



PSYCOKNIT

FROY x Design Department of Politecnico di Milano

June 2022, Milan

Design, psychology and technology in a sensory experience to reflect on interpersonal relationship's changes.

On the occasion of Milan Design Week 2022, Froy and the KnitDesign Research Group of the Design Department of the Politecnico di Milano present, at Fabbrica del Vapore, an innovative and inclusive project aimed at raising awareness of mental health issues.

Psycoknit aims to be an individual and choral experience that leads to consciousness and reflection on post-Covid-19 interpersonal relationships.

Starting from the Knit Therapy theories and through innovative technologies and techniques related to the world of knitwear, Froy and the KnitDesign Research Group propose a project that looks forward, involving the visitor in the present and projecting him on an emotional and sensorial journey thanks to knitwear.

The experience aims at enhancing innovation and its many links to the textile world at the same time.

The path consists of 7 rooms with the aim of making people feel different emotions; the first one Unawareness is represented by the Cap_able technology; a patent for an adversary jacquard knitwear fabric, able to confuse facial recognition systems, thus protecting the biometric data of often unaware of being filmed people. Then the installation goes on, room after room, projecting into different emotional states the visitor. By themselves or in company, people will pass through Anxiety, Insecurity, Joy, up to Wonder, interacting with each other in several knitted rooms. Thanks to the sophisticated technologies of Shima Seiki Italia, leader in the sector for the production of industrial knitting machines, the path is featured by different structures and three-dimensional knitting stitches; again, thanks to the futuristic coatings of Windtex Vagotex, the visitors will find themselves in an interactive room covered in heat-sensitive textile materials.

The installation's goal is twofold: on the one hand, to raise awareness of mental health issues, highlighting the altered dynamics that the global pandemic situation has generated. On the other hand, to suggest solutions, such as "giving greater attention to others" and "becoming aware of one's self", in order to create a new way of staying together to recognize each other as a community.

With a surreal approach and projecting the visitor into a playful dimension, the project aims to emphasize the importance and seriousness should be addressed to mental health problems, especially in this historical moment.

ETHICAL AND ENVIRONMENTAL SUSTAINABILITY, PROJECT OBJECTIVES

Talking about knitwear, we mean the product of a thread that, by twisting on itself, gives life to an object, without ever interrupting or breaking.

CONTACT

www.froy.club
info@froy.club
press@froy.club



In the same way Psycoknit aims to make people meet each other and make them re-connect to their emotions. In fact, since it comes from a single thread, knitwear has the ability to adapt and mold itself into unconventional shapes and sizes, as the project foresees.

That's why this infinite potential technique was chosen to create the Psycoknit path: in fact, knitwear doesn't imply any type of waste in the production, making the most of the raw material generating it.

For the setting have been selected Italian yarns produced by two major companies in the sector: on the one hand, the sensory experience will be sublimated and emphasized by the rich fantasy yarns of Lanificio dell'Olivio, on the other hand, the purity of the Zegna Baruffa Lane Borgosesia wools will result in three-dimensional stitches enriched by the sophisticated colors of the yarn.

The zero waste production for the art installation goes hand in hand with another important choice linked to Psycoknit's production: thanks to an upcycling process part of the set-up has been created, indeed, starting from the recovery of the jersey from the warehouse of Colombo Industrie Tessili, since 60 years leader in the Italian textile sector. Sensitive to initiatives related to the world of art, Colombo Industrie Tessili made its historical fabrics archive available to give them new life with this project and support the activities coming from it.

The same route was also taken for the walkway of the sensory path, which took shape thanks to the technical support of Eco Contract + Eco Design, national and international leader in the production of 100% sustainable flooring, coverings and fabrics for public and private spaces, that, with this project, faces the world of experimental and contemporary art. By recovering cuts and scrapes, Froy could compose a chromatic mosaic by combining textures and surfaces that will guide the visitor on his emotional journey.

In order to ethically work on a project already closely linked to the value of the person and the environment, Froy and the KnitDesign Research Group have chosen as technical sponsors companies engaged in the Italian territory which have worked locally at the production of the art installation.

From the yarn to the finished product, the companies that put themselves at the service of the project operate locally and guarantee high quality standards for their employees and the environment.

Therefore produced with minimal impact, since not only it doesn't generate waste, but rather goes to recover warehouse funds and enhance them, the installation has a valuable life process designed for it. Key aspect for the project was to define all the ethical and sustainability standards to be followed and, on the basis of these, to allocate for educational purposes all the materials coming from the set-up dismantling, that will be donated to the students of the Design Laboratory of the Knitwear at the Politecnico di Milano. The textiles will then be entrusted to the Milanese institution so that, next year, the students of the Fashion Design faculty can develop their laboratory projects by transforming these materials into garments. The students in turn will bring new life to the knitted textiles and to follow up on the Psycoknit project which, once again, will be able to raise awareness and precisely speak to those young people who, among all, have been worst-hit during a phase of personal and emotional development by the pandemic.

The Psycoknit project has been conceived, designed and developed by

Froy
Arman Avetikyan
Beatrice Casalini
Marta Casu

KnitDesign Research Group, Design Department of the Politecnico di Milano
Prof. Giovanni Maria Conti

CONTACT

www.froy.club
info@froy.club
press@froy.club



Dr. Martina Motta
Dr. Rachele Didero
Dr. Giulia Lo Scocco
Special thanks to

For welcoming the project - Fabbrica del Vapore, Comune di Milano
Adversarial Image processing - Prof. Giacomo Boracchi, Dr. Andrea Deretti Dr. Loris Giulivi, Dipartimento di Elettronica, Informazione e Bioingegneria, Politecnico di Milano
External software consultants - Marcello Chiesa, Dr. Sandro Sartoni
Design support - Mattia Marzorati, Arch. Eugenio Chironna
Artwork - Carlo Manzo
Sounds - Andromeda in Catene

Sponsored by

Production - [Shima Seiki Italia S.p.A.](#)
Yarns - [Lanificio dell'Olivo S.p.A.](#), [Zegna Baruffa Lane Borgosesia S.p.A.](#)
Jersey - [Colombo Industrie Tessili S.r.l.](#)
Coating - [Windtex Vagotex S.p.A.](#)
Textile flooring - [Eco Contract + Eco Design S.r.l.](#)
Uniforms - [Società Manifattura Tessile S.M.T.](#)



Froy is an experimental creative project born in 2018 with the aim of finding a new expressive matrix between fashion, design, art and architecture. Born from Arman Avetikyan's creative vision, Froy builds a multifaceted aesthetic based on cultural exchange of ideas and inspirations. The project has its roots in Armenian culture and returns with an image enriched by the melting pot of other traditions, using an artistic language with blurred boundaries. It is exactly on the contrasts that the brand bases its foundations. Froy transforms traditional elements into abstract paintings and deconstructed geometries, explores the techniques of knitwear and fabric to overturn them with innovative materials.

Froy Club aims to be the union of special projects that the brand carries out involving artists, visionaries and outsiders who found in Froy their world. This is how exhibitions, performances, music and literature blend into lifestyle experiences that Froy paints by focusing on people, that are no longer spectators, but real players.

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