

# MARKETPLACE

Online Marketplace - Technical implementation Sept-Nov 2022, launched Nov 17th, 2022



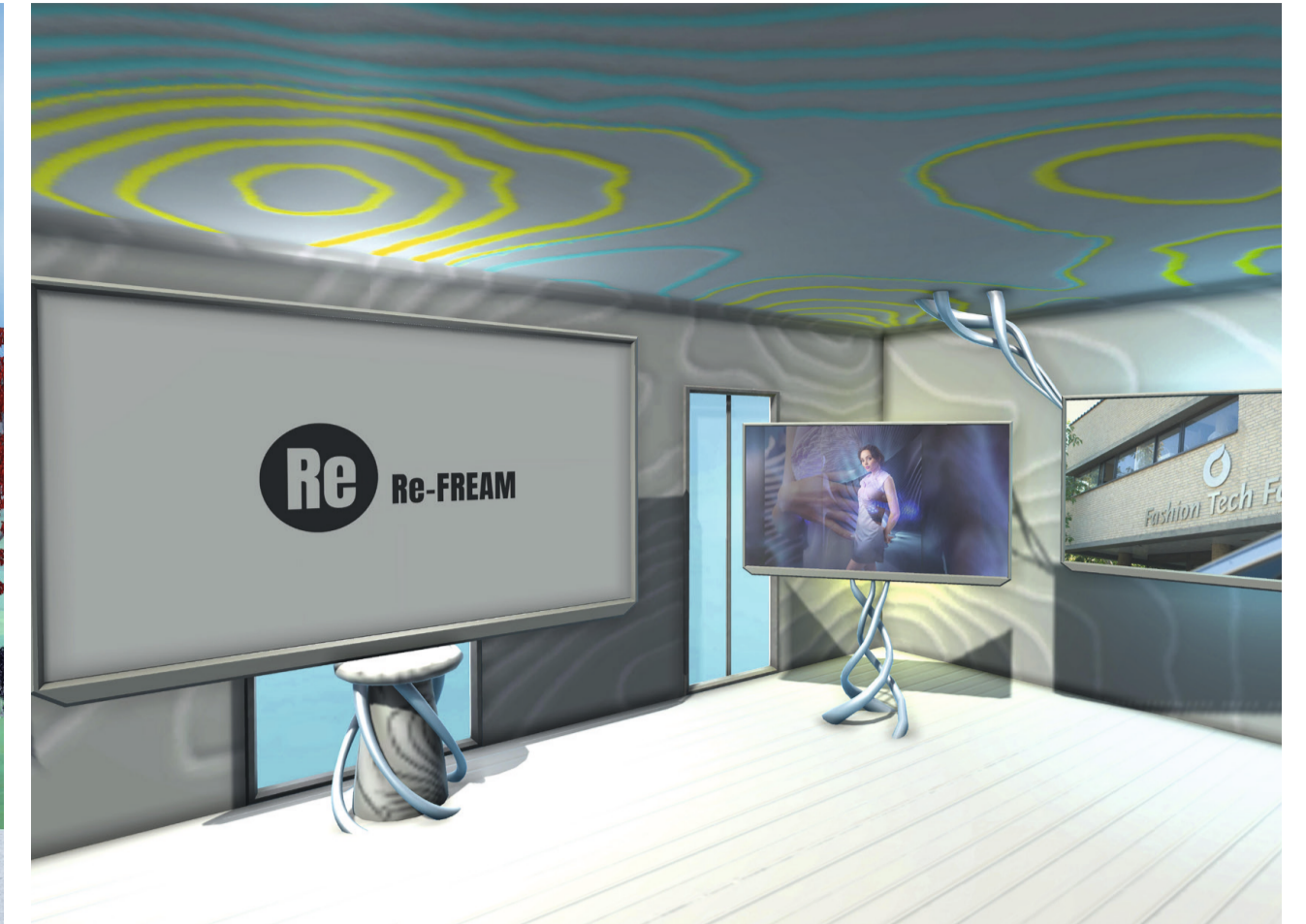
The Marketplace from bird's eye view  
Image credit ©AMD



Interior view of the Fashion x Craft Inn  
Image credit ©AMD



Exterior view of the Fashion x Craft Inn  
Image credit ©AMD



Interior view of the Re-FREAM House  
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## DESCRIPTION

