

SUSTAINABILITY IS EVERYWHERE

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

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



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 curricula 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

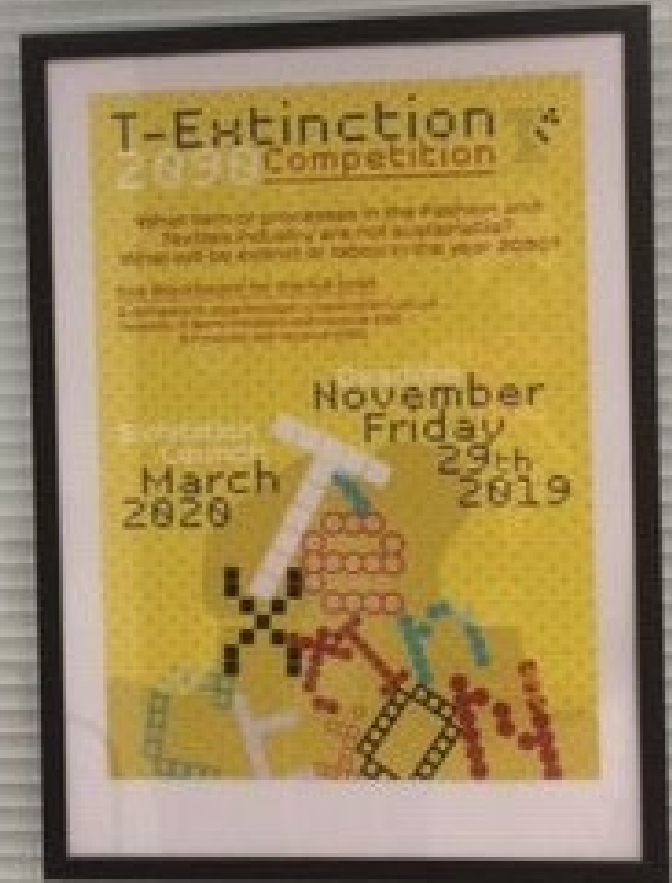


What / Where?

