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Workshop

Fashion and Gaming Cultures

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Contribution:

Mutual Knowledge Creation between Fashion and Character Design

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Background:

Our journal article on hybridizing design practices between fashion and game design suggested potential for improving academic education in fashion design in the context of its digitalization (Tepe & Koohnavard, 2022). Additionally, the research data of the article - based on conducted interviews with industry experts - revealed the potential of interdisciplinary setups in which digital-native practitioners and haptic practice-based ones could engage in artistic co-creation to eliminate biases and to inform hybrid design practices.

Motivation:

The workshop served as an opportunity to critically reflect with academics associated with digital game studies and character design on the gathered data around reducing knowledge- and skill-based barriers for mutual knowledge creation. The discussion intended to set the foundation for collaborations to further investigate the potentials and challenges of hybrid design practices between fashion and digital game design/character design.

Discussion:

The discussion that revolved around the presented data led to defining key points that need further research. Doing so could contribute to bringing both disciplines closer together. These key points were 'accessibility of tools and knowledge,' 'shifting material ontologies,' 'modes of tangibility,' and 'computer-human interaction and agency.' Reflecting on the defined key points, the workshop participants of both disciplines expressed interest in engaging in collaborative research activities to advance this research trajectory.



Tepe, J., Koohnavard, S. (2022). Fashion and game design as hybrid practices: approaches in education to creating fashion-related experiences in digital worlds. *International Journal of Fashion Design, Technology and Education*. 15(3). 1-9.
<https://doi.org/10.1080/17543266.2022.2103591>