

**'Meaning Making' at PUMA HQ – June 2012.
Nick Gant and Tanya Dean.**

This exhibition of 'meaningful materials' and products was curated by Nick Gant and Tanya Dean and used as a methodology for data gathering, drawing evaluative feedback from design professionals from global sportswear and apparel manufacturers and design industry consultants and researchers. Contributors were asked to rate the materials and products on display according to three criteria - meaning, value and applicability (to the contributors industry and/or discipline). The exhibition was accompanied by a lecture, which contextualized the research and formed part of the Sustainable Design Collective Series, hosted by Jonathan Chapman.

The objects on display included new hybrid materials, reconstituted waste developed by Gant and Dean as well as designers, crafts people and chemists. The work aims to gain insights into the capacity for materials to promote more sustainable consumer behaviors and directly promote ethical and sustainable products through material language. This continues Gant and Dean's long-standing exploration of 'material meanings', which have been applied within industrial contexts since 1998. The material approaches were presented for evaluation and data received will be applied to further research developments and published in a subsequent journal paper in 2013 and further industrial workshops. The exhibition and lecture was recorded and will be used as an education tool and disseminated and presented at all its design studios internationally.

Exhibition of 'meaningful materials and products'



Nick presenting the research:



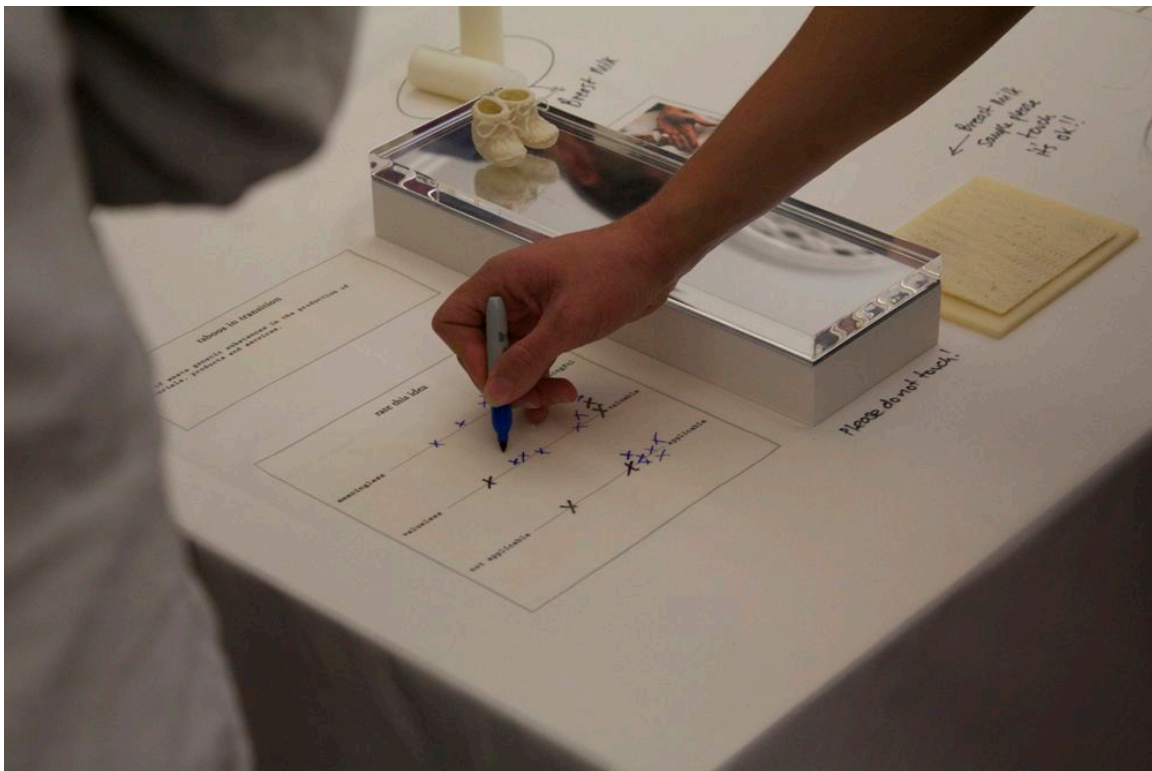
Industry professionals engaging with the exhibition:



Industry professionals engaging with the exhibition:



Data gathering from industrial participants:



The event at PUMA HQ:

