?

The Responses



Cailin Summers Pincher

T-Extinction Collaborator in
Fashion Buying with Design

T-Extinction Project:
Fast Fashion



Victoria Self

T-Extinction Collaborator in
Fashion Buying with Design

T-Extinction Project:
Incineration and Landfills



Chelsea Rebecca Hayfield

T-Extinction Collaborator in
Fashion Buying with Design

T-Extinction Project:
The extinction of sequins



Tilda Eriksson

T-Extinction Collaborator in
Fashion Buying with Design

T-Extinction Project:
Fibre



Chiara Goldthorpe

T-Extinction Collaborator in
Fashion Buying with Design

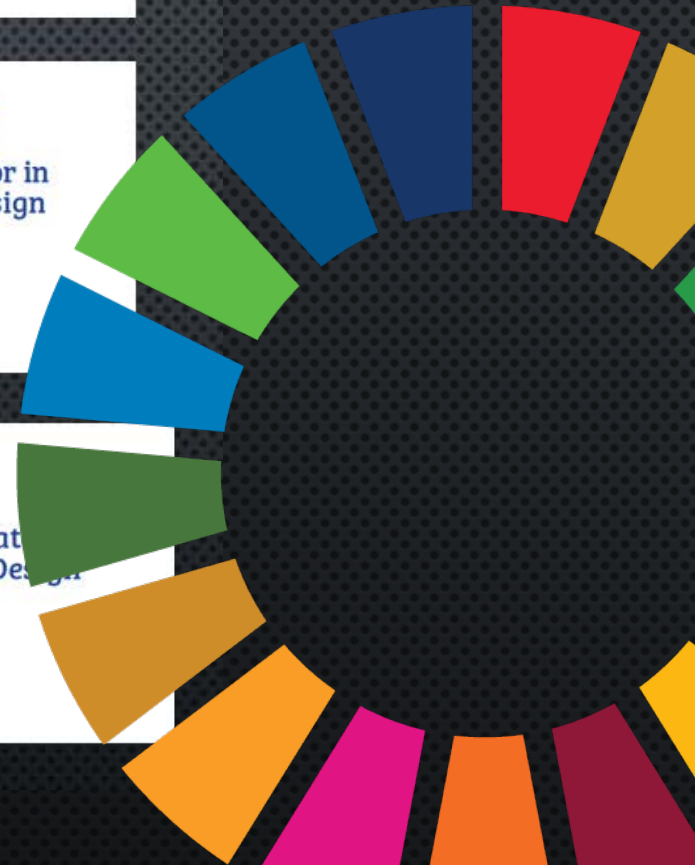
T-Extinction Project:
Denim

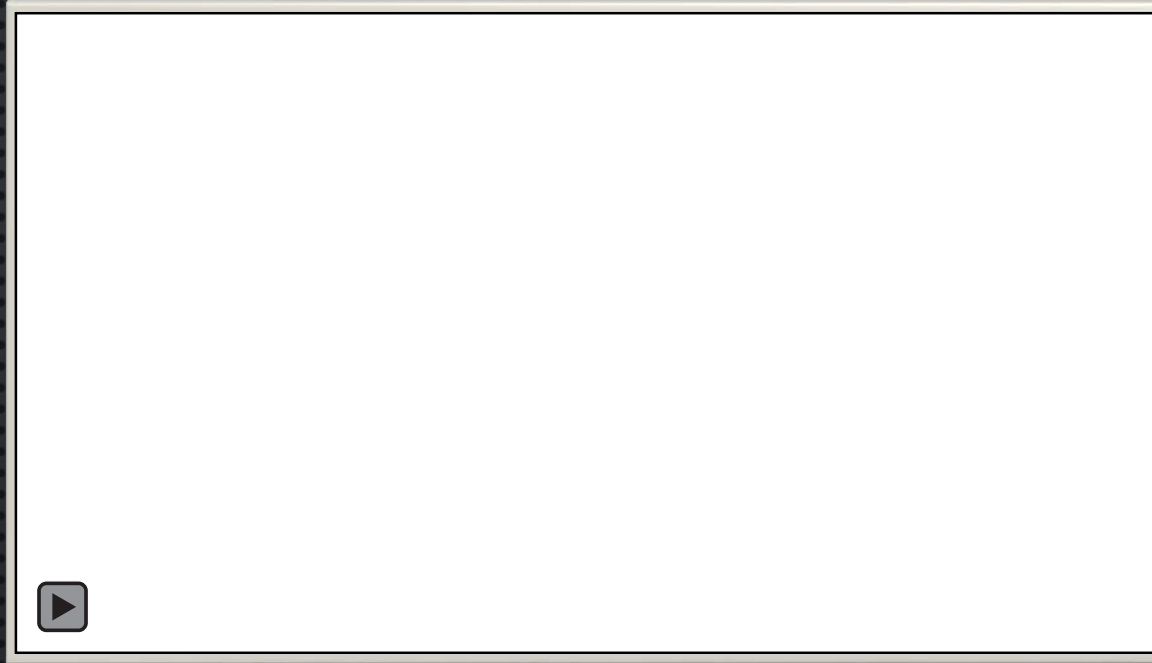


