



JUNKCHAIN CO

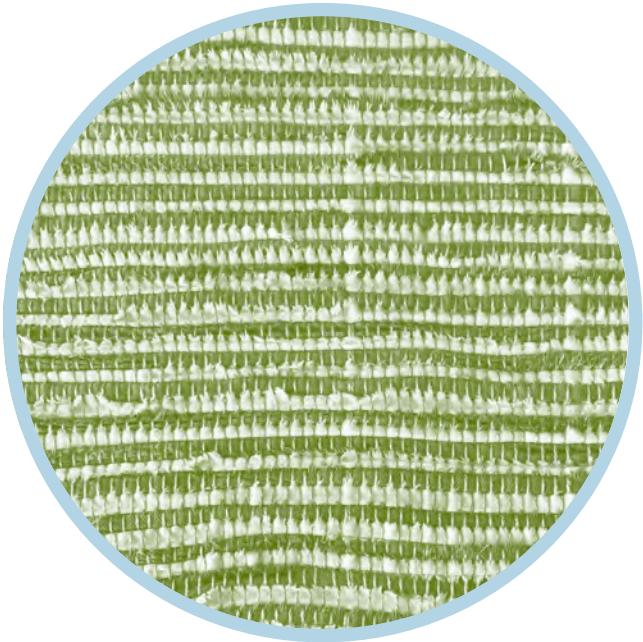
BFA Final Presentation

Bella Moises

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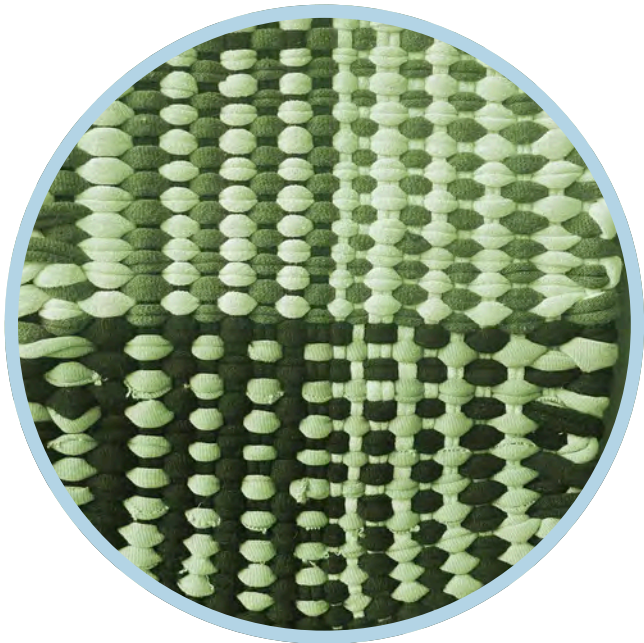
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Research

Facts

During this year, I have decided to expand on my small business Junkchain Co. With the business I sell sustainable textiles with the goal of producing zero waste.

Ever since high school, I have enjoyed going thrifting. Originally I would shop to find one of a kind clothing items that I knew no one else at school would have. Once, I started to understand the sustainability involved with thrifting it drew in my attention even more.

I wanted to learn more about the clothing industry and why it pollutes the environment so intensely. Through research, application and final designs, I have explored what the textile industry is all about and how I can positively impact the industry through the use of second hand materials.



RESEARCH

Consumer Culture

The internet has made shopping a form of cheap endlessly available **entertainment**.

Reasons why we buy:

- Bored of closet
- Need specific item for an occasion
- Trends
- Clothing doesn't fit
- Impress others
- For the thrill

Impulse buying:

the purchasing of goods without planning to do so in advance, as a result of a sudden whim.

50% off, today only :)

100 people are looking at this right now!!!

Only 10 left!

RESEARCH

What Happens?

Our consumer society has hoards of unused clothing and fabric in their homes. Once a person is bored of their wardrobe, it ends up being donated. While most people think their clothing donations end up in someone else's home, many times they end up in landfills.



