

Textile + Design Laboratory Case Study 4/ 2010: Andrew Dryden

Project title: Experimental work towards Master of Art and Design postgraduate degree, specializing in graphic design, 2009.

T+DL Partner: Andrew Dryden

Website: www.sensitiveboyfriend.com

Background: Andrew heard about the TDL through a scholarship offered to postgraduate students at AUT, and through fashion design students. "Basically, I'm a writer, but making money off it is hard. I thought product design, with its similar conceptual thinking, was another way I could work."

Project Background: As part of his Masters, Andrew had set up a one-off, 'pop-up' shop and performance space in a gallery. Having previously worked in advertising and product design overseas, he was looking to produce items for sale in the shop.



"Knitting in my head was like 'do they have a team of grandmas, working in shifts, up there?' Seeing that giant knitting machine showed me there were all these other things I could do. I just wanted as much stuff done as possible."

Project Methodology: “I started by trying to make this giant bowtie scarf. Fashion students were teaching me to sew it, and one suggested I try the TDL. We experimented with a giant tube, then a ribbed knit. With the no smoking gloves, we could work off a knit pattern template, and variations on standard things were probably the most successful for me.”



Learning outcomes: Whilst Andrew began the project with very limited knowledge, he enjoyed learning by experience, commenting, “The TDL empowers you. One of the great things now is I understand the process behind it.”



“It was great that the TDL could take care of the technical side of things, although some technical knowledge is needed to have an intelligent conversation about how you’re going to do something. Most of the students working with the TDL are from fashion, so they know that stuff, but the introductory courses the TDL is running now are a good idea.”

Feedback: “Research is such a solitary process. I see the TDL as the future of practical learning, by collaborating with experts.” Andrew’s collaborations took him down to the final three competing for the Venture Fund, run by AUT to encourage entrepreneurial business ventures by offering funding and support.



His idea for a gift design business is continuing to make progress, with Andrew currently prototyping a range of pillowcases through the TDL, for a US gift manufacturer. "I've realised you can make a funny conceptual piece, and you like it, but when you have to invest dollars to make it happen, it has to be quite funny, but it also has to sell. We made 40 knitted woollen condoms for winter, for the shop, using a template from a beanie. So far, only my mum has bought one!"