Grace Pugh

T-Extinction Collaborator in
Fashion Buying with Design

T-Extinction Project:
Denim





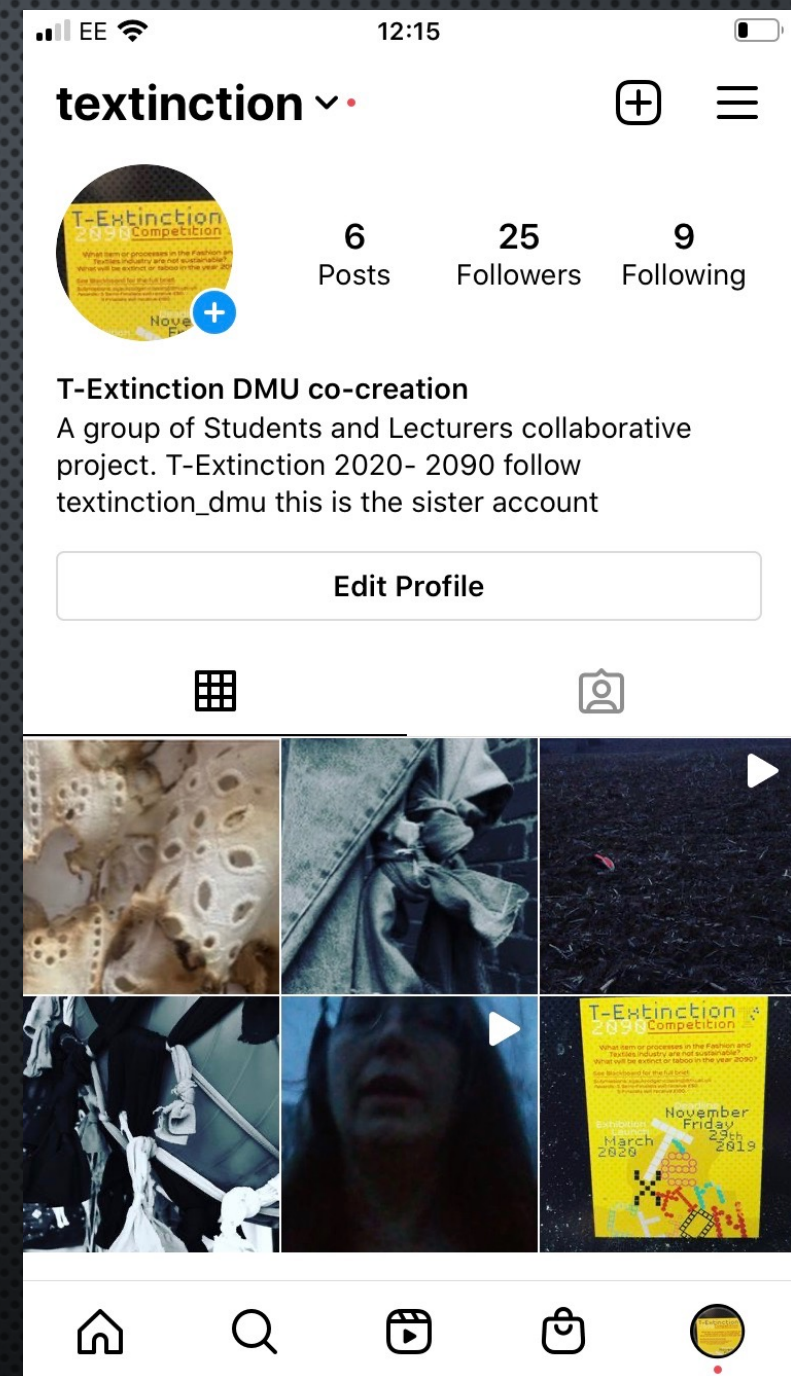
Covid 19

Plan B

Plan B for 2021

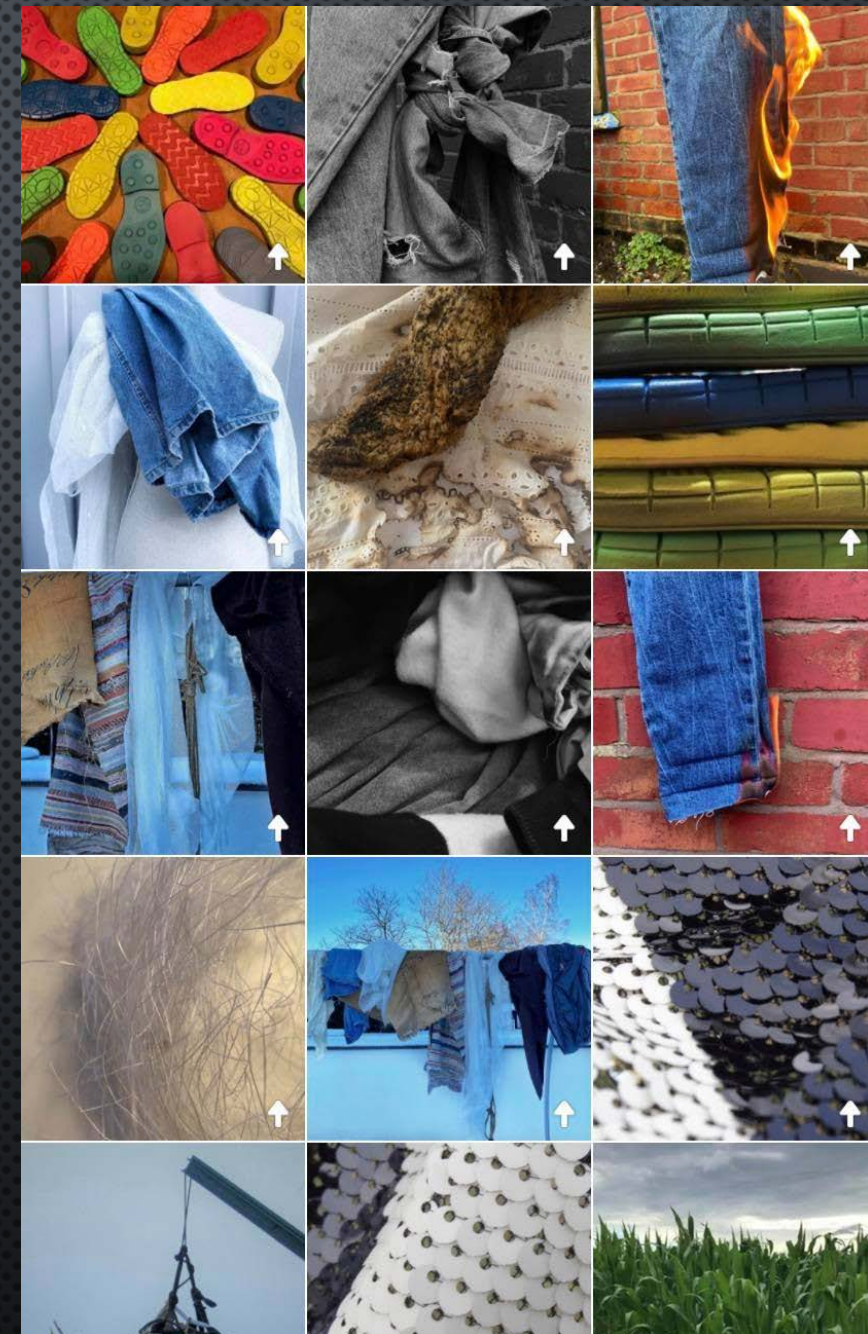
- INSTAGRAM – ONLINE PRESENCE WITH SNEAK PEEKS AND MINI VIDEOS
- PHYSICAL EXHIBITION OF RESPONSES WITH LAUNCH IN APRIL 2021