RESEARCH

Donation Waste

Donations are shipped to third world countries to provide a “good cause”. By the time the clothing bails reach their destination, more than half of the items are unwearable. This waste ends up polluting streets, homes, and waterways.



RESEARCH

Donation Waste

In poorer communities such as in Bulgaria and Romania, the clothing rummage gets used as fuel in homes during cold winters. The burned clothing, which contains plastic, causes air pollution resulting in an increase of respiratory problems in residents of these neighborhoods.



RESEARCH

Go Thrift!

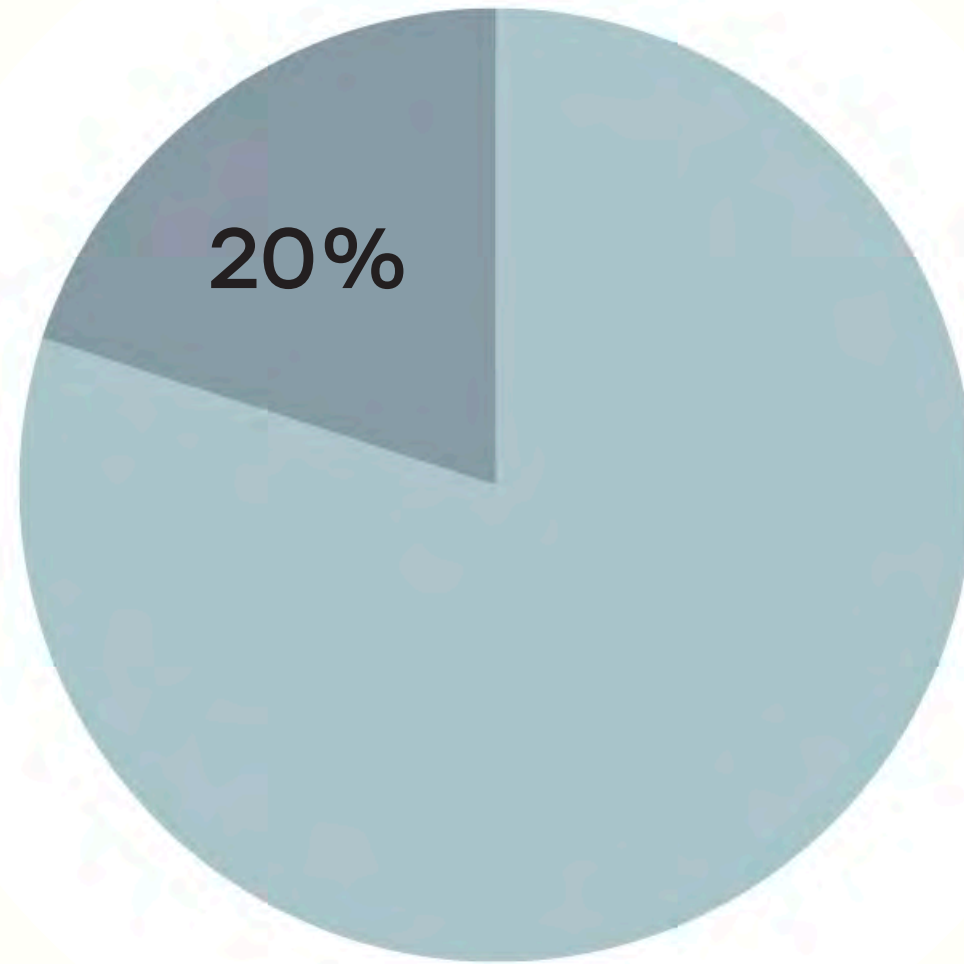
One way to help combat the problem is to

