

Two Fellowships in Residence

Dress of the Year: Ownership, identity and fashion in digital worlds

Two opportunities to spend ten months in residence at Bath Spa University in collaboration with Bath's Fashion Museum.

These two Fellowships invite applications from individuals:

- 1) with a background or practice in game design and/or the burgeoning digital fashion sector or
- 2) with a background in legal studies and/or IP law to join us to explore fashion in the digital realm, and the Intellectual Property (IP) considerations surrounding this.

The two Fellows will work closely with each other as well as MyWorld stakeholders, including Bath's Fashion Museum and its Dress of the Year Collection. One Fellowship will be practice-based, exploring the digitisation of existing fashion assets and applications in the digital realm.

The second Fellowship will theorise what kind of legal framework needs to surround the application of these digitised fashion assets within virtual worlds, whether AR/VR or other digital 3D environments.

While both Fellowships are exploratory in nature, we expect shareable outputs to be delivered by both Fellowships - specifics can be discussed and agreed upon at the outset.



Overview

Our MyWorld Fellowships are aimed at freelancers, practitioners, industry, and academics. We invite people to think about these Fellowships as a period of collaborative thinking and experimentation, applying practice, expertise or relevant experience.

The Fellows will be contracted and paid via the University of Bristol but managed by Watershed and the Fellowship host, Bath Spa University.

This document contains information about the opportunity and the application process. If you have any access requirements that mean this document does not work for you please contact Vanessa Bellaar Spruijt on myworld@watershed.co.uk.

This Fellowship is part of the MyWorld IDEAS programme, funded by UKRI.



Image: Pervasive Media Studio

The two Fellowships

Dress of the Year: ownership, identity and fashion in digital worlds

Two Fellowships based in Bath Spa University; the first will be practical, exploring the digitisation of existing fashion assets and how these can be implemented within the digital realm, while the second will be theoretical, exploring what kind of legal framework needs to be put in place for the commercialisation of the practice of digitising existing fashion assets.

As fashion reinvents its marketing, communications, and retail platforms, combined with the potentially disruptive impact of the metaverse, XR, NFTs and digital fashion, there is a major online industry segment rapidly emerging. Initial consultation and planning on the strategic Fashion Museum development has raised an area of important research related to the digitisation of existing assets to 3D environments and the business implications when translating IP and rights onto immersive / digital platforms.

Dress of the Year is an annual campaign hosted by the Fashion Museum. Every year since 1963 a designer dress has been chosen to highlight new thinking within the industry. The Fashion Museum chooses an industry-based individual to select the dress each year; in 2022 Kenya Hunt, Editor in Chief of ELLE UK, selected a Miu Miu mini-skirt ensemble and in 2021 Ibrahim Kamara and Gareth Wrighton, respectively Editor in Chief and Art Director of Dazed, selected an Armani silk dress.

The assets of the archive are owned by Bath & North Somerset (B&NES), with no apparent requirements on permissions for use. However, a strategic focus on digitising assets and the resulting increased visibility may raise hitherto unanticipated questions in this area.

For example, a 3D captured vintage designer dress of the year prefigures a very different definition of “publishing” to a 2D photographic image. Would LVMH maintain a position of IP ownership if the Fashion Museum digitised and distributed a 3D representation of a 1940s Dior New Look dress from its collection?



Armani silk dress



Miu Miu mini-skirt ensemble

The two Fellowships (continued)

Our two Dress of the Year Fellows will work together in collaboration with the stakeholders in order to choose a single dress that will serve as a prism for the research. The research would explore two key considerations:

Fidelity of fashion asset reproduction in 3D environments

Sally Ann Houghton, lead on fashion innovation for Epic Games: *“the complexity of cloth simulation in order to generate an impression of weight, tactility, flow etc is a very current research area rather than solved problem.”*

What would an industry leading exploration of the digital representation of existing fashion and fabric assets within immersive environments comprise? What are the affordances, barriers and opportunities when seeking the high-quality translation of archive onto new platforms?

Legal basis of fashion asset reproduction in 3D environments

Jeff Trexler, Associate Director, Fordham University's Fashion Law Institute, *“Laws haven't caught up with the metaverse, but that doesn't mean brands can't start preparing now.”*

Is there any legal precedent for the extension of current contractual obligations around existing fashion assets when exploring digitisation and exploitation in emerging 3D platforms? Are there nascent models related to the market for purely digital fashions and/or blockchain technologies? What might a new best practice standard look like and what are the opportunities or challenges in adoption? What are the future implications for IP and rights as this process of digitisation of 3D assets gets simpler?



