Netizens - KUML

Hosted by: Netizens

Project Information (EN)

Endless cycle of birth, death, and rebirth.

The fashion collective Netizens rejects the current state of fashion and questions today's frail, unsustainable supply chain and its environmental impact. With inspiration drawn from Icelandic pagan culture and concept-driven collections unfolding each season, we hope to take digital fashion to a new level that is competitive with physical fashion brands, and further move the fashion industry and fashion enthusiasts towards a more sustainable future; a digitally augmented one.

This is an afterlife experiment, an attempt to be reborn.

Us humans have long been interested in understanding the past; we want to understand it because it is part of us, our ancestry. With each collection, we reveal something we call Kuml and Haugfé for the audience to gain more insight into the Netizens story. These words are a collection of archaeological reports of 'Burials and Gravegoods' from the Viking age in Iceland. Netizens intends to create stories with objects and fashion to be unfolded by the viewer, a conversation between the present and the future. We distort our reality as it is, and play with the visual language and concept of computer glitches, to leave room for misinterpretation and imagination. Netizens’ debut collection is accurately titled Kuml where we establish our digital pagan grave for the future netizens.

Projectinformatie (NL)

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Image List

Filename	Caption	Credit
0001_1666112528.jpg	Netizens Kuml Realm	Digital Sigga & Sól Hansdóttir
6_1661762527.jpg	To be reborn	Digital Sigga & Sól Hansdóttir
7_1661762534.jpg	Afterlife Experiment	Digital Sigga & Sól Hansdóttir
8_1661762539.jpg	Rebirth	Digital Sigga & Sól Hansdóttir

Filename	Caption	Credit
9_1661762546.jpg	Endless Cycle	

The images above are included in the ZIP under `/images`.