



## **#ART MEETS TECH PROJECT OF THE YEAR - TURNING PIXELS INTO LOOPS THROUGH THE KNITTING PROJECT**

*The Knitting Project is the first community project from OFundamentO, bringing together European artists and manufacturers, showing how beautiful technology can be. The Kickstarter campaign was just launched and intends to bring visibility to the perfect connection of a traditional industry with technology.*

PORTO, PORTUGAL

The amazing creativity and work of the women that were once members of Bauhaus were purposely ignored at the time. However, 100 years later their “machine hacking” is still greatly inspiring new artists. It was under this heritage that Lisa Lang created OFundamentO and its first project: *The Knitting Project*. This new brand is a perfect blend of textile tradition and tech innovation. “*I want to show how beautiful technology can be - and what new opportunities there are for designers, when they just cozy up with that amazing tech tools manufacturing can offer!*”, says the Founder.

### **THE ARTISTS AND THEIR INSPIRATION**

“The Knitting Project” invited two amazing artists, Anna Niestroj, a digital pattern designer based in Berlin, and Graça Paz, a painter from Porto, to develop this textile experiment with us. We are all united by the spirit of the women of Bauhaus, honoring their vanguard work in design. 100 years later, here we are again: female artists hacking the machines, bringing art and technology together and creating high-quality products proudly made in Europe.

Anna and Graça have created three exclusive patterns each, now turned into beautiful jacquard knits in the shades of neon, pastel, and B&W. You can have knitted ponchos, scarfs, cushions and throw blankets with these wonderful designs in the spirit of the Bauhaus.

Lang has always been inspired by the amazing work of the women of Bauhaus, *“For me, they were machine hackers, they understood the soul of the machines and how they worked, already 100 years ago! With this knowledge, we simply just continue the mission.”*

The opportunity of bringing on board these designers was just a perfect blend between the vision of OFundamentO and the feeling of Bauhaus being re-interpreted by these artists.

## **SUSTAINABLE, MADE IN EUROPE AND RECYCLED**

The most sustainable statement today is to use what already exists, avoiding waste and a new production cycle. This is why The Knitting Project only uses certified European yarn which is on local stock, making sure that no new shipments need to be made, and no new material produced. For us, producing locally is not only a statement for the quality of the Portuguese manufacturers, but it is a sustainable move, reducing the carbon footprint on many levels. To create these knits, we are using different yarns and mixed materials that we've found available on stock. There is cotton, wool, merino wool, viscose, polyester and polyacrylic fibre in the compositions.

## **A KICKSTARTER CAMPAIGN TO KICK-OFF THE PROJECT**

To take this project further, Lisa Lang decided to launch a KICKSTARTER CAMPAIGN. This campaign will be the first opportunity to highlight the vision of the company, building momentum around the project while offering the World the chance of having wearable art in first hand.

However, the *“Knitting Project”* is only the first of many projects that “oFundamento”, Lang’s newly created Portuguese company, will hold. *“At OFundamentO we believe in an interdisciplinary approach to solving the issues of modern manufacturing, such as stock waste, digitizing the back-end, education manufacturing workers on new technologies. We are proving that is possible to create certified and sustainable products that are also*

*beautiful and unique by joining traditional craftsmanship together with high-end technology. The “Knitting Project” is just the beginning”.*

The time is now and FNDMT is doing it. This is now your opportunity to own an epic piece of #hacking history! Go to the kickstarter campaign [here](#).

**You can find the full press kit [here](#).**

### **About OFundamentO: The New Age of Manufacturing**

OFundamentO (FNDMT) was born to build, bringing together traditional craftsmanship with high-end technology, we're creating new smart and electronic enhanced textiles for B2B customers. We're making your ideas real - made in Europe, certified, sustainable and high quality.

### **About Lisa Lang**

Lisa Lang is a European entrepreneur, technologist and international keynote speaker. She has gained recognition as one of Forbes Europe's Top 50 Women in Tech, top 100 most influential people in wearable tech worldwide, one of 25 leaders in fashion and technology worldwide, and has been listed as one of the 50 most important women for innovation & startups in the EU. Lisa Lang is a direct adviser for fashion, technology and entrepreneurship for the European Commission. Since 2019 she's the lead mentor for the new course of digital fashion at Polimoda Florence.