

TransitionLab

„Connect. Interact. Improve“

**Interview with Marco Schmitt,
Project Lead, TransitionLab**

**Chair of Sociology of Technology
and Organization (STO),
RWTH Aachen, University**



What is the TransitionLab?

„The TransitionLab is the Social science research on the societal transition to a bio-based economy. Within the innovation space BIOTEXFUTURE there is a clear focus on technical textile innovations.“

„But new technologies always have a direct impact on our everyday life as citizens or end-consumers. Therefore, we conduct an interdisciplinary research addressing social science aspects in the framework of BIOTEXFUTURE.“

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BIOTEXFUTURE at
Munich Fabric Start:

KEYHOUSE / Hall 7,
Stand K 14 (H7 K14)

Who is organizing the TransitionLab?

„The TransitionLab research is led by the Chair of Sociology of Technology and Organization (STO), of RWTH Aachen University in cooperation with the University of Potsdam, the LMU in Munich, the University of Bayreuth and the Friedrich-Alexander-Universität Erlangen-Nürnberg as well as adidas as our industry partner.“

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A few words to social science: What do you do?

„Scientificly we intend to take a holistic view and bridge the gap between scientific research and practical implementation of results.

Having this in mind, we are happy to be able to take part at the Munich Fabric Start to be able to gather direct feedback from the textile industry and the various textile experts.“

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How do you implement your research?

„We investigate the societal effects of technical innovations from very different perspectives.

As STO we rather focus on direct communication with citizens especially in the city of Aachen, where we are based.

The other TransitionLab partner cover adjacent topics, like end-consumer marketing, online-communication, the internal communication channels within the innovation space of BIOTEXFUTURE, or patent research for new bio-based materials and many more aspects.“

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Munich Fabric Start :

What are the TransitionLab's plans for the trade fair?

„Presenting for the first time the TransitionLab at a trade fair, we intent to transform our BIOTEXFUTURE booth into a social-science „LivingLab“.

We invite the visitors to discuss the future of the textile sector and to participate in our research activities as citizen-scientists.

They are the real experts and have all specific perception of the textile sector from various angels like design, material, business, or sustainably and cover very different positions.“

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**Trade show visitors as
Citizen Scientists´ -
What are your final objectives?**

*„With the expertise of the trade fair visitors and our social science knowledge to implement surveys, we are able to develop **scenarios of the future of the textile sector** to be published next year.*

In a nutshell: At the next Munich Fabric Start everyone can take part in shaping the future of the textile sector!

We are looking forward to talking to you!“

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Curious? – Don't miss.....

**TransitionLab on Stage:
„Connect. Interact. Improve“**

TransitionLab on Stage:

“Connect. Interact. Improve”

Wednesday, 4 September 2024

16.00 h – 17.00 h

Key House – Hall 7



TREND LECTURES, Keyhouse, Hall 7

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