

Brandscapes 2 (WRD3BC-2 -21H)
16.08.2021- 18.10.2021

Course Responsible: professor Vésma Kontere McQuillan www.vesma.info

This second-level module provides students with a deeper understanding of fashion space design by broadening the concept by including brand communication in public spaces. Students will learn about brandscapes and architecture as a medium within brand communication. The module focuses particularly on the knowledge students need to complete real-life projects. The module offers in-depth knowledge of tools, methods, and project management skills, so students are equipped to work on real-life projects. Throughout the module, students work with real clients. The focus of the module is innovation in integrated brand communication.

CASE STUDY:

Founded in 2020, the **International Library of Fashion Research (The Library)** has the ambition to become the world's most comprehensive repository of specialized fashion research and contemporary fashion publications. <https://fashionresearchlibrary.com>

The Library will fill a much-needed gap in preserving and critical engagement with fashion's printed culture at an institutional level and build a free, globally accessible resource for fashion researchers, industry professionals, and amateur enthusiasts. The Library is actively working to preserve fashion's past and understand its present and contribute to its future.

TASK:

To create a Fashion Space* for The Library that begins with a physical site on the premises of the National Museum Mellomstasjonen, Brynjulf Bulls Plass 2, 0250 Oslo, not just as a historical '**mausoleum**' or **depository** of the past – but as an **open** and **accessible FASHION SPACE** for **intellectual** discourse and **creation** for the future.

Since Fashion Spaces conceptualization based on two essential components; *The physical presence* (location, place, site), which becomes transformed via temporary architecture, and *The imagined spaces* (metaspace) enabled by digitalization and enhanced via interactions on social media, the outcome of the project is accessible to the author's creative interpretation. The development of the next space of fashion spaces metaverse- a collective virtual shared space, created by the convergence of virtually enhanced physical reality and physically persistent

virtual space, including the sum of all virtual worlds, augmented reality, and the Internet, is highly encouraged.

*McQuilan V. K. (2020) *Fashion Spaces: A Theoretical View*, Amsterdam: Frame Publishers

More on fashion spaces:

<https://www.nofilter.space/reportage/the-book-fashion-spaces-a-theoretical-view-is-out>

COLLABORATION PARTNER:

National Museum of Art, Architecture and Design, Oslo

<https://www.nasjonalmuseet.no>