THRIFT

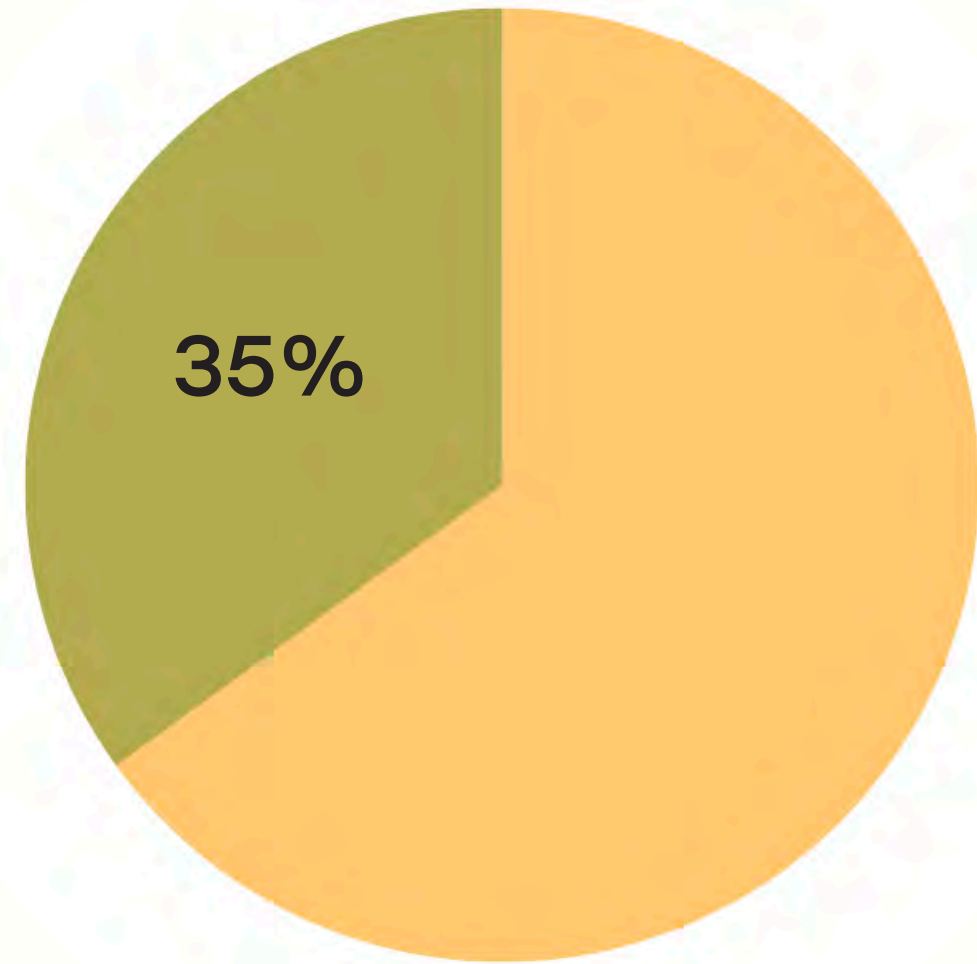
This \$28 billion industry has been impacting our society for hundreds of years. It has received praise and criticism but people keep coming back to this shopping habit for a reason.

RESEARCH

Go Thrift!



80% of people have bought or worn secondhand clothing



65% of people have shopped at a thrift store

THESIS STATEMENT

Post-consumer societal habits produce waste that isn't environmentally sustainable; by sourcing secondhand items and creating a new purpose for textiles it extends their lifespan and brings awareness to the neglected issue.

