

# Dare to Share and Wear!

2022 | VIENNA DESIGN WEEK

**AWARDED THE MEHRWERT SOCIAL DESIGN PRIZE**

A MOBILE CLOTHES SWAP INSTALLATION IN VIENNA'S FAST FASHION

ELDORADO

**VORTRAG UND PRÄSENTATION VON ALEXANDRA FRUHSTORFER**

LINK: <https://www.alexandrafruhstorfer.com/work/dare-to-share-and-wear/>



Bicycle Trailer, Wardrobe, Flag

in collaboration with

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Partners and Advisors

CARLA Wien

As part of the Vienna Design Week 2022 the OMG! - Old Moving Garments vehicle invited visitors to a public clothing exchange at several spots along Mariahilferstraße. Interested people were welcomed to bring five discarded pieces of clothing.

Around the pop up workshop area passerby were able to learn techniques how to remove pilling, stitch open seams or mend holes in their favourite pieces of clothing.

Besides the opportunity to swap, care and repair the mobile intervention offered space for informal exchange: Why do we need what we buy? And how do the pieces we wear interconnect with our environments? And how the hell can we revolutionise the fashion system?

While digging through potential treasures, ideas for a more appreciative approach to fashion could be shared and found.

