



# WHOLELAND

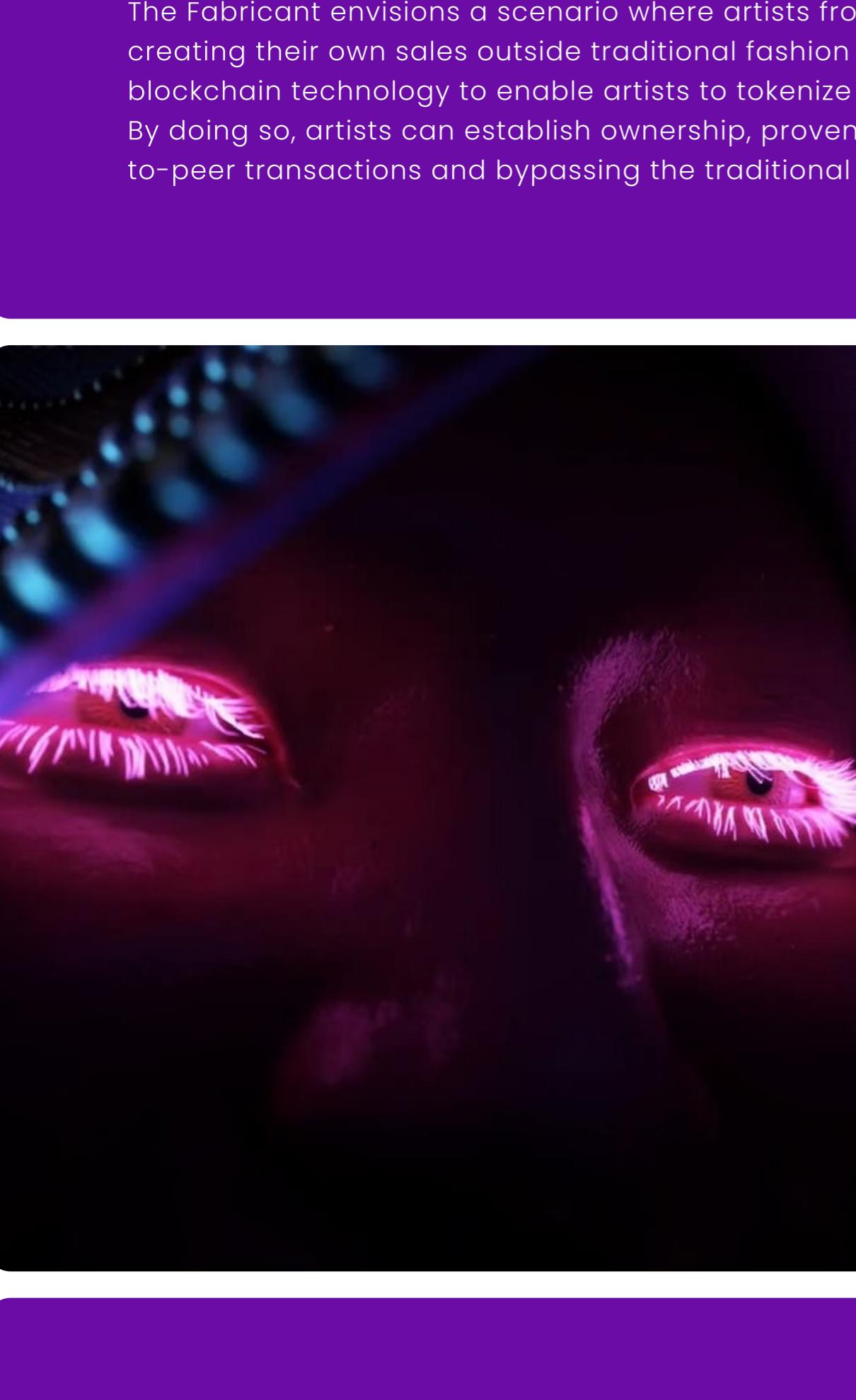
Dress for yourself, transcend limitations.