TEXTILE EXPLORATION

Background

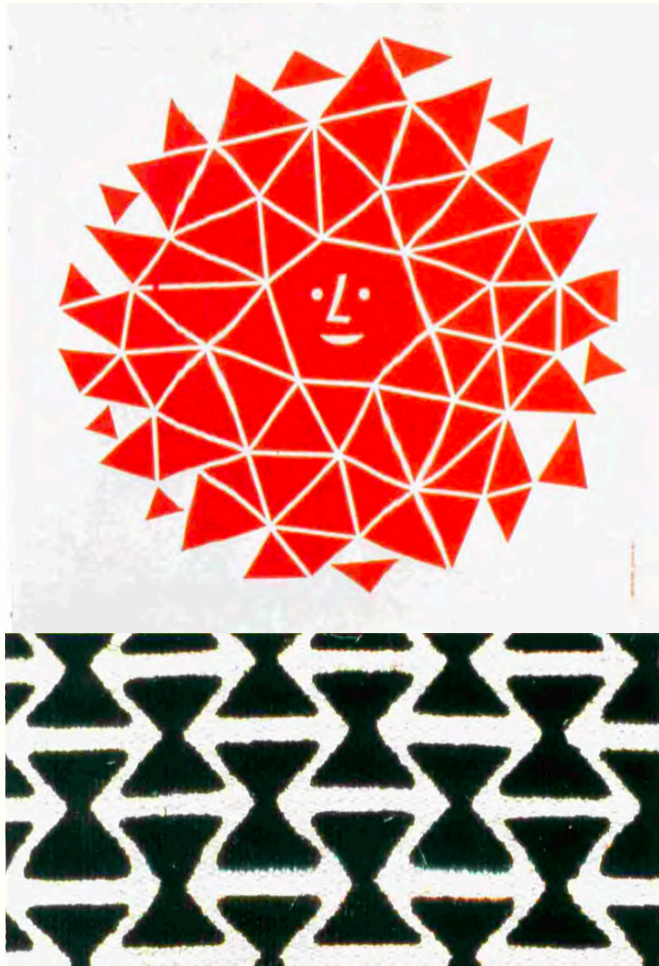
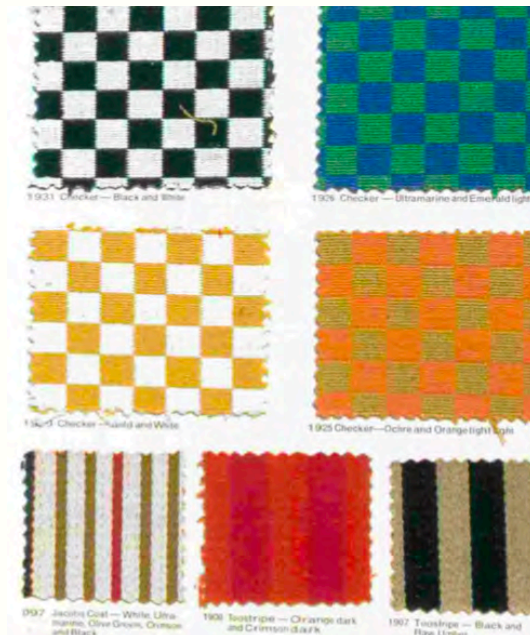
I have always been interested in fiber and textile arts. Starting first with crochet, I created junk food pillows and key chains, which is where the name Junkchain Co comes from. Along the way I explored shibori dying and other fiber techniques. Then I got into using the lap loom for small textiles. This year, my goal was to learn how to use a floor loom and begin to identify my style of textile art. With sustainability in mind, all of my textiles are created using recycled yarn and fabric. It was all a huge learning experience with lots of experimentation and exploration.



TEXTILE EXPLORATION

Inspiration

Born in Italy in 1907, Alexander Girard was an architect and textile designer. After studying at the Royal British Architecture School he moved to America. In 1937, he met Charles and Ray Eames in Detroit and went on to be a designer for Herman Miller. He was most well known for his interior/fabric design for Braniff airlines. Later in Girard's life he move to Mexico to create over 100,000 pieces about folk art.



TEXTILE EXPLORATION

Floor Pouf



Indigo Dying
I dyed half the bedsheets with indigo dye before ripping them into half inch strips. The other sheets remained white.



Warp Threads
Using a warping board, this step ensures that the warp threads are measured to the proper length and are in order.



