

Awake before Gore

Studio Unicps did not need Al Gore to come to the conclusion that man and the environment needed to be treated with more respect. The Arnhem based designers have been leading the way in sustainability in fashion for years.



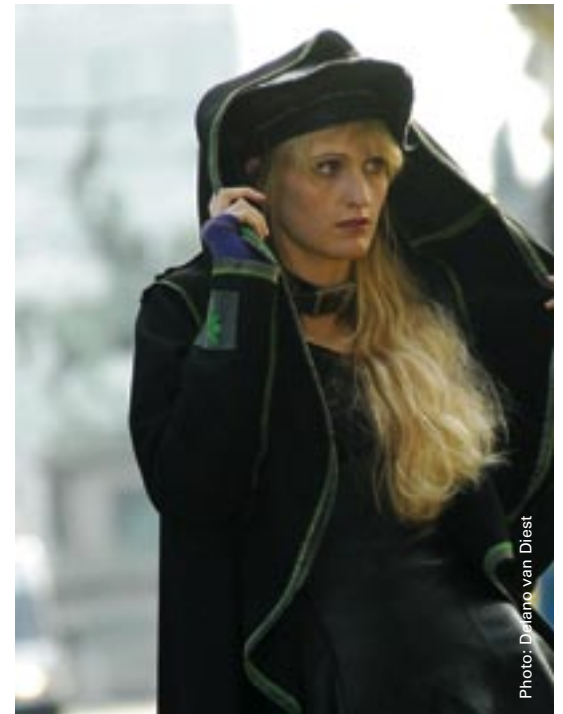
By Jolenta Weijers

For more than a decade, Unicps have been a force in fashion, both nationally and internationally. Pim Kramer and Jaq Volckmann together are Studio Unicps. Their home base is in the centre of fashion city Arnhem. The duo designs signature 'one of a kind pieces' as well as commercial retail collections.

Kramer & Volckmann have shown and presented their collections to fashionistas and to wider audiences. To them, re-use, sustainability and innovation are not separate concepts but intricately connected; they are incorporated without losing sight of uniqueness, recognizability and a contemporary vision on designing.

Studio Unicps are aware that designers today can present their vision in their designs but know they can't escape taking sustainability and innovation into consideration in the design process. A great example of this is the fact that Studio Unicps is the first design studio in the world to create (and co-found) a commercial fashion line using fabric created from the nettle plant.

Being frequently asked to be guest speakers at congresses and symposiums, teaching courses and workshops have made Pim Kramer and Jaq Volckmann more than aware of their environment and the (fashion) world around them. To translate this vision of sustainable fashion production and exchange of expertise into the practice of creative economy, Studio Unicps are currently working on a fashion/art project which will take place in 2009. www.unicps.com ■■■



Flag-bearer for creative economy
Studio Unicps is almost literally a flag-bearer for the creative economy. Pim Kramer and Jaq Volckmann have attained fame with their special flag designs. For the last ten years, they have been showing a flag dress at all their showings, each dress a unique couture design created in collaboration with a wide range of European companies, cities and countries. Last year they designed a dress from the European flag to give the European Union a visual portrayal of the creative and innovative character of Arnhem Nijmegen Cool Region.