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The Fabricant 2023

The expo titled 'WHOLELAND' featuring The Fabricant at Nxt Museum in collaboration with Samsung's technology, explores the intersection of fashion, technology, and self-expression in the digital realm. The Fabricant is an Amsterdam-based digital fashion house that focuses on creating virtual garments for use in virtual spaces. Through their work, they aim to challenge the fixed boundaries of fashion and gender, allowing individuals to express themselves freely in the digital environment.

The central theme of the expo revolves around the idea of using fashion as a tool for self-expression and exploring one's identity. It questions the traditional notions of dressing for others and instead encourages individuals to follow their hearts and go beyond the limitations of the physical world. The Fabricant offers a futuristic experience where visitors can browse through a collection of garments, masks, face filters, and headdresses, and try them on virtually using futuristic mirrors and fitting rooms. As you look in these mirrors, you'll see yourself wearing mesmerizing clothes and intriguing face filters. The clothes are automatically adjusted to fit your body perfectly. It's an exciting blend of technology and fashion, allowing you to explore new styles and express your unique identity. This allows visitors to envision themselves in new and unique ways, breaking free from societal norms and embracing their authentic selves.



## FACIAL FILTERS + AUGMENTED REALITY

Facial filters and augmented reality (AR) are technologies that can enhance and modify our appearance in real-time through the use of cameras and computer-generated imagery. Facial filters work by detecting and tracking facial features, such as the position of the eyes, nose, and mouth, using computer vision algorithms. Once the facial features are recognized, virtual elements, such as masks, makeup, or other visual effects, can be superimposed onto the user's face in real-time.

## TECHNICAL ANALYSIS

From a technical perspective, the exhibition incorporates various systems, back-end and front-end interfaces, and technologies to create an immersive and interactive experience for visitors. One of the notable features mentioned in the description is the presence of futuristic mirrors. These mirrors likely employ advanced technologies such as augmented reality (AR) or mixed reality (MR) to allow visitors to see themselves adorned in the digital fashion creations of The Fabricant. These mirrors serve as a front-end interface, enabling users to visualize how the garments, masks, face filters, and headdresses look on them.

The measurement of the visitors' forms and the fitting of ethereal fabric and alien weavings suggest the use of motion capture or body scanning technologies. These technologies can capture the dimensions and movements of the visitors, allowing the digital garments to be accurately tailored to their virtual representations. This process likely involves a combination of hardware, such as depth-sensing cameras or 3D scanners, and software algorithms to analyze and map the captured data to the virtual garments.

The exhibition also touches on the concept of decentralized economies and the use of blockchain technology. The Fabricant envisions a scenario where artists from different parts of the world can collaborate in real time, creating their own sales outside traditional fashion markets. This suggests that The Fabricant might leverage blockchain technology to enable artists to tokenize their digital fashion creations as non-fungible tokens (NFTs). By doing so, artists can establish ownership, provenance, and scarcity for their digital assets, facilitating peer-to-peer transactions and bypassing the traditional fashion establishment.