How can we use the metaverse to communicate sustainability? As the 2022 host of the sustainability-focused Global Fashion Conference 2022, the Design Faculty (Akademie für Mode & Design, AMD) of the Hochschule Fresenius - University of Applied Science wished to provide a virtual environment which could foster an exchange between academic participants and sustainability stakeholders. After securing over 30 key stakeholders, the organizing committee assigned the design and technical implementation, which had to be developed within a tight deadline of just over two months. The development team was assembled by the technical lead, consisting of students from different fields of study, which allowed everyone to contribute their individual skills, and rapid progress at every front. The open, central core space is surrounded by 10 houses, each with a different theme with matching exhibitors. In the context of the high carbon footprint of conferences and exhibitions, the AMD Marketplace provides a digital exhibition center for guests from all over the world. Developed as a proof of concept by AMD for the GFC 2022, the virtual Marketplace uses digital media architecture not only to showcase sustainability: it creates a new convivial way of bringing together experts from fashion theory and practice and during academic conferences, and allows reaching wider audiences.

## VISUAL CONCEPT

The online world playfully references the old European marketplaces, which allowed for both the trade of goods and the exchange of ideas: a space for the collaborative process of establishing new values. The circular arrangement addresses the aim of fashion circularity, while each building is part of a communal concept, including a Greenhouse, a Townhall, and an Artists and Activists Club. The dedicated Meeting House allowed conference participants and visitors to book an appointment for a personal dialogue with the international and local stakeholders.

Each of the ten houses required designing and furnishing a virtual building, for major stakeholders including projects by the UN, the EU commission, and the German Fashion Council, as well as for innovative sustainable projects by recent graduates. To highlight the exhibitors' content and creativity, a neutral baseline was combined with an array of dreamy, organic elements with the intention to transport the visitors into a surreal world: "White Box aesthetic" meets "Alice in Wonderland". The interior architecture was conceived for easy identification of all the individual elements from the center of each room to facilitate easy orientation. Each room's structure was therefore planned in a way in which the user's attention is intuitively guided through the exhibition. Every house's individual theme was mirrored in the interior and exterior style, structure, and digital surfaces. For example, glass windows and oversized mushrooms in the Greenhouse, wooden structures echoing traditional craftsmanship for the German Fashion Councils' Craft collaboration, and unusual organic structures for the graduate gallery space conveying creative growth.

## TECHNICAL CONCEPT

The first digital showcase of fashion sustainability stakeholders. The interactive space encompasses 10 buildings, housing sustainability pioneers, associations, and designers supporting the Sustainable Development Goals. It was accessible to all registered participants of the Global Fashion Conference 2022, as well as to a wider audience. The construction of the space allows for exploration and the opportunity of direct exchange in a live conference room during an assigned timeslot through the integration of Zoom access. The development goals were flexible in their complexity, while still containing a hard deck of constraints. Design features were used to improve the user experience for a target audience predominantly unfamiliar with virtual spaces. Access to the marketplace is gained by downloading the App, requiring no registration. Navigation relies on elements in the color red, and is simplified by point-to-point movement, allowing for displays to be optimized towards a single position in the room. Viewing content close-up allows quick navigation between the other displays to cut "travel time" short. A special feature was the access to the online conference board in the Meeting House. The board presented the schedule for two rows of keynotes, allowing a transfer of the visitors directly to a Zoom meetings lobby, where they could select and participate in the discussion of their preference.