Image: Fashion Museum Collection

The two Fellowships (continued)

Bath Spa University is currently in discussion with Bath & NE Somerset Council (B&NES) and the Fashion Museum over the relocation of the Museum's storage facilities to a new building co-located as part of Bath Spa's Locksbrook campus development. The Fashion Museum Collection is a significant collection of over 100,000 items, spanning 17th Century to the present day.

While the Museum itself will be housed in the Old Post Office in Bath's town centre, the movement of the collection to Locksbrook will offer an opportunity to increase its accessibility and re-think its relationship with both academia and industry as well as generating opportunities for the new facility to actively engage in research and innovation related to the future of fashion and archive in a digital age. The Fashion Collection Archive will give a space to provide specialist care for the collection, prepare engaging exhibitions for the museum and give greater access to the Collection for students, professionals, experts, young people and passers-by.

We would love the opportunity to bring two Fellows into this discussion, people who could help the stakeholders understand the potential for fashion + digital. The Fellows could come from game design or the burgeoning digital fashion sector, or from legal studies and/or IP law practice.



Image: DOTY 1963 Rex Harrison cardigan pinafore dress ensemble by Mary Quant 1963
Credit Fashion Museum Bath

Key Responsibilities (outputs)

The award: £20,000 for 10 months at 2.5 days/week

For a payment schedule breakdown please check the [FAQs](#)

Fidelity of fashion asset reproduction in 3D environments Fellowship

- Research into Fashion Museum archives and informed selection of Dress of the Year assets to be digitized.
- Understanding best practice of digitisation of fashion assets.
- Exploring the transition from physical into digital while maintaining the most important visual characteristics of physical artefacts, for example texture, weight, flow.
- Outlining digitisation protocols for existing fashion assets.
- User testing of digitised fashion prototypes with peers and audiences, as appropriate.
- Share outputs with Bath Spa University, B&NES, and Fashion Museum as well peers and the wider sector as appropriate.
- A blog post about your learnings, a talk/fireside chat at a relevant conference, and a Pervasive Media Studio lunchtime (public) talk (if appropriate).

Legal basis of fashion asset reproduction in 3D environments Fellowship

- Research into existing challenges and examples of best practice in the commercialization of digitised fashion in digital realms.
- Scoping a framework that outlines the Intellectual Property rights of fashion archives when digitising from existing assets, with and without downstream commercialisation.
- In collaboration with stakeholders, apply that framework into the strategic development of Bath Spa University and the Fashion Museum's new archive initiative.
- Share research outputs with peers and the wider sector as appropriate.
- A blog post about your learnings, a talk/fireside chat at a relevant conference, and a Pervasive Media Studio lunchtime (public) talk (if appropriate).

