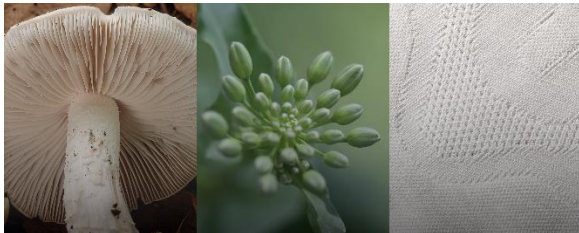




BIOTEXFUTURE: The future of the textile value chain

Public exhibition at Nuremberg's German Museum of the future



We are very excited to inform all of you that our public exhibition “**BIOTEXFUTURE: The future of textile value chain**” was a pure success! There, textile innovation met sustainability. We had all our 19 technical projects on display with their tangible counterparts and research highlights. In the period between 7th August and 14th September, public from all backgrounds and age-groups used their summertime to visit our space from all over Germany and around. Over 12,600 visitors came to the museum during this time to board themselves on the topics from the future.

Press conference and Opening ceremony

6th August was a great day full of curious participants from journalism, politics and public, because it hosted a press conference in the forenoon as well as an opening ceremony in the evening. Our exhibition attracted the attention of well-known press media personnel, independent journalists,

both in person and online, for press release content. Some of press releases are included below. Feel free to read and listen to the highlights:

- [BR24 Radio report](#)
- [Interview in Sonntagsblatt](#)
- [Article in Donaukurier](#)
- [Featured in Bioökonomie.de](#)
- [Press release on museum's website](#)

In the evening, there was a warm & welcoming opening event organized by the museum with more than 55 participants. People from different backgrounds, like local airport and harbor professionals, local politicians, and many more graced the ceremony with their presence. With speeches from Marion Grether (Director of Nuremberg's Museum of the Future), Dr. Christine Anstätt (Project Manager BIOTEXFUTURE, adidas AG), Nicole Espey (Project Manager BIOTEXFUTURE, RWTH Aachen University) and Dagny Müller (Curator, Nuremberg's Museum of the Future), the opening ceremony was quite engaging with attendees visiting the exhibition afterwards, and networking with one other. The beautiful evening ended with meaningful discussions and accompanying delicious meals and drinks!

Impact created by our exhibition space

The visitors stepped into the textile world of tomorrow and discovered how bio-based, circular, and natural materials are reshaping and weaving our future! Our projects cover the entire textile value chain from novel feedstocks and processes, to finishes, dyes, and even “closing the loop” solutions. The exhibition content was divided into 5 islands:



1. Intro Island
2. Cell-based Bio-fabrications Island
3. Natural Raw Materials Island
4. Circular Material streams Island
5. Circular Products Island



Curated by WINT Design Lab from Berlin and powered by BIOTEXFUTURE's diverse projects with their physical outcomes, this exhibition was a must-see for anyone passionate about design, materials, sustainability, and innovation. The following impressions of the exhibition will give you a sneak peek to how it looked like.

Proving our motto "Create the Change"

The transition from conventional fossil-based feedstocks and processes to bio-based and sustainable alternatives is not easy. This big step also needs onboarding the consumers with the needed knowledge and initiating an overall change in the mindset. This exhibition simply showcased the great collaboration between research and industry, and textile scientists' amazing innovative work. Getting the public involved in the topic and making them aware of the current situation of textile industry through this exhibition made it all work and shine! The exhibition was accepted by the museum curators, designers, public as well as journalists with full appreciation and praise, and that's how it concluded.