



Press release – May 2, 2023

## **ASCA, Art by Physicist and Hackster launch Tech Fashion Contest for the Makers community**

### **Winners receive a unique design and manufacturing support to integrate solar energy into textiles**

**The world market leader for organic photovoltaics (OPV), ASCA, an ARMOR GROUP company, and the sustainable tech-fashion brand Art by Physicist have started a contest on Hackster.io, the world's largest network for hardware and software developers, on April 28. The competition is addressed to the makers and couture design community. Winners will get ASCA to develop their unique solar modules and receive project development, manufacturing and shipment support from Art by Physicist. Deadline for applications is May 31.**

Following their collaboration in 2021, Art by Physicist and ASCA are working together again by launching a contest to promote the integration of solar energy into fashion. The physicist and artist Dr. Kitty Yeung, founder of Art by Physicist, has officially started the competition during the Open Source Hardware Summit in New York on April 28. The contest is hosted by the platform Hackster at <https://www.hackster.io/contests/sustainablefashion>

Applicants should submit a description of their project with their story, design ideas, photos and/or videos of their prototypes by May 31. A group of judges made of creative technologists and tech-fashion designers, supported by an online people's choice, will decide on the five semi-finalists. Their projects will then be developed with the help of Art by Physicist, worth of \$10,000 value, to go to market via Kickstarter.

### **Crowdfunding campaign**

The semi-finalists whose designs receive 20 or more orders from the Kickstarter campaign will get unique solar modules from ASCA and support from Art by Physicist to not only bring their creations to life, but also to manufacture and to ship them to the customers on an on-demand basis. In addition, they will receive rewards from the Kickstarter orders. Five percent of the backer pledge will be donated to STEAM (Science, Technology, Engineering, Arts and Math) education and environmental non-profits.

"It is always a pleasure to work with designers from the fashion world and see how they make use of ASCA® solar modules to imagine new functionalities. Our custom solutions allow for a wide range of applications, and we look forward to seeing how the applicants integrate them into their designs," Olivier Portier, Head of Business Development at ASCA, explains. ASCA's solutions offer endless possibilities regarding the shape, size, pattern, adaptable power output and choice of color and can easily be integrated into textiles. Dr. Kitty Yeung has, for example, designed a cocktail dress and an overcoat with ASCA's solar power films.

### **Creating unique and eco-friendly on-demand designs**

"Hackster Contests is a platform for hosting hardware design challenges that invites makers, developers, and engineers from around the world to participate and showcase their creativity and technical skills. These contests have been proven as one of the best developer-enabling tools used by leading companies in the technology industry to offer participants the opportunity to win prizes, gain recognition, and connect with other like-minded individuals. Inspired and co-created with Dr. Kitty Yeung, we are excited to call upon the emerging couture design community to enter Hackster's first-ever



Press release – May 2, 2023

techxfashion-themed contest. We're looking forward to seeing what contest participants come up with in their design, pushing the boundaries of what's possible with embedded hardware design in clothing, and helping their design be brought to life, " Jinger Zeng, Contest Manager at Hackster, explains.

"We are very fortunate to collaborate with ASCA and Hackster.io again. This time, we are bringing the most cutting-edge wearable technologies to the makers and designers for everyone to use in their designs and we are helping them produce and go to market. We can't wait to see what people create," Kitty Yeung says.

Art by Physicist's mission is to promote an intellectual representation of women and to support STEAM education and environmental protection through ethical and sustainable production. The company operates on an on-demand production model and donates a portion of their sales to environmental and STEAM education non-profits.

Press contact  
Krampitz Communications  
contact@pr-krampitz.de | +49 (0)221 912 49949

#### **About ASCA**

*ASCA designs and develops smart, customized and flexible solar energy solutions with a low carbon footprint on an industrial scale for its international partners. The 60-strong team of experts is spread across sites in France and Germany. ASCA is a subsidiary of ARMOR GROUP. ARMOR GROUP is a manufacturer specialized in the formulation of inks and in thin film coating. The group is the world leader in the design and manufacture of thermal transfer ribbons for variable data printing for traceability on labels and flexible packaging. ARMOR GROUP has a global presence and employs approximately 2,500 people in more than twenty countries. The company generated sales of €447 million in 2022. [www.asca.com/de](http://www.asca.com/de)*

#### **About Art by Physicist**

*Art by Physicist is a sustainable fashion brand, dedicated to elevating wearable tech for women. Created by physicist, artist and creative technologist Dr. Kitty Yeung, Art by Physicist's designs are inspired by the intersection of art, science, technology and fashion. Passionate about reducing fashion's environmental imprint and industry waste, Art by Physicist works to reduce its environmental footprint through digital printing, open-source technologies and by working with sustainably conscious partners. Made by women for women, the brand is mission-driven to promote the intellectual representation of women in STEAM and support the next generation of female creators.*

[www.kittyyeung.com](http://www.kittyyeung.com)

#### **About Dr. Kitty Yeung**

*Dr. Kitty Yeung is a physicist, engineer, textile, and artist. With over 15 years in STEAM disciplines and a lifelong passion for art and music, Dr. Yeung is constantly pushing the boundaries between art and science to discover how they connect. Having worked across the latest technologies including developing computational textiles, solar powering, 3D printing, micro-controllers, edge computing and wearables, Dr. Yeung combines her love of art with her experience in science to push the bounds of fashion. She received her PhD in Applied Physics at Harvard University, and Masters in Natural Sciences from the University of Cambridge. Dr. Yeung frequently gives technical and career talks reflecting her passion and experience in quantum computing, wearables, digital transformation, fashion technology and startups.*

[www.artbyphysicistkittyyeung.com](http://www.artbyphysicistkittyyeung.com)

#### **About Hackster**

*Hackster.io is a community-driven platform that aims to inspire and enable people to build innovative hardware projects. It provides resources, tools, and a community for makers, developers, and engineers to collaborate, share knowledge, and showcase their creations. The platform offers tutorials, project ideas, hardware kits, and online events to help individuals develop and showcase their hardware projects. The community on Hackster.io consists of hobbyists, professionals, and students from diverse backgrounds, united by a common interest in technology and innovation.*



Press release – May 2, 2023

**Captions:**

**ASCA solar module © ASCA:** ASCA® solar module with integrated LED

**Copyright:** © ASCA

**Solar powered dress © Art by Physicist:** Solar-powered connected dress designed by Kitty Yeung, more details here <https://www.asca.com/projects/connected-and-sustainable-clothing-powered-by-solar-energy/>

**Copyright:** © Art by Physicist