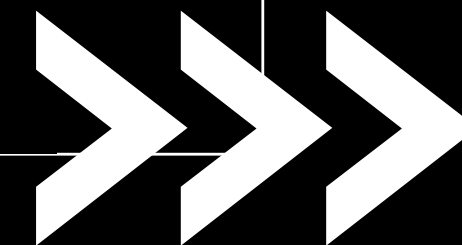# Exploring the links between digital fashion and sustainability

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DIGITAL GARMENTS

Iridescence by The Fabricant
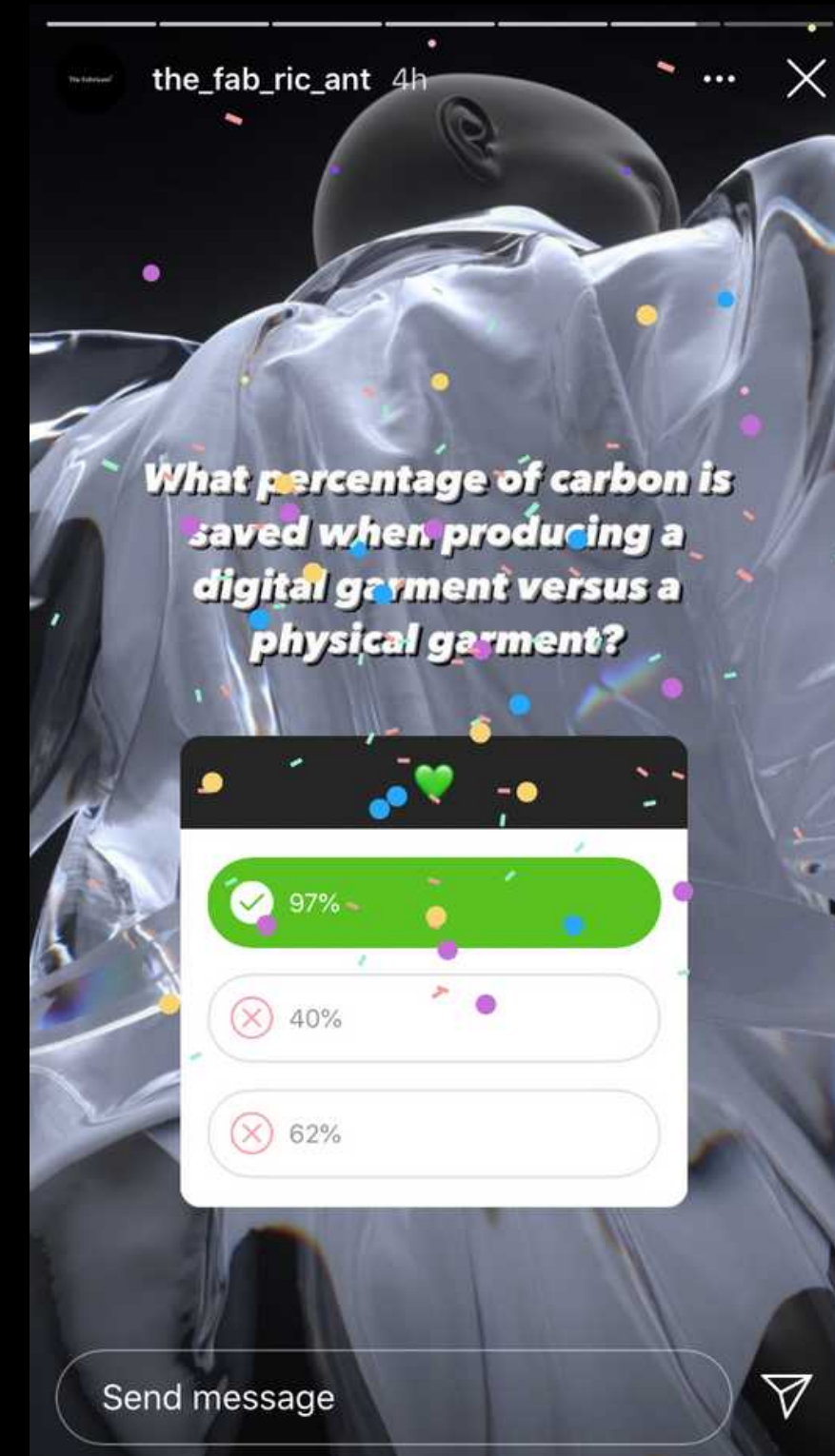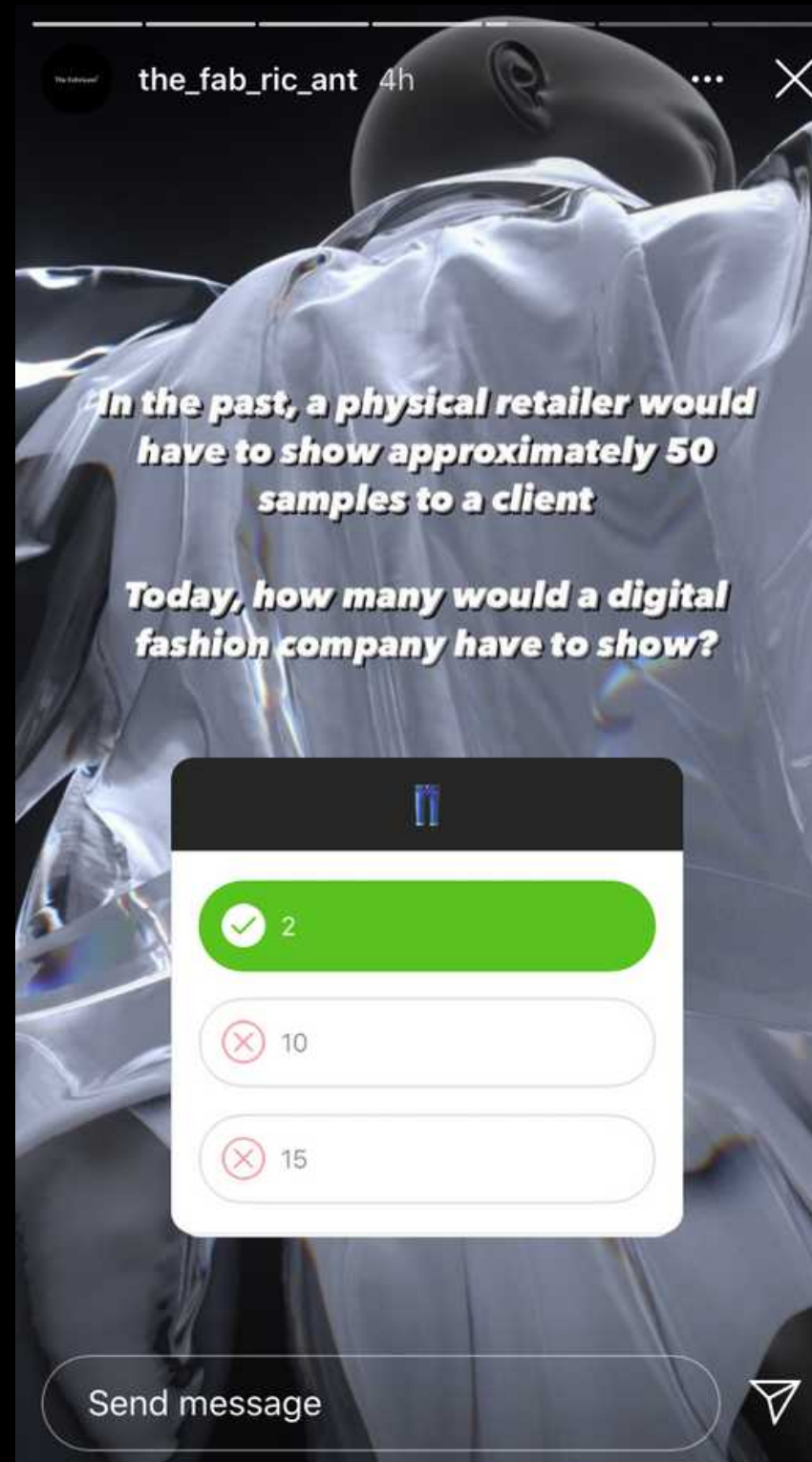