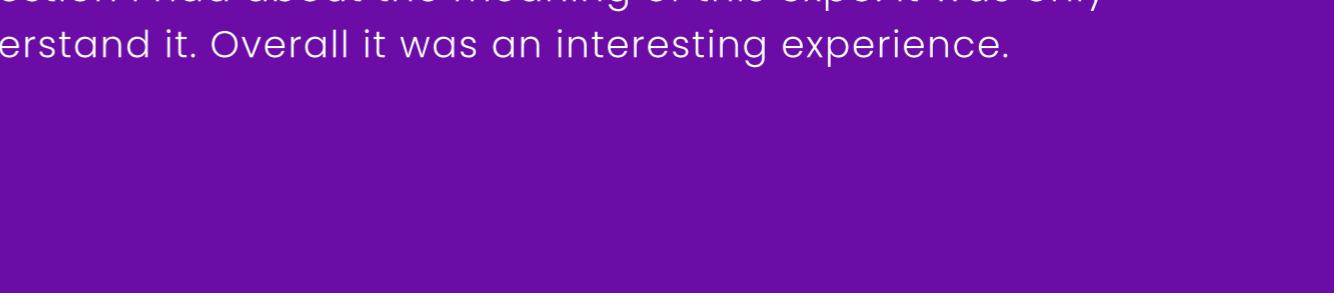
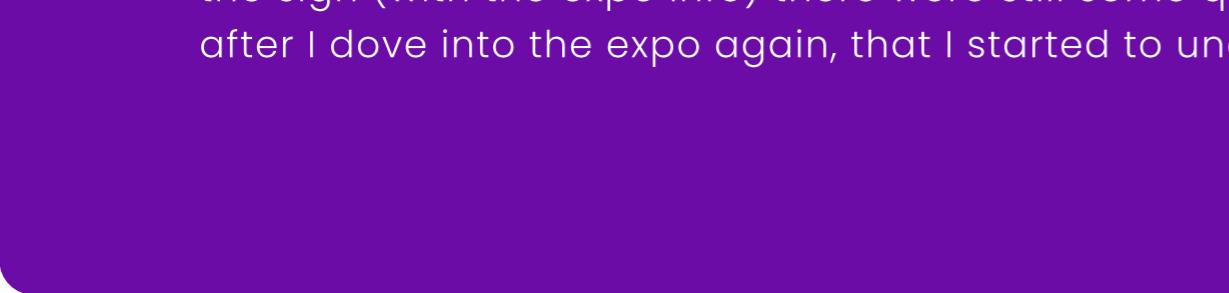
## DESIGN ANALYSIS

One of the prominent interactive features in the exhibition is the mysterious boutique and fitting room. This space invites visitors to browse the collection of garments, masks, face filters, and headdresses created by The Fabricant. The fitting room serves as a transformative space where visitors can pause and play with their appearance. Futuristic mirrors allow them to catch a glimpse of themselves adorned in the digital fashion items, blurring the lines between the physical and virtual worlds.

The concept of the visitors becoming models on a catwalk is a key aspect of the interactive experience. As visitors walk on the carpet, they are encouraged to embrace their role as models and embody the garments and accessories virtually fitted to them on the opposite side. This interactive element fosters a sense of empowerment and self-expression, as visitors can see themselves in a new light and experiment with different virtual identities.

The principles of interaction and visual design are utilized to engage visitors on multiple levels. The use of ethereal fabrics and alien weavings conveys a sense of otherworldliness and creativity, inviting visitors to imagine and explore beyond the constraints of traditional fashion. The contrast of physical and virtual elements, such as the futuristic mirrors and virtual fittings, creates an immersive and dynamic experience. These design choices aim to challenge visitors' perceptions of fashion, identity, and the possibilities offered by the digital realm.

Furthermore, the exhibition explores the concept of fashion as a tool for self-expression and identity signaling. Visitors are encouraged to consider how well they are signaling their values through their fashion choices and to imagine new possibilities. The use of facial filters and augmented realities allows visitors to alter their appearances without limitations, exploring different forms of beauty, gender expression, and even species transformation. This aspect of the exhibition invites visitors to question societal norms, challenge their preconceptions, and discover new ways of expressing their truth.



## REFLECTION

This event highlights the exciting things that can happen when fashion, technology, and expressing yourself come together in the digital world. It encourages people to think differently and try new things. The expo invites visitors to discover who they are, go against the usual expectations of society, and imagine fresh and special ways to express themselves using digital fashion, which can create immersive and transformative experiences.

I personally liked the VR part of this expo, but didn't really understand the concept behind it. Even after reading the sign (with the expo info) there were still some questions I had about the meaning of this expo. It was only after I dove into the expo again, that I started to understand it. Overall it was an interesting experience.

## THE WATERS IN BETWEEN

This sculpture stands in the middle of 'WHOLELAND'. It's not part of it, and it's made by a different artist.

A seemingly 4D object, afloat in 3D space, made from corn-based bioplastic and polymers that only solidify when exposed to light.

This sculpture is built up one layer at a time, by a total of 18 3D printers. The sculpture is designed using a CGI software (usually only used for character creation and the distortion of structural models).