@textinction



Instagram

- CO-CREATION AND SHARING SKILLS
- BRINGING GENERATIONS TOGETHER
- ENHANCED STAFF SOCIAL MEDIA KNOWLEDGE
- BOOMERANG, STORY, POST
- INSTAGRAM STRATEGY
 - SETTING UP POSTS IN ADVANCE
 - HOW MANY POSTS,
 - WHAT TIME TO POST



@textinction

Instagram strategy by Grace Pugh

THE 15 SECOND VIDEO CHALLENGE
STUDENTS GIVING US DEADLINES!

@textinction





The Benefits

- RAISED AWARENESS OF THE UN SDGs AND SUSTAINABILITY
[TILDA BECAME THE SUSTAINABILITY REP].
- STUDENTS WERE EMPOWERED
- STUDENTS COULD USE THIS KNOWLEDGE TO DEVELOP THEIR WORK IN A MORE SUSTAINABLE WAY
- SKILL BUILDING FOR STUDENTS AND STAFF
- LEARNING FROM CO-CREATION AND RESPONDING
- STAFF WORKED WITH EACH OTHER OUTSIDE OF THEIR USUAL TEAMS
- A PROJECT WITH LONGEVITY



Image and concept by Chiara Goldthorpe

The Future . . .

- PROMOTING 'LONG TERMISM' HAS IMPACT
- OPPORTUNITIES:
 1. FOR THE EXHIBITION TO TRAVEL / BE PRESENTED ELSEWHERE
 2. TAKE THE PROJECT FRAMEWORK AND PASS TO A NEW DEPARTMENT AND/OR INSTITUTION



Concept 'Nylon Tights' by Dr Emily Baines
Photograph installation by Sally Gaukrodger-Cowan

Thank you

@textinction

Sally Gaukrodger-Cowan
Carolyn Hardaker

SGaukrodgerCowan@dmu.ac.uk
chh@dmu.ac.uk

References

THOMAS, D. (2019), "FASHIONOPOLIS: THE PRICE OF FAST FASHION AND THE FUTURE OF CLOTHES", HEAD OF ZEUS.
THE LONG TIME PROJECT

[HTTPS://WWW.THELONGTIMEPROJECT.ORG/#WORK](https://www.thelongtimeproject.org/#work)

THE UNITED NATIONS

[HTTPS://WWW.UN.ORG/SUSTAINABLEDEVELOPMENT/BLOG/2015/12/SUSTAINABLE-DEVELOPMENT-GOALS-KICK-OFF-WITH-START-OF-NEW-YEAR/](https://www.un.org/sustainabledevelopment/blog/2015/12/sustainable-development-goals-kick-off-with-start-of-new-year/)

IMAGE EXTINCTION REBELLION

[HTTPS://WWW.ALJAZEERA.COM/NEWS/2019/10/7/EXTINCTION-REBELLION-CLIMATE-PROTEST-BRINGS-LONDON-TO-STANDSTILL](https://www.aljazeera.com/news/2019/10/7/extinction-rebellion-climate-protest-brings-london-to-standstill)

Special thanks to . . .

THE ROADLEY AWARD FOR FUNDING THE STUDENT PRIZES

GRACE PUGH FOR CREATING THE MAIN INSTAGRAM

SUSTAINABLE DMU FOR HELPING RAISE AWARENESS

INSTAGRAM- LAYOUT AND SOCIAL MEDIA

THE VJ PATEL GALLERY WINDOWS CURATORIAL TEAM

Image and concept by Victoria Self