Regina Turbina

Rohbau

INSTAGRAM STORY BY THE FABRICANT

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the_fab_ric_ant ✓ • Following
Amsterdam, Netherlands

the_fab_ric_ant ✓ FFROP #3 IS HERE
.
In an environment that makes the impossible possible, that wastes nothing but data and exploits nothing but the imagination, the very idea of physicality seems outdated. When clothing is always digital, never physical, pollution and waste reduction are non-topics. In this new world there's no such thing as factories, supply chains and sample sizes. There are no delivery trucks to wait for, no clothes to launder and no closets to de-clutter. Creativity, playfulness and self-expression don't come at a cost that becomes difficult to justify. It's sustainable by its very nature.
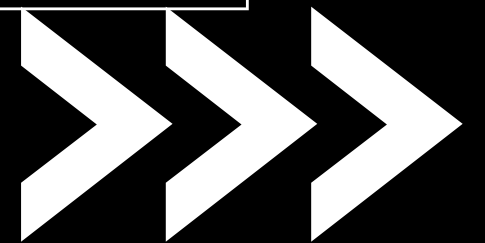
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Digital clothing wastes nothing BUT data?

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WHERE IS THE INTERNET?

"In order to exist, cyberspace needs equipment and a concrete infrastructure in terrestrial space. With this physical equipment, Internet and cyberspace remain solidly anchored in geographical space. The Internet is a virtual network built into physical reality. It's a cloud that put down roots into concrete."

JÉRÉMY ROBINE
KAVÉ SALAMATIAN
HÉRODOTE. CYBERESPACE : ENJEUX
GÉOPOLITIQUES
PEUT-ON PENSER UNE
CYBERGÉOGRAPHIE ?

Images taken at transmediale Berlin in 2020

Where do our communications go? The Internet, like the "Cloud", could appear somewhat hazy and evanescent, but it actually has a solid physical and concrete architectural structure. Data does not just disappear into thin air; they are transmitted via optic fiber cables, connected to Internet boxes, first to the city data center, then to the regional Internet eXchange Point that passes on the information.

Source: Critical Atlas of the Internet

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WHERE IS DIGITAL FASHION?

in games

in graphics

in software

in files

on hard disks

on phones

in VR headsets

in electricity

in cables

in servers

on laptops

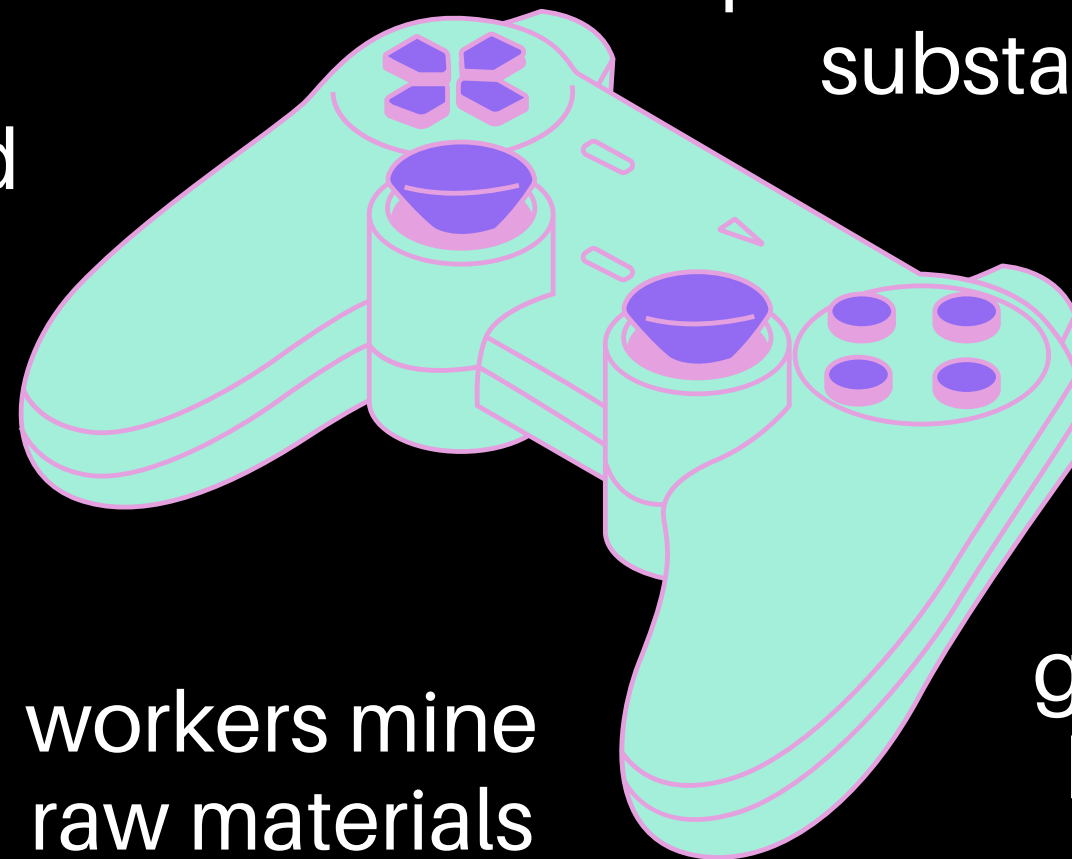on websites and e-commerce stores

in uploads and downloads

on social media

in the materials used for devices

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THE GAMING INDUSTRY

hardware is made of petroleum-based substances

electricity use of gaming devices themselves, estimated to sit at 34 terawatt-hours of energy each year, or the equivalent of 5 million cars

the internet infrastructure games are reliant upon might be submerged by rising sea levels

workers mine raw materials in inhuman conditions

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Infos from: https://www.theverge.com/2020/5/5/21243285/video-games-climate-crisis-impact-xbox-playstation-developers

DIGITAL FASHION IS A "TECHNOFIX"

describes the process of
applying a technological solution
to solve a problem

Hankey and Tuszynski: Efficiency and Madness. Using Data and
Technology to Solve Social, Environmental and Political Problems

THANK YOU!

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