

Press Release:
Ismaning, July 03rd, 2019

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produced by Design & Development GmbH Textile Consult
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BARTENSTEIN Academy: future-oriented academy for functional clothing

BARTENSTEIN Academy is opening in Munich in autumn 2019. It offers a private, professional academy course, similar to a Master's programme, and teaches everything related to the design, fabrics, development and production of functional clothing.



BARTENSTEIN Academy: taking a big leap forward towards opening

Bringing knowhow to Europe

The expertise needed to design, develop and manufacture a highly technical garment has changed radically. Today, design, aesthetics and engineering meet a level of digitization that poses major challenges to the apparel industry but at the same time provides tremendous opportunities.

The market for functional sports and outdoor clothing, Tech fashion and workwear is substantial and continually growing. Ergonomic design, functional materials and novel manufacturing technologies are incorporated in every aspect of the apparel industry.

However, the sector is suffering from the fact that development and manufacturing know-how has established in Asia, leading to a lack of competent trained professionals in Europe.

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BARTENSTEIN Academy has a deep understanding of the situation of the functional clothing industry in Europe and is on its way to fill this gap.

BARTENSTEIN Academy's vision is to comprehensively cover the requirements of the functional garment industry for the first time, covering the entire, increasingly digitized value-added chain in the areas of functional design, textile and functional materials, ergonomic contouring and special production.

As a private academy, BARTENSTEIN Academy offers a two-year certificate course, holistically teaching all the important aspects of design, fabrics, development and production of functional clothing, close to industry's rhythm. Designed as a Masters-oriented educational format, equivalent to 120 ECTS credits, the course combines the work of a free academy with close cooperation with industry, following international orientation in accredited study programmes.

Starting with the pilot course, "Outdoor & Performance Sports", students have the opportunity to either specialise in "Design" or "Development" or place equal importance on both. From 2020, the "TechFashion" and "Workwear & Utility" programmes will be also be launched.

The associated machine park will offer students the necessary proximity to production and up-to-date manufacturing knowhow, and will in future also offer prototype and small-batch capacities for the European industry.

Major brands in the outdoor, sports, fashion and workwear industries are closely associated with the academy and provide support for study content, hands-on projects and field trips, thereby enabling an unique closeness to industry.

Life, learning and work at the BARTENSTEIN Academy are fully based on the connection between profound craftsmanship and deep digital knowledge. Fully digitized ergonomic cut design, technical design and the use of artificial intelligence as a digital assistant forms the basis of the present and future of contemporary apparel manufacturing. Innovative design, state-of-the-art digital processes and engineered manufacturing processes make it much more sustainable and socially and environmentally conscious. The European economic area will also be boosted by the additional knowledge and competence gained.

BARTENSTEIN Academy chose the area around Munich due to its outstanding infrastructure and the best conditions for a future campus for functional clothing. Munich will likewise benefit: the academy concept will promote innovation in and from Bavaria and, thanks to its unique overall concept, will increase efficiency in trade and industry and provide a permanent port of call for the international design scene.

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Information about the admissions' process, which will run from 30th July - 1st, can be found under www.bartenstein.academy. On the second day, ACRONYM founder Errolson Hugh will hold an exciting workshop with applicants.

Please feel free to ask for information under info@bartenstein.academy.