

Valgustame Isamaa

Imagining the Future of Estonian Folk:
Clothing



By Lily Vosari

Studio + Lab Final 2025

Concept Statement

My concept was to explore the future of Estonian culture in an environment overrun by technology, where folk culture and clothing are trying to remain relevant, examining the phenomenon of traditional cultures battling negligibility in the modern day, and speculating on the concept of human rituals adapting to a tech-centered reality. This future is inhabited by humans affected by pro tech-based companies pushing for less traditional practices in the name of progress, while undermined cultures are trying to maintain their traditional rituals.

This needs to be imagined to help understand cultural rituals in order to prevent them from dying out; understanding the systems of generational memory of Estonian folk clothing practice to prevent extinction. This future takes place in 2070 where the older generation has died out and are unable to continue teaching the traditional clothing construction practices. This future is viewed through a technological and cultural lens to gain a better understanding of how they are able to mesh in a respectful way.

Project Description

My outfit is a reimagining of Traditional Folk Clothing, within shape and manufacturing methods using only machine and hand sewing techniques with the addition of patterns made out of LED's, which is a reimagined version of a tech-based adaptation where tradition evolves with the future norms to maintain relevance.

Statistics

- According to a song and dance festival survey conducted in 2013, 49% of the Estonian population has performed at the festival at least once. 91% have been indirectly involved in the festival
- 2016: 770 000 usd (650 000 eur) 2017: 770 000 usd (650 000 eur) 2018: 770 000 usd (650 000 eur) 2019: 770 000 usd (650 000 eur)

Number of folk culture amateurs

78,566

↓ -0.3% ⓘ

2024

TABEL KU61

Number of folk culture amateur groups

4,411

↓ -1.7% ⓘ

2024

TABEL KU65

Number of instructors of folk culture amateur groups

3,780

↓ -2.8% ⓘ

2024

TABEL KU65

Outfit examples



Finalized Image



Valgustame Isamaa (light up the fatherland), LED on cotton and embroidery thread vest and skirt, Lily Vosari, December 2025

Figure Drawing



Reflection

Mainly focusing on a prototype version it allowed me to visualize a potential future object. This allows for a better understanding of how important it is to maintain culture especially with small populated societal groups and forced adaptation with pushed tech-based products; and allowing for people to avoid capitalistic aspects maintaining the cultural village-based aspects.

One thing I struggled with was maintaining a patterned that was similar to the original but maintaining creativity, and 'new-ness'

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Thank You