

Walk Through the History of Fashion in the “Fashion Beneath the Skin” Social VR Installation by 5Dculture



In this collaborative social Virtual Reality (VR) installation, 5Dculture partners explore how museums and archives can create an interactive museum experience with 3D content of fashion collections. The social VR installation, “Fashion Beneath the Skin”, showcases the potential of reusing digitized material and 3D garments in combination with new technologies. It is an innovative approach enhancing access to collections and thus enriching individual museum experiences.

Discover the Future of Fashion at Sound & Vision

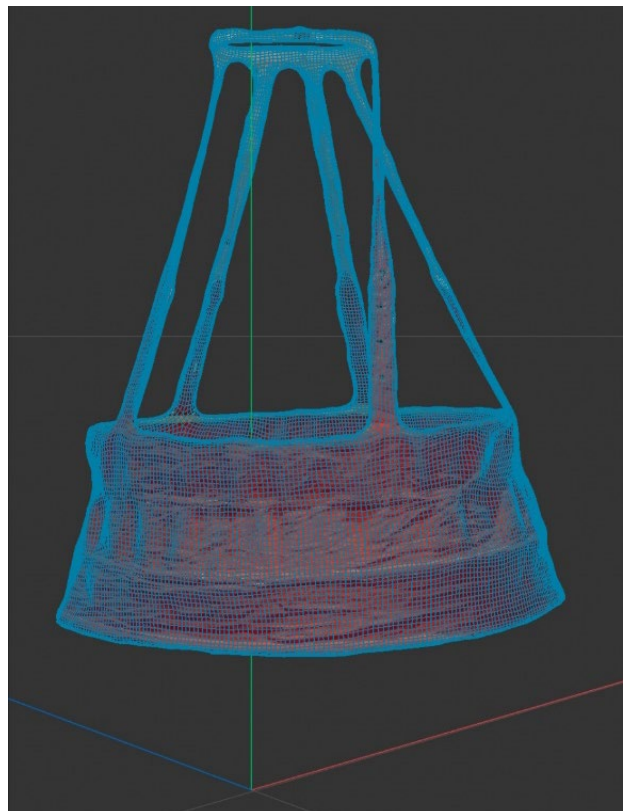
From **26-28 June 2024**, the social VR installation “Fashion Beneath the Skin”, developed by partners of 5Dculture, will be on display at the **Netherlands Institute for Sound & Vision in Hilversum, The Netherlands**. This installation immerses visitors into an innovative VR experience. Together you view a virtual exhibition with digitized versions of garments from the archives of the Centraal Museum Utrecht, Kunstmuseum Den Haag and Zaans Museum, supplemented with archive material from the Sound & Vision collection.

A highlight of this installation is its demonstration of **advanced VR technology**. Thanks to the volumetric video setup, developed by research institute Centrum Wiskunde & Informatica (CWI), **two remote visitors can simultaneously explore the virtual exhibition**. This setup uses several RGB-D cameras to create highly realistic 3D representations of participants in real-time, allowing them to view digitized garments in detail together.

Behind the Scenes: Digitisation and 3D Rendering



3D rendering of a Reformation dress from 1912 from the holdings of the Centraal Museum, Utrecht. © Centraal Museum, Utrecht.



Different stages of the digitisation and rendering process of a Crinoline (1825/1875): with and without mesh. © Centraal Museum, Utrecht.

Behind the Scenes: Getting Ready for the Enhanced Experience



The installation at Sound & Vision is currently a prototype envisioning the final product capable of showing how two visitors can experience the same VR exhibition simultaneously. In this set up the pods for the VR glasses used to visit the virtual exhibition are still located physically next to each other. But in the future, museums in different countries will be able to work together on one virtual exhibition. Visitors from different locations will be able to meet and experience the virtual exhibition together.

Marco Rendina, managing director of the European Fashion Heritage Association (EFHA), says:

“Fashion heritage holds a vital link to our cultural identity, encapsulating the stories, craftsmanship, and traditions. Digitisation and VR technology not only help us preserve precious artefacts, but also revolutionises the way we can experience them. By immersing ourselves in this social VR exhibition, we can explore and interact with fashion's past in ways previously unimaginable, learning more about our common past, and ensuring that these legacies endure and inspire future generations.”



Marco Rendina during the first trial of the social VR installation. © 5Dculture



Group picture of the first trial of the social VR installation. Participants (from left to right): Wytze Koppelman (curator at Sound & Vision), Dylan Eno (designer), Marta Franceschini (Head of Communications & Editorial EFHA), Marco Rendina (managing director EFHA), Karolina Wylęzek (research assistant at CWI), Thomas Röggla (scientific software engineer at CWI), Pablo Cesar (researcher at CWI). © 5Dculture



Co-funded by
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Experience Fashion History up close in Interactive VR Space



Together, visitors can enter the VR space now, see the details of the digitized garments up close and interact with them. The garments in the VR space are also either too old, too fragile or too toxic to be exhibited outside the archive for a long period of time. The selection of garments has specifically been chosen for this exhibition because they each show part of the development of body ideals and fashion through history in their own way.

The fashion heritage and archival material visualize the shifts in the relationship between the body and clothing from the 18th century to today. Mixing 3D digitized objects and videos, the show is subdivided in three virtual spaces that display examples of attire from the 18th, 19th and 20th centuries, inviting the audience to explore the time-traveling narrative interactively.

How to Visit

Preparation is required to enter the VR installation and visitors' time slots at Hilversum are limited. Please register via this [link](#).

The installation was developed in close collaboration with the Centraal Museum Utrecht, Centrum Wiskunde & Informatica, European Fashion Heritage Association, the Netherlands Institute for Sound and Vision, Modemuze and designer Dylan Eno.



About 5Dculture

An international consortium comprised of 12 partners has embarked on a mission to enrich the offer of existing 3D digital cultural heritage repositories and incite their re-use in education, tourism and multi-faceted cultural and creative sectors. Central to 5Dculture is the expansion of three-dimensional cultural heritage content into two additional, pivotal dimensions: the source content domain and target reuse domain dimension.

www.5Dculture.eu

For further enquiries, please contact:

Alexandru Stan at as@in-two.com (Coordinator)

Kerstin Muff at kerstin.muff@timemachine.eu. (Communication)

Project Partners

IN2 Digital Innovations GmbH (DE)	Arctur (SI)
Europeana Foundation (NL)	Inception (IT)
European Fashion Heritage Association (IT)	CARARE – Connecting Archeology and Architecture in Europe (EU)
Time Machine Organisation (AT)	University of Jaen (ES)
Fondazione Bruno Kessler (IT)	Netherlands Institute for Sound and Vision (NL)
Discovery Programme (IE)	Centraal Museum Utrecht (NL)