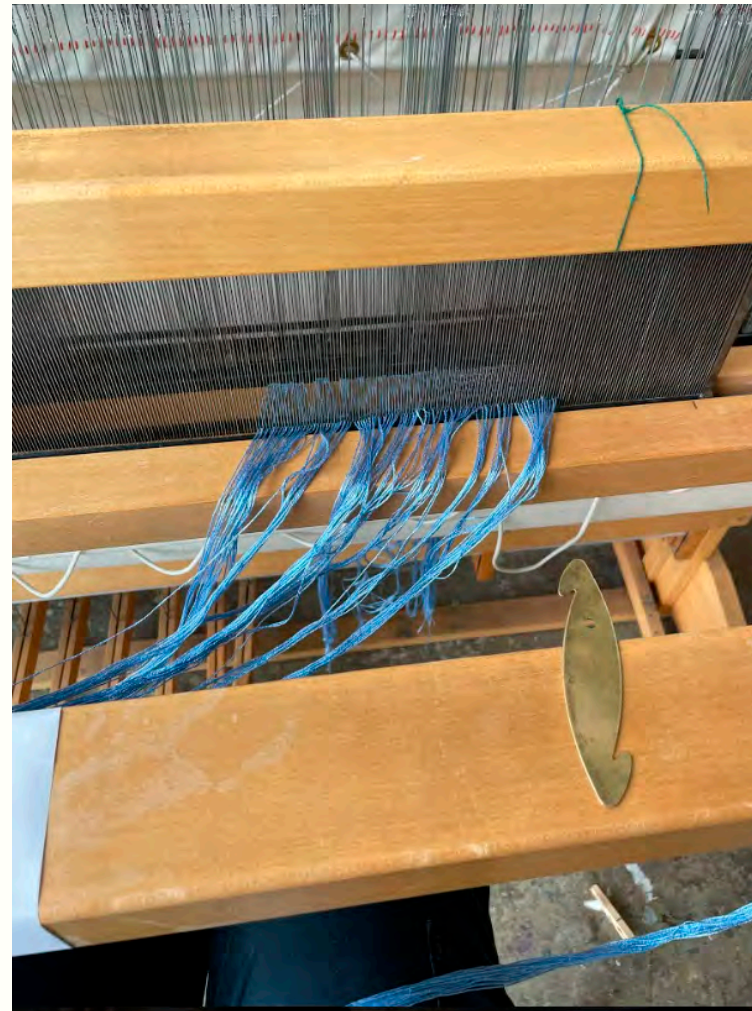
TEXTILE EXPLORATION

Floor Pouf



Setting up the Loom

Each warp thread needs to be sorted into the loom through the reed and heddles. Then I tied the loose ends to the front and back beam which keeps the tension.



Weaving

By pressing the treadles each one opens up a shaft where I can weave the weft through. It is important to keep the ends loose so there is no draw in.

TEXTILE EXPLORATION

Floor Pouf

After 2 months of hard work I am very happy with the finished result. This was a huge learning process where all the steps involved I had not done before. Next time, I will be more prepared to use the loom and complete the process in a more efficient way.



TEXTILE EXPLORATION

Weavings



TEXTILE EXPLORATION

Weavings



TEXTILE EXPLORATION

Weavings



THE SALE

About / Goals

Every year I participate in a holiday sale with my small business Junkchain Co where I sell fiber and textile goods. For the sale this year I sold pillow cases made from fabric swatches.

This sale was a test to my thesis to see if people were truly interested in my project and sale. It turned out to be a huge success!



Freshman



Junior

THE SALE

Pillows

The pillows I created are made from fabric swatches. The idea is that when a customer buys a pillow cover, they will go home and look through their old clothing and bedding. Then they would fill the pillow cover with that fabric. Instead of the fabric being donated to the landfill, it's a way to keep waste at home but to use it in a purposeful way. As well, many people hold sentimental value to clothing and this provides a way to keep it without cluttering closet shelves.

Interior Textile Waste

The fabric swatches are used for material selection in the Interior Design industry. Many times a project is done the swatches get thrown away. They are too small to manufacture into a new products for most commercial companies.



THE SALE

Graphics

Clothing Waste Myth vs. Fact



Myth: Donated clothing always gets secondhand wear

Fact: While some clothing retires into a new home, over half of it ends up in landfills in our country and internationally.

