

Ventura New York – the Dutch edition

Date: 19 – 22 May 2019 (as a part of ICFF, during NYCxDesign)

Location: Javits Convention Center, 655 West 34th Street, NY 10001



NAME OF EXHIBITOR

Studio Nienke Hoogvliet

PARTICIPANTS

Nienke Hoogvliet

Country

Netherlands

TITLE OF EXHIBITION

Studio Nienke Hoogvliet presents the Kaumera Kimono

Project information

As a concept, product, and textile designer, Nienke Hoogvliet's goal is to find ways to make the textile industry more sustainable. Of most concern to Nienke is the heavy pollution that is generated in the process of dyeing textiles. Seventy percent of China's rivers are polluted with chemicals because of wastewater from textile dye factories. The chemicals influence hormones, causing serious health and environmental effects. Therefore, she set out to research how a new material from wastewater, Kaumera, could contribute to reducing the damage.

The scale of production is also a problem; every year 80 billion clothing items are sold. This means 11 pieces per person worldwide. Clothing is cheap and easily thrown away, a trend that's called fast fashion. Nienke wants consumers to value textiles and clothing more while at the same time making production processes more sustainable by using raw materials from wastewater. She discovered that Kaumera (an alginate like material, derived from wastewater) makes textile absorb dyes better, so less water is needed and less is polluted. To add color to the textiles, she used two natural dyes extracted from wastewater: Anammox and Vivianite.

The Kaumera Kimono is an act of rebellion against fast fashion. Kimonos are passed on for generations, cherished and valued. Nienke wants to encourage consumers to think of their clothing that way while using Kaumera, Anammox, and Vivianite to dye them.

Website

www.nienkehoogvliet.nl

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