

### **About the New Silk Road campaign**

Over the past three years the British Council's Architecture, Design, Fashion department has been running a programme of events in Central and South Asia as part of the New Silk Road campaign. Since 2006 the design component of the *New Silk Road* programme has included a series of workshops with students and professionals focused on the material heritage of the region; study tours to the UK with a group of students and a group of professional design educators; a partnership with Fashion Fringe resulting in immersive and inspirational visits to the region by four UK based fashion designers and professional nine-week placements in their studios for four emerging fashion designers from the region in the UK.

I will focus on the current incarnation of the campaign lasted from October 2010 – May 2011. A series of four residencies in the region offered UK designers the opportunity to immerse themselves in the craft and cultural traditions of each of the respective countries visited: Uzbekistan, Bangladesh, Kazakhstan and Pakistan. Fashion designers Basso & Brooke will join me to discuss their unique collaboration with a silk mill in Uzbekistan.

### **About the Basso & Brooke collaboration**

Fashion duo Basso & Brooke undertook a 10-day residency in Uzbekistan, during which they undertook a cultural tour of Tashkent and Samarkand, which included attendance at Uzbek style week where they gave a talk about their label. For three days they studied traditional Ikat weave at the Yodgorlik silk mill in Margalin. They collaborated with the Uzbek mill, and with London based Woven Studio, to design several customised Ikats which were woven at the mill. The resulting fabrics were then digitally printed and made into a capsule collection of contemporary clothing which will be on display at the Design Museum from June 15 – August 24.

### **About the British Council**

The British Council is the UK's international organisation for cultural relations. We build engagement and trust for the UK through the exchange of knowledge and ideas between people worldwide. The British Council's global arts team works with the best of British creative talent to develop innovative, high-quality events and collaborations that link thousands of artists and cultural institutions around the world, drawing them into a closer relationship with the UK.