Myth: The clothing sent to international countries gets sold for reuse

Fact: While some clothing gets resold, many times the products come in badly damaged resulting in large quantities of it becoming trash that pollutes waterways, streets and is sometimes burned for heat in homes.





Myth: All clothing is recyclable

Fact: 100% Cotton, Linen and Wool are recyclable but many clothing items are a polyester blend. Polyester is made of crude oil and is non-recyclable.

10 Ways to Reduce Textile/Clothing Waste at Home



Buy clothes only when necessary, such as for a special occasion or if clothing is worn beyond repair



Repair small holes or missing buttons in perfectly wearable clothing



Tailor or alter clothing that is ill fitting but still loveable



Shop secondhand from thrift and vintage stores, or even online through sites like ThredUp and Depop



Participate in clothing swaps or sell your own clothing



Turn your old towels into rags



Donate bedsheets, blankets, towels and rags to pet shelters



Fill pillows and other soft goods with your own old clothing and fabric vs using a pillow insert



Overdye clothing that is stained with synthetic or preferably natural dye



Don't buy fast fashion. The cheap clothing doesn't last long and it is better to spend more money for a longer lasting piece of clothing.

THE SALE

Graphics



JUNKCHAIN CO.

My Project

Every year people donate millions of clothes. The unwanted clothing floods thrift stores. Many times if not sold it ends up in landfills in our country and others. The mass production in the fashion and fabric industries are highly pollutive causing many environmental problems.

Junkchain Co focuses on redirecting clothing waste into functional products. My BFA is about bringing awareness to the waste and pollution in the textile industry.



How to fill your pillow

- 1) Collect clothing, bedsheets, towels, rags, and other fabric goods from around your home
- 2) Fill the pillow with these fabric items. If needed, cut up the fabric into smaller pieces and use a chopstick to help.
- 3) Tie the seam closed



Each pillow is made up of fabric swatches, often needed for interior design. Regularly, the swatches get thrown away after being used.

About Me

I am studying to pursue a career in commercial Interior Architecture. Along the way, I have developed a passion for textile design. Through weaving, sewing and crocheting I create functional art out of textile waste. My senior project combines all of my art/design skills and social interests into one reflection of me as an artist.



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THE SALE

The Day of

- Conversation Starter
- Second glance and interest in knowing more
- Explanation led to increased interest in product
- Selling for awareness and profit
 - Best of both worlds



