INSPIRATION AND PLANNING – FROM IDEA TO PROJECT

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Hello! Welcome to the first episode of our series, **"My First Project with Reclaimed Materials."** Today, we will focus on the first step—**inspiration and planning**. This is the moment when a concept begins to take shape, and artistic visions turn into real projects.
Regardless of whether you are a beginner designer or just want to try something new, every project starts with an idea.

The first step is seeking inspiration. It's worth exploring diverse sources—blogs, fashion magazines, exhibitions, social media, or even your own wardrobe. You can look at trends in sustainable fashion, such as patchwork, asymmetry, minimalism, or bold color combinations. Inspiration can also come from everyday objects—textures, natural materials, or urban architecture. It's essential to document your ideas—take photos, keep notes, and create collages to help organize your project vision.

A helpful tool: the moodboard A moodboard is a visual inspiration board that can help you define the aesthetic of your project. You can create one online using platforms like Canva or Pinterest, or physically—cutting out images from magazines and combining them with fabric samples. A moodboard helps clarify the project's direction, choose a color palette, and define key style elements.

Who are you designing for? Once you've gathered your inspirations, ask yourself: Who is my target audience? Understanding the needs of your audience is key. Are you creating for people looking for unique wardrobe pieces, or for those who prioritize eco-friendly fashion? Defining your audience will influence the style, materials, and functionality of your project.

The next step is defining the project goal. Think about what exactly you want to achieve. To help with this, you can use a checklist of key questions during the inspiration and planning stage.

Answering these questions will help you better understand your vision and plan your project step by step:

1 Who is my target audience for this project?

- What characteristics define my target group?
- Should the project be functional, artistic, or a combination of both?

2 What values do I want to convey?

- Does my project promote an eco-friendly lifestyle?
- Does it emphasize local craftsmanship, creativity, or inspire action?

3 What materials will I use?

- What fabrics or elements do I have available?
- Do these materials align with my project concept?

4 What techniques can I apply?

- Do I have the necessary skills (e.g., hand sewing, patchwork, embroidery)?
- Do I need additional tools, such as a sewing machine?

5 What limitations should I consider?

- Do I have enough time to complete the project?
- What challenges might arise during the process?

6 How do I want to present my project?

- Am I considering a photo shoot, an exhibition, or publishing on social media?
- How can I tell the story of my project and convey its message?

Each of these questions is a key element of planning, helping you avoid surprises in later stages of your work. It's a good idea to revisit this checklist throughout the project to ensure your vision remains consistent.

Inspiration and planning are the foundation of every successful project.
This is the stage where your creativity can flourish, and your ideas begin to take real shape.
In the next episode, we'll move on to the practical side—how to select and work with reclaimed materials. See you soon!

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