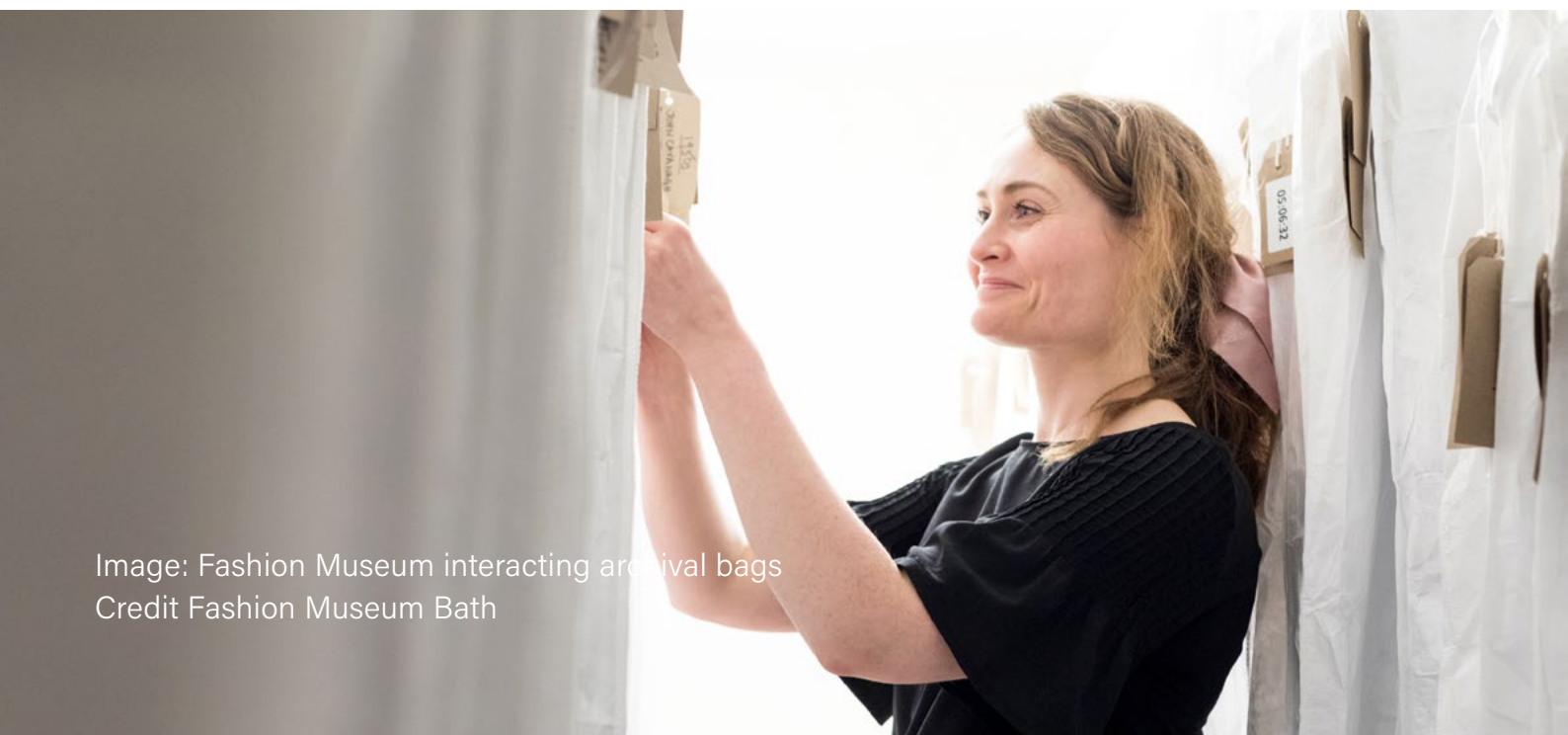


Image: Fashion Museum interacting archival bags
Credit Fashion Museum Bath

Experience and Skill Set

Fidelity of fashion asset reproduction in 3D environments Fellowship

Essential Criteria:

- Working knowledge of digital fashion sector.
- Demonstrable understanding of asset capture, i.e. digitising physical artefacts.
- Interest in the immersive XR sector (i.e. virtual, augmented and extended realities).
- Ability to work collaboratively.
- Open and collaborative, comfortable sharing early ideas and giving/receiving constructive feedback with care.
- Ability to quickly prototype new ideas.

Desirable Experience:

- Practical experience of fashion design in 3D and immersive environments.
- Experience of working on digital platforms.
- Knowledge of archival practices in fashion.

Legal basis of fashion asset reproduction in 3D environments Fellowship

Essential Criteria:

- Demonstrable understanding of IP law (or equivalent) in relation to creative copyright in the digital realm.
- Interest in the immersive XR sector (e.g. virtual, augmented and extended realities).
- Interest in the implications of the digitisation of physical artefacts in the Fashion. sector, i.e. brand, design, and retail.
- Ability to work collaboratively.
- Open and collaborative, comfortable sharing early ideas and giving/receiving constructive feedback with care.

Desirable Experience:

- Working knowledge of IP law in the fashion industry.
- Experience with IP law in the context of creative technologies.



What do we expect from you?

- You will join as a MyWorld Fellow, embedding yourself within Bath Spa University and the Fashion Museum .
- Some of your time is spent within Watershed's Pervasive Media Studio, which hosts a diverse and collaborative community of over 180 residents exploring creativity and technology.
- Your Fellowship will enable you to robustly examine your practice through a combination of research into what exists, practical experimentation and interdisciplinary conversation.
- You will produce work that can be tested in the public domain and outcomes are documented and shared for wider learning.
- An open and collaborative approach towards peer networks and sharing.

What do you get?