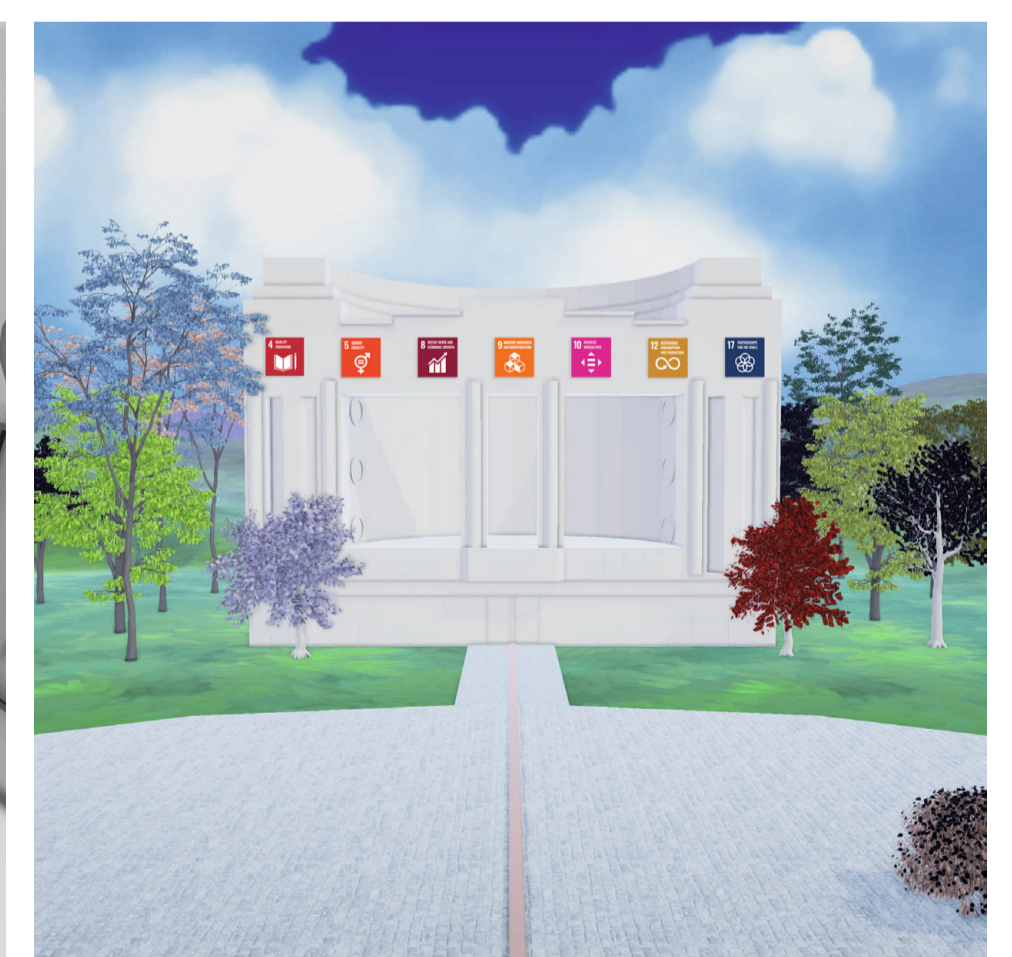
Interior view of the Townhall  
Image credit ©AMD



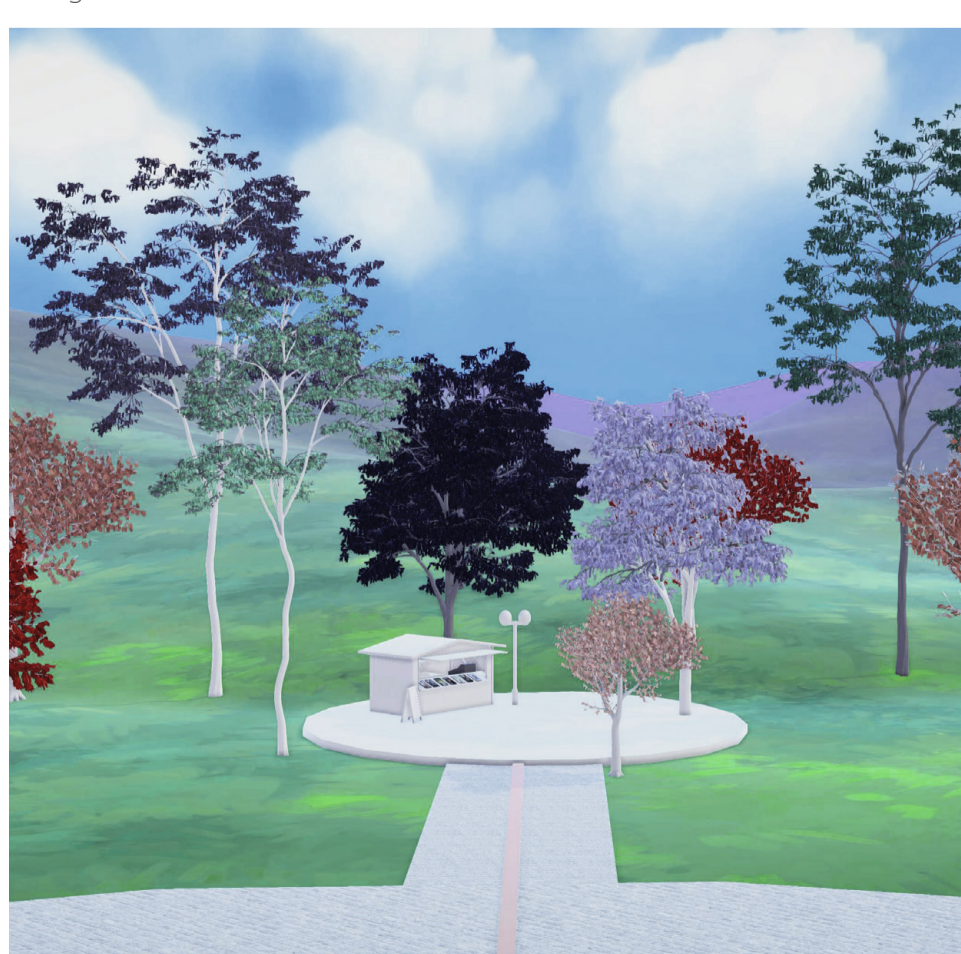
Exterior view of the Fashion Revolution House  
Image credit ©AMD



