

Press Release:
Ismaning, July 03rd, 2019

PERFORMANCE DAYS ® functional fabrics fair
produced by Design & Development GmbH Textile Consult
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Future-oriented campus for functional clothing design opens in Munich in autumn 2019!

Admissions workshop with Errolson Hugh, founder of ACRONYM, from 30.7 -1.8.19 in Munich.

- Private academy starts with two-year certificate course “Outdoor & Performance Sports” Design and Development.
- Top industry experts involved: Alexa Dehmel (active sports design & consulting), Gerd Bittl-Fröhlich (Sportsella), Errolson Hugh (ACRONYM), Clemens Deilmann (WL GORE), Terence Senford (HUGO BOSS), Marcel Geser (DNS).
- Admissions’ workshop with interesting one-day activity organised and guided by Errolson Hugh. Pilot course starts in Munich in October 2019.

BARTENSTEIN® is a private academy close to industry practise, set up in response to the shortage of skilled workers in the functional clothing industry. Alexa Dehmel founded BARTENSTEIN® Academy GmbH together with Gert Bittl-Fröhlich in July 2019. Studies start in autumn 2019.

The admissions’ workshop will run from 30.7 to 1.8.19. The application deadline is 10.07.19. 30 students will qualify for the pilot course “Outdoor & Performance Sports”, which will run over two years. Next year, two further study programmes will be established: “TechFashion” (functional fashion” and “Workwear & Utility” (protective clothing and corporate wear).

Content-wise the academy focuses on the amalgamation of digitization and craftsmanship with the aim of providing sustainable industry solutions. Graduates will typically find industry jobs as designers, developers or product managers.

Academically, the private BARTENSTEIN® BARTENSTEIN® academy offers a certificate course at Master’s level, comparable to 120 ECTS.

BARTENSTEIN® also offers in-house training courses in CAD, 3D design and 3D prototype development, expanding on industry solutions to current problems.

E-learning und blended learning offers provide a flexible working and study atmosphere. Open studios and workshops make the work practical, creative and tangible.

There is no comparable academy or university worldwide specialized in this niche.

The BARTENSTEIN® Academy has chosen Munich because it is an educational location and an attractive place for students from all over the world to study, yet retains close industrial links. Digitization and high-tech innovation are equally at home here.

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