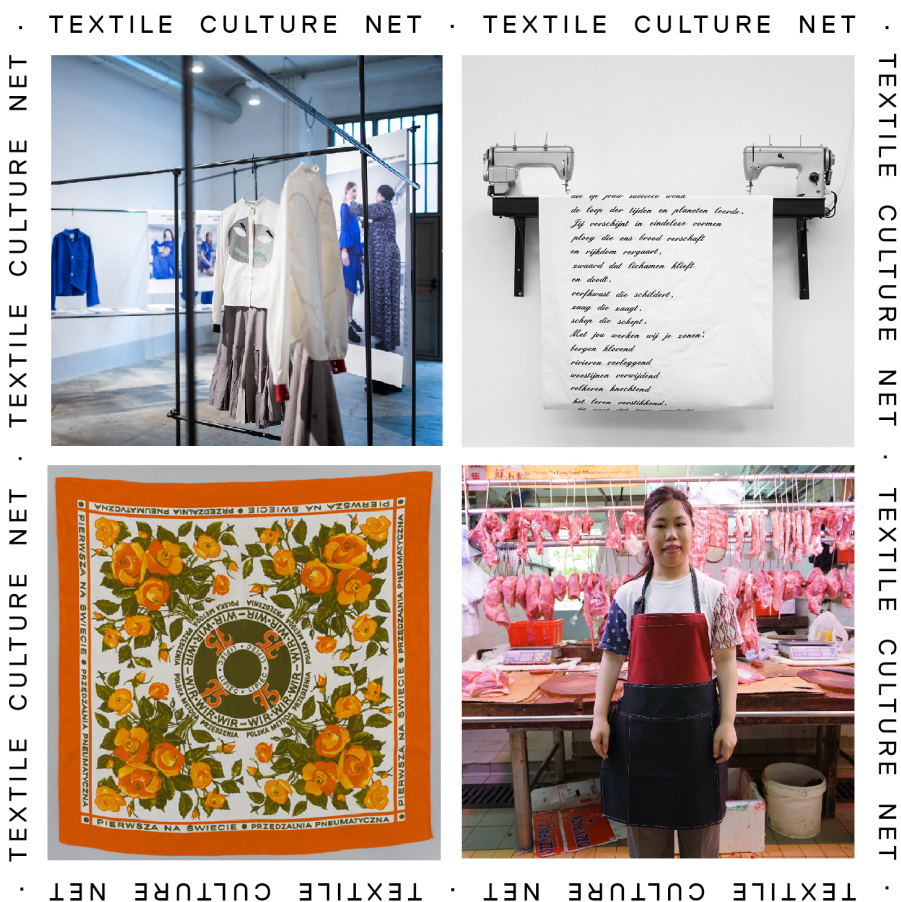


# VIRTUAL BOUNDARIES: ONLINE TEXTILE ART EXHIBITIONS BEYOND DISTANCE



## DIGITAL TOOLKIT FOR ONLINE EXHIBITIONS

# WHAT

An easy and replicable format for online exhibitions born by the collaboration of different actors, taking place on Instagram platform.

Each virtual exhibition is linked to a physical event/exhibition organized by one of the participating actors.

# WHY

To connect beyond distance

To share knowledge, content, methodologies

To broaden each other's exhibitions via social media

To show work form international collections and institutions in an innovative and sustainable ways

To inspire and enrich textile practices

To wide and intercross our communities

# HOW


Through a specific digital format, consisting of a series of Instagram posts

# BACKGROUND

The online exhibition featured in this toolkit arises from the on-going experience of Textile Culture Net, an international network of four textile institutions and cultural spaces conceived during the pandemic, in spring 2020. The network includes Lottozero textile laboratories in Prato, the Central Museum of Textiles in Łódz (Poland), CHAT (the Centre for Heritage, Arts and Textile) in Hong Kong and the TextielMuseum in Tilburg (The Netherlands). One of the main goal of TCN is to build a curatorial network to open a new chapter in curatorship of textile culture from trans-cultural and cross disciplinary angles, through idea exchange.

With this kind of initiative, both 'public' and 'private' institutions and cultural spaces can overcome boundaries, both geographical and institutional, forging a new way of collaboration to become more inclusive, sustainable, efficient, and at the same time, dynamic and powerful.

# ONLINE EXHIBITION: IG DIGITAL FORMAT

	CONTENT	PICTURE	TEXT
<b>POST 1</b>	INSTITUTIONS' LOGO + ABOUT HOST INSTITUTION	N° 1 PHOTO (institutions' logo / gif) + 2 PHOTOS of the HOST INSTITUTION	SHORT DESCRIPTION of the HOST INSTITUTION  (max 2.200 characters)
<b>POST 2</b>	ABOUT PHYSICAL EXHIBITION by the host institution	N° 3 PHOTOS of the PHYSICAL EXHIBITION	SHORT DESCRIPTION of the PHYSICAL EXHIBITION THEME  (max 2.200 characters)
<b>POST 3</b>	ABOUT ONLINE EXHIBITION	N° 3 PHOTOS of the ARTWORKS selected by the institutions	ARTWORKS' DESCRIPTIONS + CAPTIONS  (75 words for each + captions)

# POST 1

**step 1 / CONTENT:** INSTITUTIONS' LOGO + HOST INSTITUTION INFO

**step 2 / PICTURES :** 1 PHOTO / GIF of INSTITUTIONS' LOGO + 2 PHOTOS HOST INSTITUTION



slide 1



slide 2



slide 3

**step 3 / TEXT :** SHORT DESCRIPTION OF THE HOST INSTITUTION

It's time to launch the first joint initiative by the Textile Culture Net, an international network of four textile institutions: @mill6chat in Hong Kong, @centralnemuzeumwlokiennictwa in Poland, @lottozero in Italy and @TextielMuseum in the Netherlands.

