



**responsive clothing:
technology, culture, body and identity**

<http://risome.soc.surrey.ac.uk>

project research

- : fashion**

- : clothing cultures, identity and embodiment**

- : virtual reality technologies**

- : body and subjectivity**

- : mobile technologies**

- : social aspects of 'use', relations of trust, risk and privacy**

futures embedded in the present

- : our environments are already responsive**
 - : everyday objects carried on the body**
 - : credit cards, pdas, passports, cellphones**
 - : learning everyday potentials of responsive fashion and clothing from how our technologies are embedded now**
 - : projects on mobile technologies**

research projects in the uk

- : use of personal communications**
 - : social groups (young people, women, mobile professionals)**
 - : social contexts (homes, schools, airports, malls and high streets, train stations, trains)**
- : circulation of mobile information**
 - : ownership, control, data-gathering**

ethnographic methods

- : 85% of uk population has mobile**
 - : united states 50%, canada 40%**
 - : 'environment' rather than 'use'**

- : ethnography – 'deep hanging out'**
 - : talk/ interviewing – living in 'lifeworld'**
 - : objects**
 - : environmental maps and spaces**
 - : meanings, values, norms, behaviours**

- : across environments while mobile**

mobiles and identity

- : individual and interactional**
 - : symbolic and communicative**

- : group**
 - : family/kin, community, social role, social identity**
 - : social networks and social roles**

- : organisational/institutional**
 - : public space, information infrastructures**

individual and interactional

- : devices as symbolic of identity

- : "To me, that's what different about fashion. People dressing themselves then dressing their phones. I don't do that..."

- : covers, ringtones, logos

- : comparison of address book entries

- : symbolic of peer network in- and out-groups

- : comparison of network packages and phone brands

individual and interactional

- : mobile numbers as individual**
 - : no landlines – primary communicative connection**
- : communicative functions maintain identity within social networks**
- : responsive clothing:**
 - : probably display symbolic identity**
 - : 'data images' – what kinds of information, to whom, in what contexts?**

group – private family spaces

- : means of negotiating child independence
- : women and the 'parallel shift'
 - : 'always-on' connectivity – domestic and emotional labour
- : gift economies
 - : shared - household mobile
 - : gifted – extended family
 - : 'handed-down'
 - : (individual ownership)

group – family in private space

- : will different family members have different capacities in their wearable clothing? eg. children, adults**
- : we will no longer share, swap clothing? – intimacy – will responsive clothing individualise us?**
- : who will have primary responsibility for the care and maintenance of responsive clothing?**

organisational – public space

- : variety of spaces and contexts – mobility and movement – different norms of behaviour**
- : negotiation of interaction in public spaces – disruption of behavioural norms and values**
- : public spaces having varying degrees of ‘publicness’ that change over time**
 - : quiet zones in train carriages, bans in shops and cinemas**

organisational – public space

- : **who gets to say what responds, and what is responded to, in public spaces**
- : **diversity in societies**
- : **minority report**
 - : **location-based services**

institutional

- : information infrastructures**
- : mobile data generated automatically**
- : mobile numbers not personal information**
 - : can be bought and sold**
- : mobile data traffic stored**
 - : government requests for 7 years**
- : government bodies can demand access**

institutional

- : who owns and controls the information generated by the workings of our responsive wearables?**
- : if our responsive clothing becomes attached to our identities, will identity theft be as easy as stealing a jacket?**

challenges for responsive wearables

- : who will smart homes be designed for? how will these architectures manage competing demands from different family members?**
- : how will meaning be made from body signals – how can human meaning be programmed?**
- : who will own and control the extent and degree of responsiveness to environments (and vice-versa)?**
- : cyclical nature of fashion and technologies - continuity and sustainability**