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Not what we are: **The (co)re-creation of self**

A thesis presented in partial fulfilment of the requirements for the degree of

**Master of Design
in
Fashion**

at Massey University, Wellington
New Zealand

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2008**

Abstract

Researching through design, this thesis explores the implementation of an online kit as a means through which the postmodern individual can participate in the creative processes of home sewing. Through the development of a knowledge network that is built on co-creation, a new approach to the traditional producer/consumer relationship is investigated. This network is used to encourage the fulfilment of self through the process of re-creation, while targeting the contemporary consumer by combining electronic resources and social networking with the hands-on nature of creative process.

Acknowledgements

I would like to acknowledge the help and expertise of my supervisors, Amanda Bill and Catherine Bagnall. Their extensive pool of knowledge and enthusiasm throughout this project was invaluable. Likewise, I greatly appreciate the guidance I received from Massey University's IDIE Postgraduate Director, Julieanna Preston. Thank you also to those who contributed directly to the content of this thesis, to Kris Hamilton for his skilled development of the website, and to Leana Keen for her willingness to be involved in the test filming and final movie. Finally I would like to thank my family for their unwavering support and encouragement.

A note to the reader

This dissertation is accompanied by a CD containing the movie that was developed as a part of this thesis project; however it is also available to view on YouTube (<http://www.youtube.com/user/notwhatweare>). It is intended that the website (<http://www.notwhat.co.nz>) and Bebo pages (<http://www.bebo.com/not-what-we-are>) be viewed online after, or while, reading this document.

Due to the continually evolving nature of the Internet, it is possible that upon reading this you have found that the above pages have since been discontinued. If this is the case then I apologise that your experience of this project will not be complete, but why not adapt and improvise something new yourself?

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