Our intent is to spread textile culture on an international level, by a series of online exhibitions that take place on our social media. Born from a long-distance exchange between us, these IG shared projects open up a dialogue based on the theme of an exhibition currently on in one of the four institutions, to which the others respond with artworks from their collections or their creative network.

Our journey starts today from @lottozero, where is shown until January 31st an exhibition dedicated to About A Worker, a French duo which combines design and social research. Based in the historical textile district of Prato in Italy, @lottozero is a center for textile design, art and culture, with a textile laboratory and a Kunsthalle/exhibition space, where are shown the results of artists' and designers' research and experimentation with textile materials.

#TextileCultureNet #TextileArt #TextileDesign #OnlineExhibition #TextileLove #TextileOnline  
#lottozero #MILL6CHAT #cmwl #textilemuseum

# POST 2

## step 1 / CONTENT: PHYSICAL EXHIBITION

## step 2 / PICTURES : 3 PHOTOS of PHYSICAL EXHIBITION by the host institution



slide 1



slide 2



slide 3

## step 3 / TEXT : SHORT DESCRIPTION OF THE PHYSICAL EXHIBITION

Currently on view in the Lottozero Kunsthalle, "About ABOUT A WORKER" it's a solo exhibition focused on the design research and social approach of the homonymous French duo, founded by Kim Hou and Paul Boulenger in 2017. About A Worker is a movement giving textile workers the chance and the ability to become designers. Through an introduction to the creative process and design methods, workers are trained to design expressive clothing inspired by their vision of the industry and personal stories, using design as a universal language. The brand exposes the unheard stories of the fashion world, while promoting responsible production of local laboratories and factories.

About A Workers's creations question and connect workers, designers, consumers in order to transform their context inclusively.

In collaboration with Pecci Centre for Contemporary Art on the occasion of Kim Hou's residency at Lottozero, the exhibition is the chance to retrace About A Worker's four previous collections, in which workwear becomes a field of experimentation and creativity for meaningful fashion design. Starting from this, the TCN online exhibition curated by Lottozero and featured in the next post, collects the different perspectives of the other institutions of the network on the theme of work and workers' condition, through fashion and textile design experiences.

Credits

Photo 1-3: About ABOUT A WORKER, exhibition view, Lottozero, Prato. Courtesy About A Worker. Photos by Rachele Salvioli

#aboutaworker #worker #uniform #creativeprocess #fashionindustry #design #socialinclusion #lottozero



# POST 3

**step 1 / CONTENT:** ONLINE EXHIBITION

**step 2 / PICTURES :** 3 PHOTOS of ARTWORKS selected by the institutions



slide 1



slide 2



slide 3

**step 3 / TEXT :** SHORT DESCRIPTION OF THE ARTWORKS

Photo 1. Tools, 1994, Jorge Baldessari (1953-2010), mixed media, cotton, steel, collection TextielMuseum. Photo: Josefina Eikenaar. Selected by TextielMuseum in Tilburg, The Netherlands @textielmuseum

The poem "Tools" is embroidered in black letters on a white canvas. The idea of the artist Jorge Baldessari was to make this canvas rotate slowly. This by setting two silver-colored embroidery machines (Pfaff) in motion with a foot pedal. The monotony of work – so the idea – is depicted by the monotonous hum and the steady rotation of the piece of cloth. The text of Jorge Baldessari's poem is inspired by the poems of his Argentinian countryman, the writer/poet Jorge Luis Borges.

Photo 2. Advertising scarf, with the inscription: Pierwsza na wiecie prz dzalnia pneumatyczna (The world's first pneumatic spinning mill), about 1975, Łód , Poland. Selected by Central Museum of Textiles in Łód , Poland @centralnemuzeumwlokiennictwa

Objects from the CMWŁ collection show a specific approach to the issues of a fashion accessory as an advertising medium. On the one hand, they fulfil aesthetic, functional and advertising functions, on the other they are an interesting example of contradictions in the economy of Polish People's Republic (1952-1989) with no competition in the market. [...]

**Full text at @Lottozero/textilelaboratories**

# ONLINE EXHIBITION / TIPS

<b>TIPS</b>	<b>GENERAL TIPS FOR ONLINE EXHIBITION</b>
<b>GRAPHICS</b>	CREATION OF A COMMON VISUAL GRAPHIC for the INSTITUTIONS' NETWORK / COLLABORATION / PROJECT CREATION OF COMMON HASHTAGS about the network /collaboration / project
<b>TIME LINE</b>	1) NETWORK LAUCH: consists in a PREVIEW-POST ABOUT THE NEW NETWORK / COLLABORATION + SHORT DESCRIPTION OF EACH INSTITUTIONS  2) ONLINE EXHIBITION POSTS: each INSTITUTION PUBLISHES on its account SIMULTANEOUSLY (as it was a real opening)
<b>EXTRA</b>	ADDITIONAL POST: each INSTITUTION OF THE NETWORK can create an ADDITIONAL POST (to be published only on its IG channel), which works as an ARTWORK'S INSIGHT

# ONLINE TEXTILE ART EXHIBITIONS BEYOND DISTANCE

continue on our official IG accounts



CHECK OUT MORE INFO HERE:

[@centralnemuzeumwlokiennictwa](#)

[@mill6chat](#)

[@Lottozero/textile laboratories](#)

[@TextielMuseum | TextielLab](#)