- 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

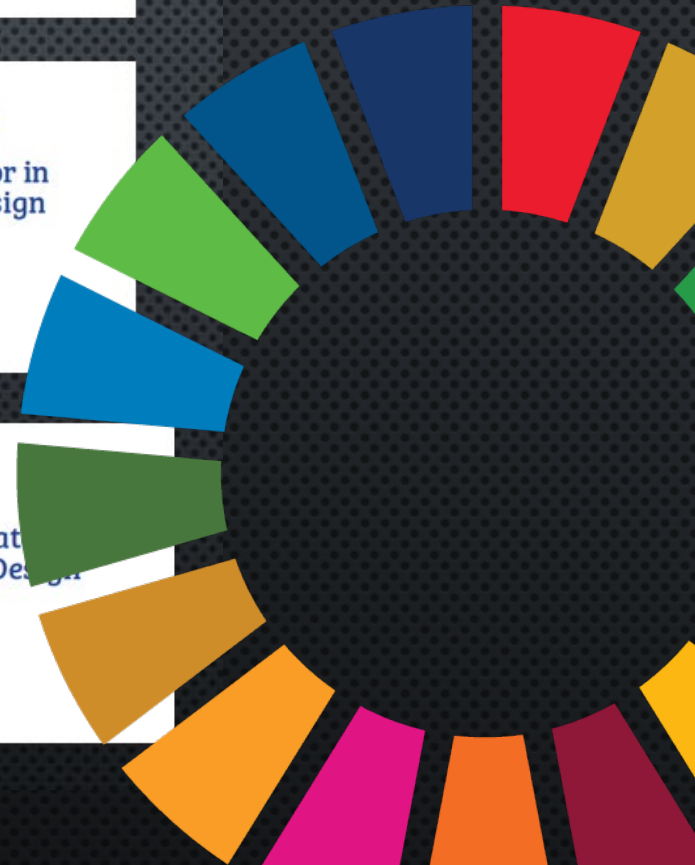
T-Extinction Project:
Denim

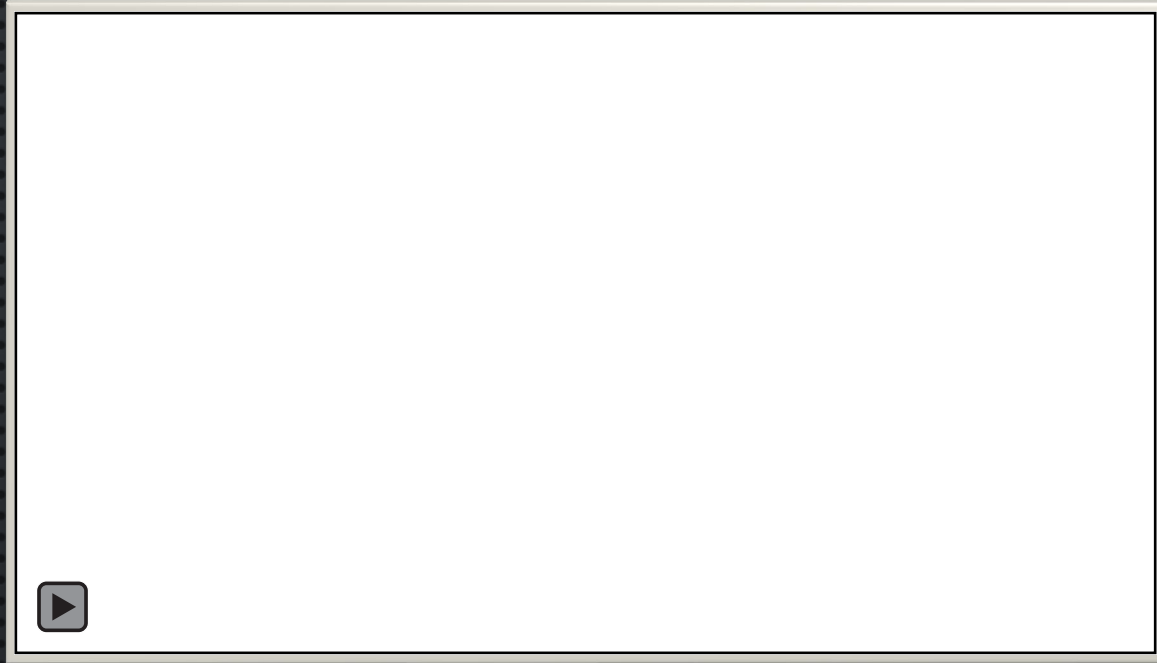


Grace Pugh

T-Extinction Collaborator in
Fashion Buying with Design

T-Extinction Project:
Denim





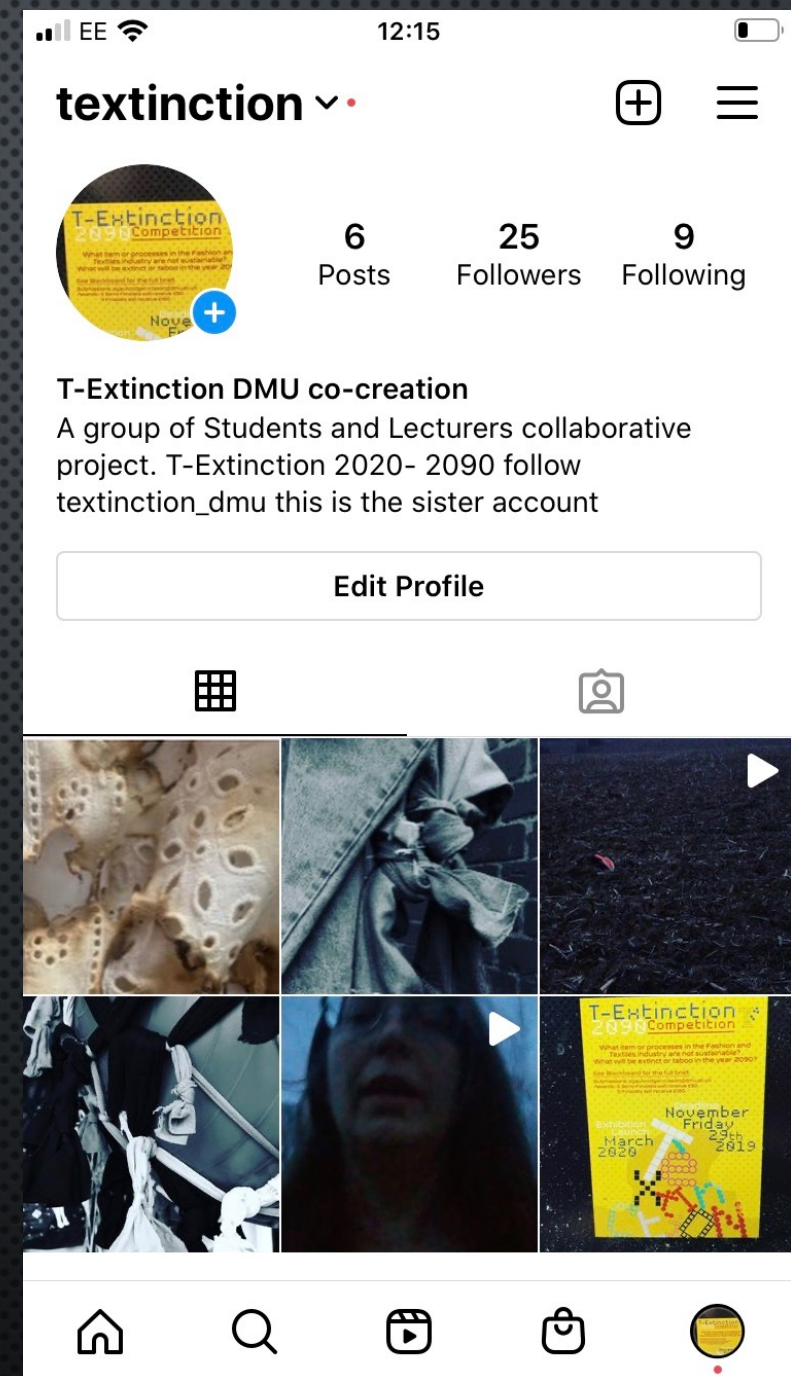
Covid 19

Plan B

Plan B for 2021

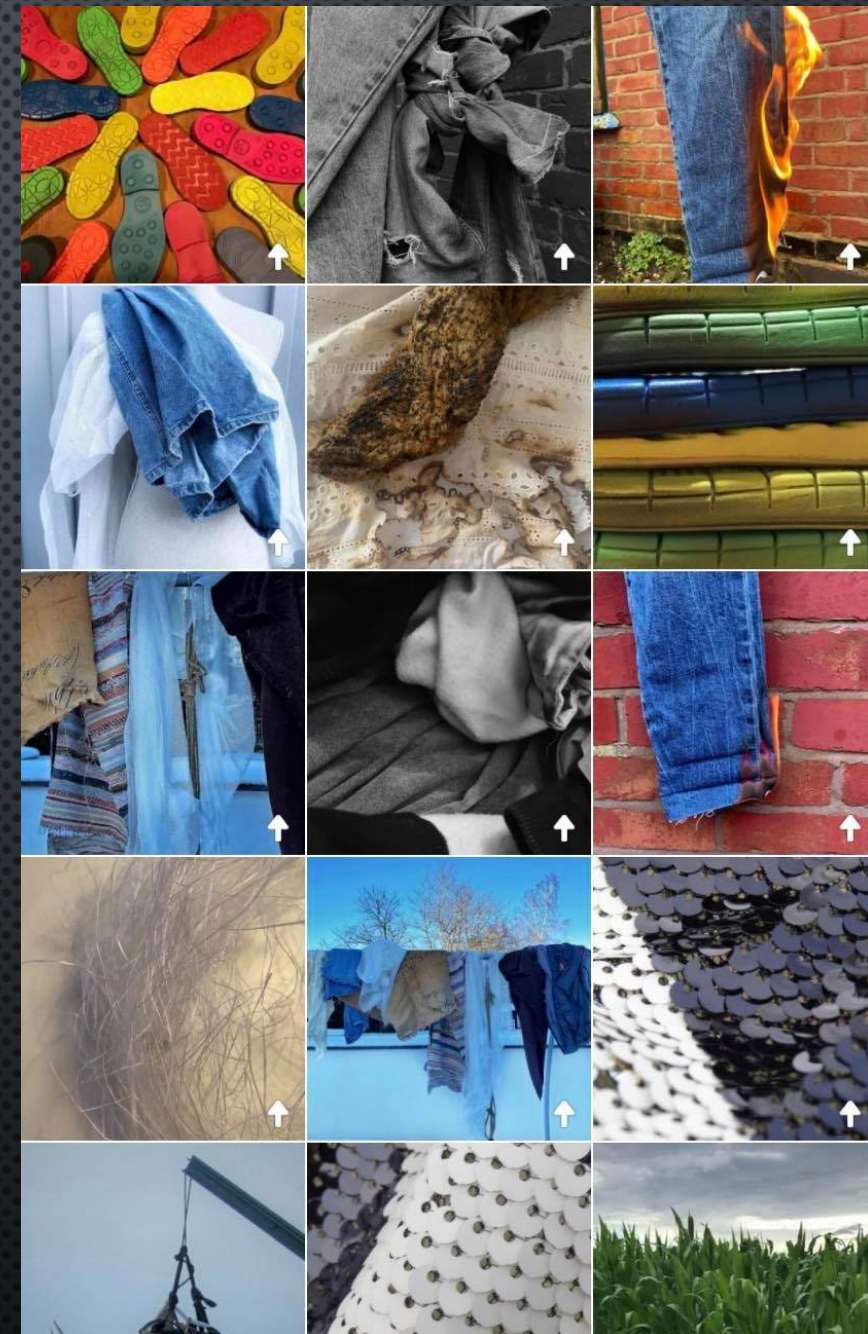
- INSTAGRAM – ONLINE PRESENCE WITH SNEAK PEEKS AND MINI VIDEOS
- PHYSICAL EXHIBITION OF RESPONSES WITH LAUNCH IN APRIL 2021

@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