- A grant of £20,000 for 10 months embedded exploration at 2.5 days/week (incl. expenses).
- You will break new ground, working alongside user researchers, designers, developers, creative technologists, and theorists thinking about IP applications in virtual spaces.
- Access to an interdisciplinary community across MyWorld and the partner universities.
- Support from a Watershed producer (relationship management, contracts, networking, signposting to opportunities, etc.)
- For the duration of MyWorld's programme: Desk space and access to facilities in the Pervasive Media Studio at Watershed in Bristol, connecting you to a vibrant community of artists and creative technologists
- Access support
- Sharing opportunities for any work made, via Pervasive Media Studio Lunchtime Talks and/or blogs, Watershed First Friday programme, and other opportunities.

The Fellowships would be co-sponsored as a partnership between Bath Spa University and B&NES, building on their strategic alignment over the redevelopment of the Fashion Museum and its Collection.

The outcome of the research will directly influence the strategic planning of the Fashion Museum redevelopment and position the active partnership with Bath Spa as a centre of thought leadership in understanding the implications of new immersive platforms within the context of archive.

The Fellows would work with B&NES Re-Fashioning Bath Project Lead, Sophie Mckinlay, and Fashion Museum Manager, Rosemary Harden; MyWorld leads would be Mark Leaver and Kate Pullinger.. Bath Spa would be the academic host.



How to apply

You are invited to answer five questions in an online questionnaire focusing on how you meet the skills and experience for the Fellowship and how you can build care into the process. As we are recruiting for two Fellowships, please make sure you submit via the correct application form as the questions for each Fellowship are different.

Shortlisted applicants will then be invited to interview with relevant representatives from across the partnership.

Apply here for the Fidelity of fashion asset reproduction in 3D environments Fellowship: <https://wshd.to/fashionfidelityapplication>

Apply here for the Legal basis of fashion asset reproduction in 3D environments Fellowship: <https://wshd.to/fashionlegalapplication>

Please check the eligibility criteria in the [FAQs](#) before applying.

We understand that online forms do not work for everyone. If you would like to apply by alternative means please email Vanessa Bellaar Spruijt on myworld@watershed.co.uk.

Assessment Criteria

We will assess applications for the Fellowship with the following criteria:

- You will meet all the eligibility criteria outlined in the [FAQs](#).
- How you demonstrate the Experience and Skills set outlined on page 7
- How you demonstrate the Desirable Experience outlined on page 7