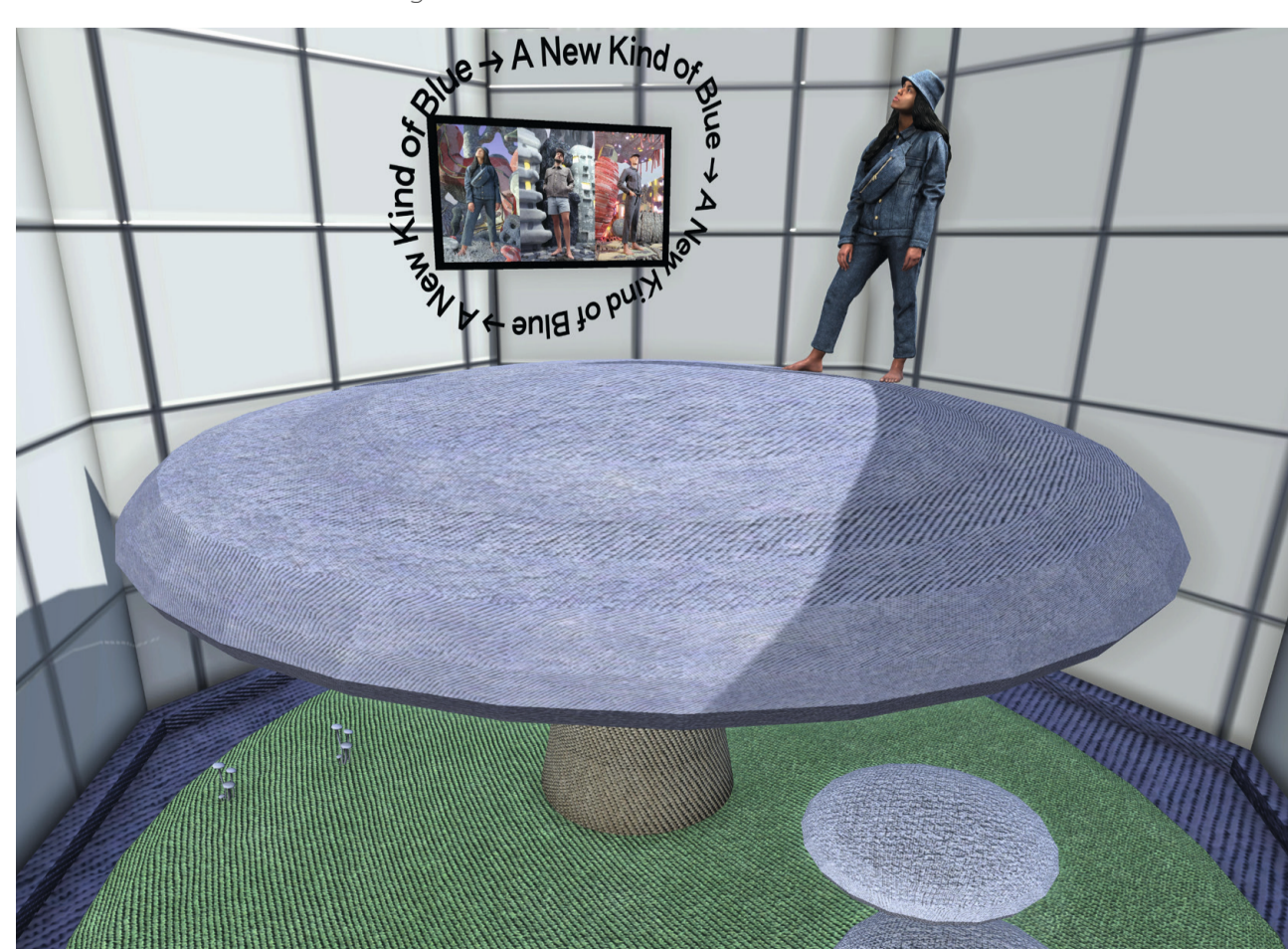
Interior view of the GreenStyle House  
Image credit ©AMD