POP-UP STORE

The Idea

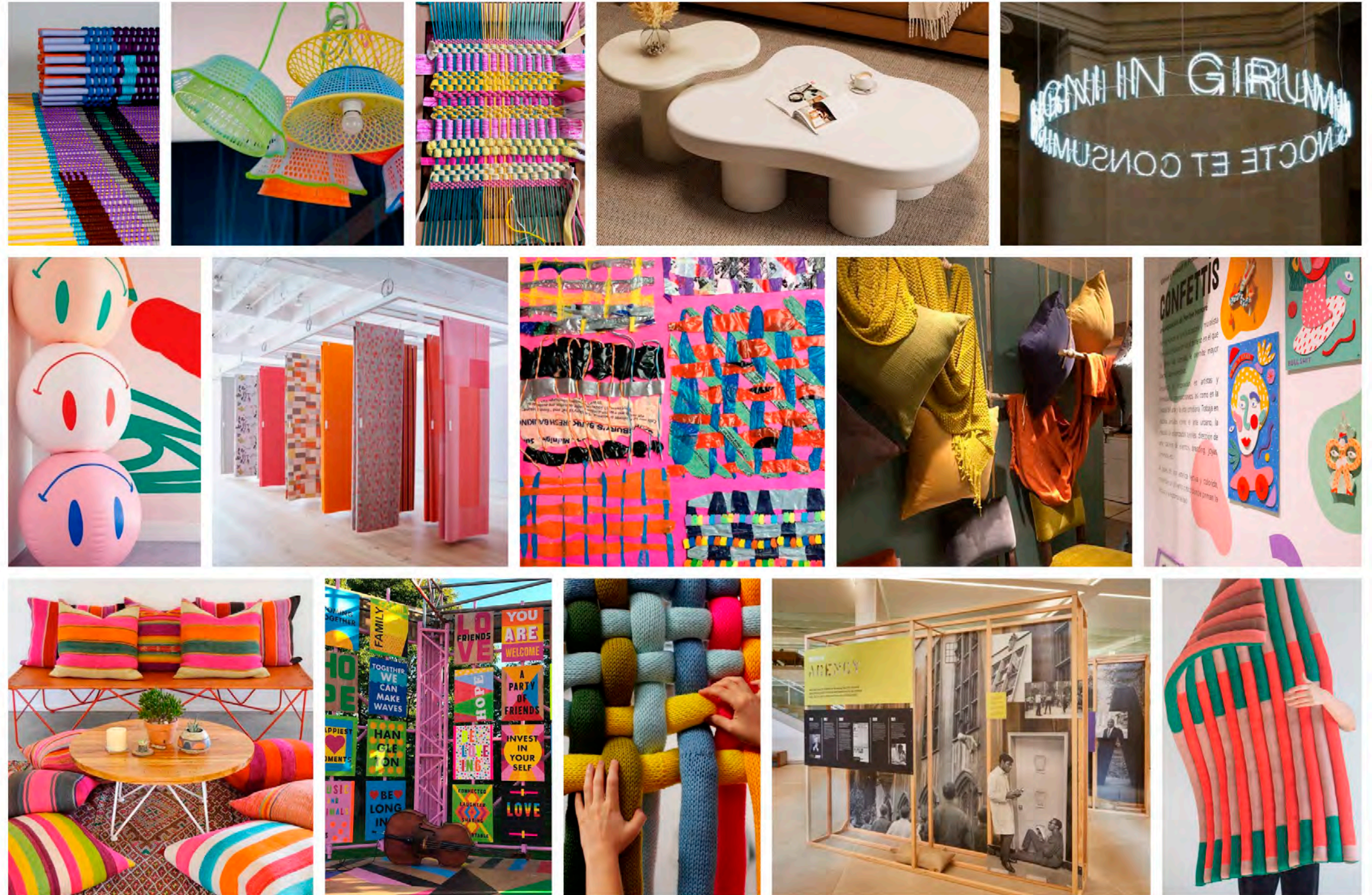
To expand more on to the interior design side of my art practice, I wanted to create a pop-up store design for Junkchain Co. It highlights the fun nature of my brand and provides an educational backdrop for the issue of waste in the textile industry. The retail experience is similar to an exhibition space where the walls are graphical and showcase the textiles.



POP-UP STORE

Design Inspiration

- Framed wood graphic / textile wall displays
- Feature pillow entrance
- Casual seating area
- Large smile globe signage
- Hanging fabric panels