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 AND DEVELOPED CONFIDENCE
- 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 IMAGES



The final display in the VJ Patel Shop front Gallery March 30th 2021 - May 27th 2021



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
- KEEP A COPY OF THE WORK IN THE DMU SPECIAL COLLECTIONS

COME BACK AND VISIT THE DMU ARCHIVES IN 2090

- -
- [HTTPS://WWW.DMU.AC.UK/ABOUT-DMU/NEWS/2021/MAY/10-FASHION-INDUSTRY-PRACTICES-THAT-WILL-BE-EXTINCT-BY-2090.ASPX](https://www.dmu.ac.uk/about-dmu/news/2021/may/10-fashion-industry-practices-that-will-be-extinct-by-2090.aspx)
- LINK TO PRESS ARTICLE BY MARIE KOUPPARIS
-



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

Some of the T-Extinction team in May 2021



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

- WITH THANKS TO ARTICLE BY MARIE KOUPPARIS AT DMU - [HTTPS://WWW.DMU.AC.UK/ABOUT-DMU/NEWS/2021/MAY/10-FASHION-INDUSTRY-PRACTICES-THAT-WILL-
BE-EXTINCT-BY-2090.ASPX](https://www.dmu.ac.uk/about-dmu/news/2021/may/10-fashion-industry-practices-that-will-be-extinct-by-2090.aspx)
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Image and concept by Victoria Self

