### HOW MIGHT WE

How might we use fashion as a platform to create and spread viral social movements?

### HEADLINE

ContAIgious Fashion is an AI-generated expression of who you are and what you care about through what you wear. Our proprietary AI algorithm finds and creates groups based on shared opinions or emotions. Auto-generated patterns and styles are then transmitted to your universal, transformable outfit, which can then be shared with other people who also care about what you care about.

ContAIgious Fashion...Identify other people who share your values IRL and be part of the next viral social movement.

### WHY DID WE BUILD IT?

We built contAIgous fashion because we wanted to explore the translate of virality and meme culture into the physical space through something that impacts many people, clothing. Through our brainstorming and ideation, we came up with several ideas surrounding the physical manifestation of autogenerated subgroups based on collective voices within social media. We felt memes have the power to unify people through relatable content and feelings, similar to fashion. Inspired by the influence of the pink hats worn by people across the world during the Women's Marches, we wanted to explore how artificial intelligence could be used to create similar movements and designs based on sentiment analysis via Twitter.

Our prototype targeted activists and is intended to unify individuals through online, viral content in a physical space. We wanted to make virality tangible, and through the interactive universal garment, we hoped to make this possible for activists and individuals alike.

### WHAT DID WE BUILD?

The most significant part of this prototype that we actually built was a number of Processing sketches (a Java framework for creative coding) to visualize what the designs produced by our "AI" to represent a particular cause might look like. These sketches were put together into a short video and projected onto two of our team members who proceeded to demonstrate how the design could be spread in a physical way.

For our prototype demonstration, we created a fake outrage on Twitter about the disastrous lack of post-its in the CoLab office. This "event" was then analyzed by our "AI" trained to report the sentiment of a tweet which deemed to be significant enough of an outrage both in scale and in sentiment. This in turn caused a different "AI" to use key words from the cause to generate a unique design that users could sport on a custom shirt. Lastly, these custom designs were projected onto our teammates so that we could show how they were physically expressing their involvement in the current event they are passionate about (the post-it outrage in this case). People wearing this unique pattern would be participating with the sense of physical involvement. A simple "High-five" interaction, a common physical language that communicates empathy, was used to share the cause and send the pattern to a friend. We expected this physical interaction to spur a highly contagious movement throughout the real world, creating a physically viral loop.

### WHAT DID WE LEARN?

We learned that some people may be reluctant to showing how they feel internally through something as public and physical as their clothing. This is an important factor for us moving forward so that we can think about the controls of the AI that is designing and autogenerating the garment designs. Another interesting element that came about during and after the process was the idea of consent and the ethical consequences that can come out of artificial intelligence collecting common voices and designing garments and displaying them without our knowledge or control. Also, through the process of generating our idea and building our prototype, we became conscious of the environmental responsibility and impact we could have within the garment industry. Thinking about the detriment of fast fashion, we discovered that our universal garment could be a tool for smaller, more niche causes in addition to raising awareness about consumption and overproduction within garment and retail industries.

### WHO WE ARE

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