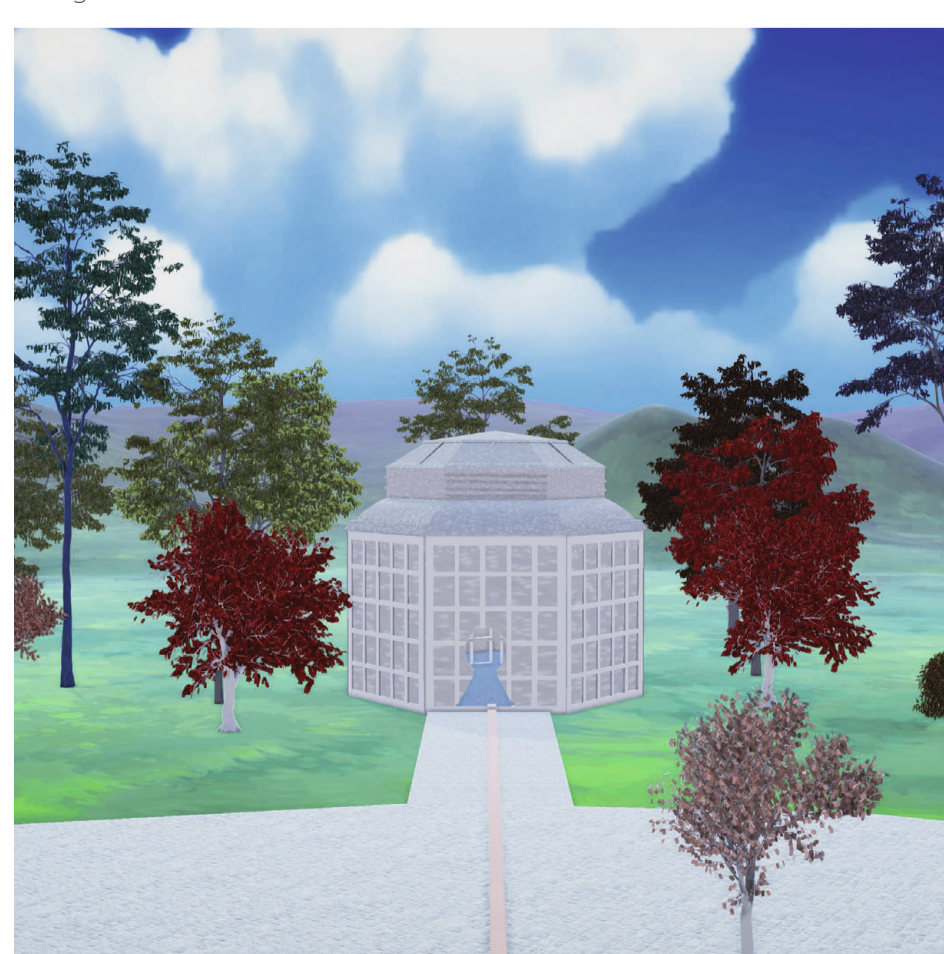
Exterior view of the Meeting House  
Image credit ©AMD



Exterior view of the Kiosk  
Image credit ©AMD



Interior view of the Greenhouse  
Image credit ©AMD



Exterior view of the Greenhouse  
Image credit ©AMD



Interior view of the Greenhouse  
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## TEAM MEMBERS

Daniel Horne (Technical Lead) ; Aron Schlemmer; Jonah Jurowich; Karin Kolatka; Vanessa Emde; Margaux Troschier; Phil Aschenbrenner; Tristan Blaukat; Matthias Baudrexl; Jasper Scheck (as workstudents at Reality Twist GmbH); Creative Lead: Judith Brachem (AMD Alumni)  
Supervisors/ Marketplace Organizing Committee: Ulrike Nägele, Professor & Dean Design Faculty (AMD); Claudia Ebert-Hesse, Professor and Dean of International Affairs Design Faculty (AMD), Katharina Sand, Visiting Professor Design Faculty (AMD), Clemens Hochreiter (Professor and Dean Game Design & Management, Hochschule Fresenius)  
Institution: Hochschule Fresenius - University of Applied Science  
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