Art by Physicist
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Art by Physicist®, Inc.
CALIFORNIA CORPORATION

ARMOR
solar power films

Press release – September, 16th 2021

Sustainable solar-powered clothes: Art by Physicist teamed up with ARMOR ASCA

Art by Physicist, a Silicon Valley tech-fashion startup, focusing on sustainable, electronically enhanced fashion for women, teamed up with ARMOR ASCA to create solar-powered clothes allowing people to charge their electronic devices on-the-go. This project is part of the new technology-powered collection Art by Physicist successfully launched on Kickstarter in June 2021.

Solar-powered clothes

Art by Physicist, a Silicon Valley tech-fashion startup, focusing on sustainable, electronically enhanced fashion for women, teamed up with ARMOR ASCA to create solar-powered clothes. The overcoat and the dress designed by Art by Physicist integrate flexible lotus-shaped ASCA® organic photovoltaic films (OPV) made by ARMOR ASCA allowing people to charge their electronic devices on-the-go (up to 5V). The overcoat and the dress will be manufactured and shipped in October 2021 (one can still order the products on the Art by Physicist's website).

"When I designed the Lotus overcoat and the Guilin dress, I already had in mind the technologies I'd like to integrate. I discovered the lotus-shaped ASCA® film, and thought it fitted perfectly with my designs inspired by nature. The ASCA® team showed me first a dress prototype integrating the OPV film in order to establish the most suitable connection solutions in line with my requirements. I appreciate how naturally the collaboration ran" explains Dr. Kitty Yeung, founder of Art by Physicist.

"*Thanks to our integration know-how and the ASCA® film properties – lightness, flexibility, semi-transparency – this solution is perfectly suited for textile applications requiring a design and aesthetic integration. The lotus-shaped OPV is a great example of what ASCA® can offer to the design industry*" comments Mathilde Berger, project manager at ARMOR ASCA.

A sustainable electronically enhanced fashion

The overcoat and the dress fabrics designed by Art by Physicist are digitally printed on-demand using an eco-friendly digital printing process avoiding excess manufacturing and using less water. 100% recoverable and made of non-toxic materials, the ASCA® film embedded in clothing can be easily removed, replaced, and disposed as any other electronics.

"*This technology-powered collection is inspired directly by the beauty of nature and science, and I want to contribute back to where my inspiration comes from. That's why 5% of the money earned on Kickstarter will be donated to STEAM* (*Science, Technology, Engineering, Arts and Math) and environmental protection non-profits*" says Dr. Kitty Yeung.

Towards endless possibilities thanks to cutting-edge technologies

The overcoat and the dress are part of a new innovative e-textile collection that also includes wearables such as a self-heating reversible coat, a WiFi-programmable dress, customizable LED fabric designs and Bluetooth accessories.

"*Now that I have all these different kinds of technologies, the next step for my brand will be to go even further in the production on-demand by enabling customization. In the near future, customers would be able to add the desired technology on the garment of their choice*" explains Dr. Kitty Yeung. "*We are delighted to work with Art by Physicist on a project that shows the endless possibilities of our technology"* concludes Mathilde Berger.

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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

About Dr. Kitty Yeung
Dr. Kitty Yeung is a physicist, engineer, textilist, and artist in addition to her role as senior program manager of quantum computing at Microsoft. 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.
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About ARMOR solar power films
ARMOR solar power films designs and develops intelligent, tailor-made, flexible and low-carbon solar energy solutions on an industrial scale for its international partners. Its team of experts of sixty people is spread over France and Germany. ARMOR solar power films is a subsidiary of ARMOR Group. ARMOR specializes in the industrial formulation of inks and the coating of thin layers onto thin films. The Group is the global market leader in the design and manufacture of thermal transfer ribbons for printing variable traceability data on labels and flexible packaging. With an international presence, ARMOR has nearly 2,000 employees in some 20 different countries. In 2020 it posted annual revenue of €274m.
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