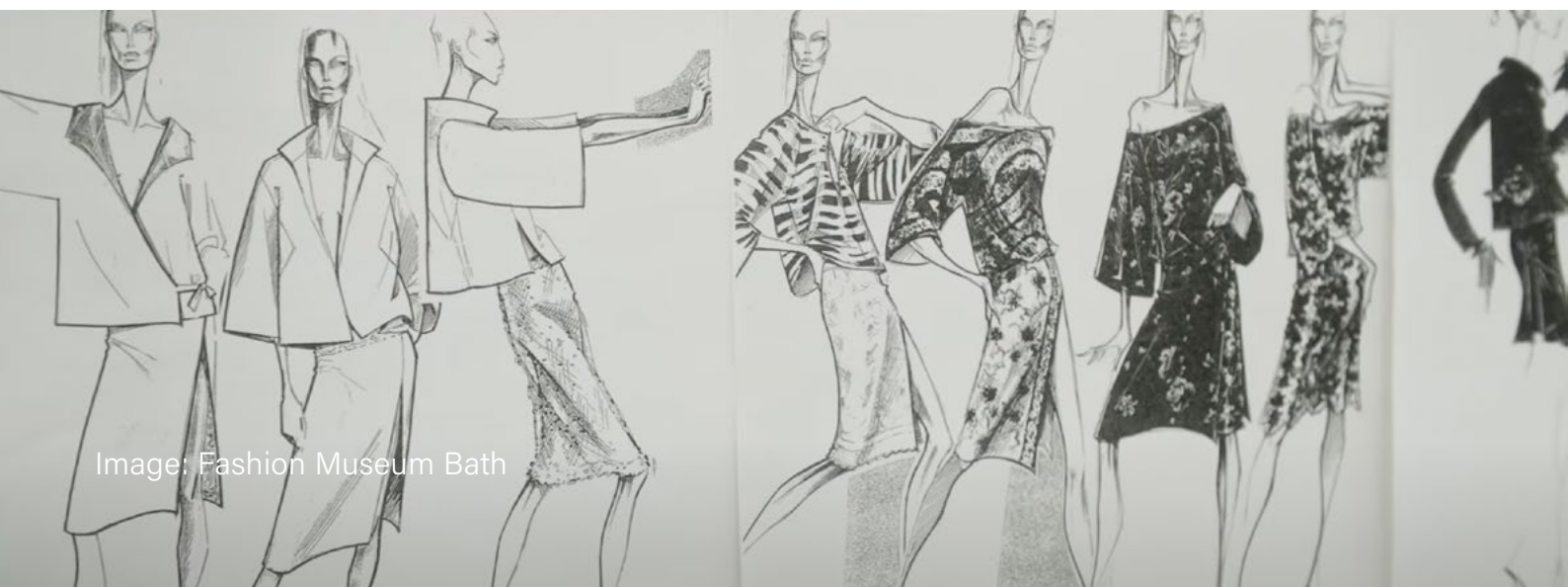


Image: Fashion Museum Bath



Timeline

- Closing date for applications:
Tuesday 5 December 2023 at 10.00 a.m. (GMT)
- Applicants will hear from us by end of:
Wednesday 13 December 2023
- Interviews **Fidelity** of Fashion assets Fellowship:
Monday 8 January 2024
- Interviews **Legal Basis** of fashion assets Fellowship:
Tuesday 9 January 2024
- Contracting:
January 2024
- Fellowship start date:
w/c 5 February 2024
- Fellowship end date:
4 November 2024



Talk to Us

We have shared some [FAQs](#) here. If your question has not been answered please contact Vanessa or Kate on myworld@watershed.co.uk

Application form for the Fidelity of fashion asset reproduction in 3D environments Fellowship:

<https://wshd.to/fashionfidelityapplication>

Application form for the Legal basis of fashion asset reproduction in 3D environments Fellowship:

<https://wshd.to/fashionlegalapplication>



About Bath Spa, Fashion Museum and Refashioning Bath project

Bath Spa University

Bath Spa University is where creative minds meet. Offering a wide range of courses across the arts, sciences, education, social science and business to over 7,500 students, the University employs outstanding creative professionals which support its aim to be a leading educational institution in creativity, culture and enterprise.

Based in stunning countryside just a few minutes from a World Heritage City, Bath Spa University ensures its students graduate as engaged global citizens who are ready for the world of work.

Fashion Museum, Bath

The Fashion Museum promotes dress and the history of fashion design and any associated specialisms and industries that use fashion as part of their creative practice. Its collection has more than 100,000 objects covering over 500 years of history and is one of the world's great museum collections of historical and contemporary fashionable dress. The Collection is looked after by B&NES Council.

Refashioning Bath

[The Refashioning Bath project](#) will comprise two sister sites. A brand new Fashion Museum in the centre of Bath and a Fashion Collection Archive co-located at Bath Spa University's Locksbrook campus. The project will explore fashion as a dynamic discipline. It will uncover the past, present, and future of fashion and its positive role in civic life and through its potential for individual and cultural transformation. It will champion designers, makers, manufacturers and wearers and celebrate the diversity and complexity of fashion. Digital will play an important role in enabling greater access, creativity and opportunity for the Collection to reach a wider audience.



About Pervasive Media Studio and Watershed

[Watershed](#) is a cultural organisation focussed on togetherness. We produce accessible and inclusive experiences that fire up the imagination in our venue, online and across the world. We are recognised internationally as a leading centre for film culture, art and technology practice, and talent development programmes. Our values sit at the heart of everything we do, both creative and operational. With an ethos of responsibility and kindness, we produce and deliver support which is more than the sum of its parts.

[The Pervasive Media Studio](#) hosts a brilliant community of over 180 artists, creative companies, technologists and academics exploring experience design and creative technology. We have an open plan studio with a culture of generosity, curiosity and interruptability. We believe that by clustering together people from a broad range of backgrounds, with differing skills, experiences and opinions, all of our ideas get better.

It is a collaboration between Watershed, University of Bristol and UWE Bristol.

About MyWorld

Watershed and the Pervasive Media Studio are part of a programme called [MyWorld](#) which will showcase the latest advances in digital production and research.

Led by the University of Bristol, the aim of MyWorld is to position the West of England as an international trailblazer in creative media production and technology, through forging dynamic collaborations between academia and industry to progress technological innovation, deliver creative excellence, establish and operate state of the art facilities, offer skills training and drive inward investment, in order to raise the region's profile on the global stage.

MyWorld is funded through UK Research and Innovation (UKRI) 'Strength in Places fund'

Main Delivery partners: University of Bristol, University of the West of England, University of Bath, Bath Spa University, Watershed, Digital Catapult, Aardman Animations, Lux Aeterna, Esprit Film and Television, Bristol Old Vic and Opposable Games.

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