



FAT

Designer: Susanna Haretschauer, Photos: Florian Voggenreiter

Fashion & Technology
A Bachelor's and Master's degree
in contemporary fashion design
at the University of Art and Design Linz



Fashion & Technology is a Bachelor's and Master's program for forward-thinking fashion design at the University for Art and Design Linz. F&T blends the interfaces of the digital and the analogue while intertwining traditional and emerging technologies.

The program is aimed at designers who want to explore a sustainable, diverse and inclusive future of fashion.

Instead of looking at fashion as a disposable product, F&T researches alternative approaches like the developing of novel materials, creating sustainable design- and manufacturing strategies or exploring of new presentation formats.

The program's cooperation partners including Lenzing AG, Textile Center Haslach and Ars Electronica make a variety of technologies available to our students:

Students develop new bio-materials or e-textiles, use additive manufacturing or robotics and combine them with traditional crafts for example weaving, knitting or draping.

International experts give talks and workshops in design, styling, photography, material innovation, fashion studies, digital technologies, PR and presentation strategies.

CHEMICAL AESTHETICS

by Sophia Höretzeder

"No painter, not even the sun, is able to produce the same thing twice. I call the creative power of these pictures, the 'formative tendency of substances'." (Friedlieb Runge, 1855). CHEMICAL AESTHETICS utilizes the dynamics of self-organizing materials.

Duration of study:

Bachelor's program: 7 semesters (210 ECTS)

Master's program: 4 semesters (120 ECTS)

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