POP-UP STORE

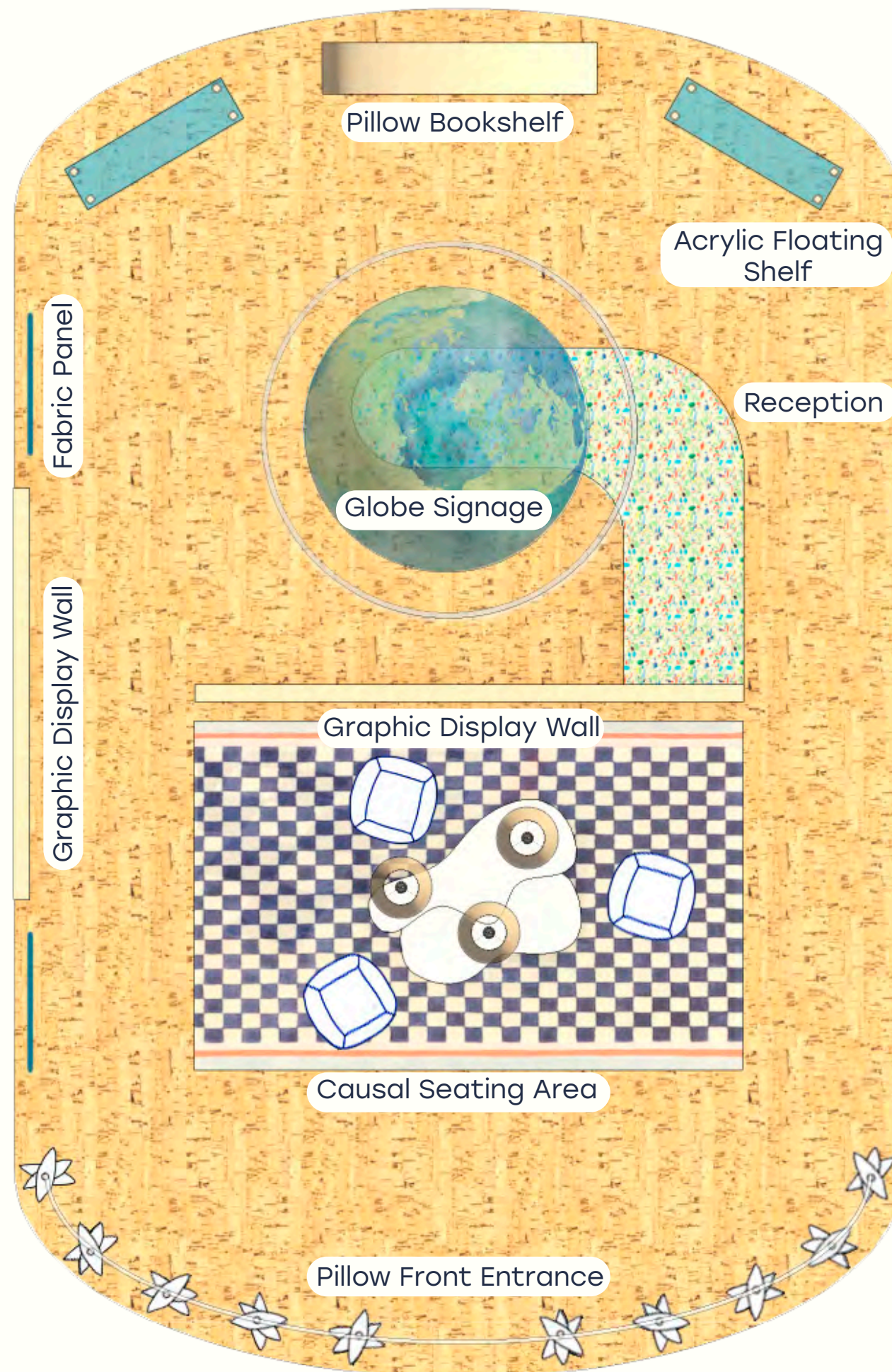
Material Palette

- Cork flooring
- Bright colors
- Rattan light fixtures
- Floor pillows and curvy table
- Checkerboard Alexander Girard inspired rug
- Terrazzo counter top with bamboo wrapped base
- Blue recycled acrylic shelving



POP-UP STORE

Floor Plan



POP-UP STORE

Front View



POP-UP STORE

Seating View



FINAL THOUGHTS

I have always wanted to have my own small business. As a kid, I constantly came up with the next big idea. Junkchain Co has really been the one idea that has stuck with me and I wanted to expand on it this year. I dream of having my own textile business one day. Throughout the whole year, I have gotten very positive feedback about my textiles which has motivated me to have this small business idea become the real deal. Continuing on, I will create more textiles and pillows with an Etsy coming very soon!

I am thankful for my experience at CIA which helped me to realize that my artistic endeavors can become my life and career. Design is vital to my everyday life whether it be with interiors, graphics, or textiles. I am very excited for my next steps in life and am grateful for all of you who have helped me along the way.



THANK YOU