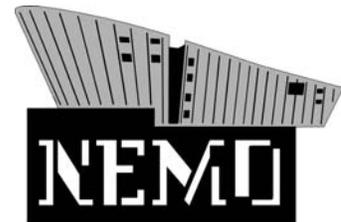


PRESS INFORMATION

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**ontdekkingsreis
tussen fantasie
en werkelijkheid**

*Responsive scented clothing, interactive pillows
and message shirts*

**International Future Fashion Event just for one night in
science center NEMO**

How smart are you dressed tomorrow? On Saturday 6 November 2004 between 7 pm and 2 am a unique fashion event takes place during the annual Amsterdam Museum Night in science center NEMO in Amsterdam. It's titled *How smart are you dressed tomorrow?*

Over twelve interaction designers, artists and scientists from all over the world, show their unique pieces of intelligent textiles, i-wear, smart jewellery, moodclothing and medical wear. Visitors can experience some of the designs themselves, like the Massage shirt designed by Lucy Dunne, the Hug Jackets designed by Studio 5050 and the feathery and spotty dresses designed by Joey Berzowska.

Far beyond the built-in MP3 player

All participants of this one night event are convinced that due to technical and scientific developments the functionality of clothes and fashion will change in the future. Clothing can become an ambient information display: a tool for personal expression, social interaction, protection, a communication device, a health monitor and a tool for fun.

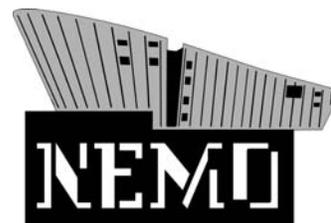
The Smart Second Skin of Jenny Tillotson for example, enhances the mental and physical well being and is a medium for communicating thoughts or emotions through smell. Lucy Dunne introduces her Pulse expressive evening gown and also her Massage Shirt, which explores the desire of an individual to conceal or reveal the function of wearable technology.

Just for 1 night

NEMO organises the future fashion event just for the night of November 6th. The event takes place during the Amsterdam Museum Night in which 40 musea will be open till 2 am and organise special events. Science center NEMO will be open between 7 pm and 2 am for visitors with a Museum Night Passe partout. There will be music and visitors can get drinks.

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Dutch designers

Students of Communication & Multimedia Design present their Fiberskin and Dancemaster. Their designs focuss on the combination of multimediadesign, interaction design, media technology, human sciences and communication.

Two national R&D organisations (ESA and TNO) present medical and sportswear, like a sunblocking helmet, rowing suit, cooling and aerogel jacket and stinging nettle trousers.

Amsterdam Future Dress

During the night a huge evening dress (5 meters high) will be created by the visitors by giving their vision and ideas about future fashion. The result of this live performance will be visible around 11.30 pm.

--- end of press release ---

More information (not for publication)

Enclosed you will find the list of participants and their designs. The event will take place in the Glass Ball Room at NEMO, Oosterdok 2, 1011 VX Amsterdam (between the Stedelijk Museum and the Scheepvaart Museum).

For more information about the event please contact the press officer of NEMO: Hendrike Ligthart Schenk +31 (0)20 5313129 or pers@e-NEMO.nl.