

Designing Digitally Printed Products

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Digital textile printing has been broadly adopted by the soft goods industry as a means of creating proto-types and samples of printed textile products. In contrast, technology development is only beginning to enable this approach for production purposes. While there have been a number of barriers to the implementation of digital production, the process offers tremendous potential in terms of innovative product design. This presentation will highlight opportunities for the creation of unique products and will illustrate the potential for special effect and engineered printing. The presentation will provide examples of creative strategies for print customization and will examine challenges for implementing digital production in real life manufacturing settings.

[TC]²'s InkDrop Printing service will be utilized as a point of discussion. This service specializes in the design and production of digitally printed sewn products and serves as a small business incubator that allows artists, designers, and museum retailers to create and produce innovative products with their own imagery resources. The presentation will highlight the design strategies used by the InkDrop team for product development purposes and will outline some of the production challenges that exist within this manufacturing environment. The presentation will also highlight the InkDrop team's exploration of innovative product design in areas including swimwear and home décor.