



Marina Toeters @by-wire.studio in The Netherlands with lots of prototyping tools

Bio: Marina Toeters is a Red Dot winning Fashion Tech Designer. She operates on the cutting edge of technology and fashion design. Through her business by-wire.net she stimulates collaboration between the fashion industry and technical innovators for a relevant fashion system and supportive garments for everyday use. She advises – via *prototyping* and a *research through design* approach – Philips Research, Holst Centre, fashion designers, med tech and others on product development. She designs and develops concepts to show how fashion could be. As coach and researcher, she works for the industrial design faculty in Eindhoven University of Technology (TU/e). In 2019 Marina edited the book *Unfolding Fashion Tech: Pioneers of Bright Futures* and opened the *Fashion Tech Farm*, a studio, incubator and small-scale production facility for innovative fashion, based in Eindhoven. More info: www.by-wire.net

Contact Details:

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 Birth: 16-07-1982, Den Ham
 Nationality: Dutch (The Netherlands)

Personal Data Resume (page 1/2)

Work history

- 2026-2008 Supported and initiated numerous **Fashion Tech Design, and Complex Research / Development processes**
- 2025-2023 Developed a **Fashion Tech Incubator** in the **Fashion Tech Farm** to engage and keep talents in the brainport area.
- 2026-2029 Creative, design and communication lead **Bilhome b.v.** for wearable light therapy
- 2025-2016 Industry Liaison Wearable Senses, Industrial Design, **Eindhoven University of Technology**
- 2024-2015 **Holst Centre**, Smart and Light garments design and prototyping
- 2026-2021 EU granted projects about Smart e-Waste and Visual Experiences for Generation Z: **VIBE, Wearables in musea settings**
- 2022-2021 **Caring Clothing Tech**, R&D and commercialisation of sustainable isolation gowns in commission of the Dutch government
- 2020 Won **Red Dot Award** with **Bilhome b.v.** for wearable light therapy
 Co-initiator of **The Fashion Filter**, fashionable facemasks
- 2020-2016 Part of the OP Zuid funded **Hybrid Printed Electronics** consortium.
- 2021-2009 Edu: **HKU Utrecht**, 2nd year Fashion eco- & technology, 4rt year project coaching. Master Crossover Creativity coach.
- 2019 Initiator/investor **Fashion Tech Farm**. A studio, incubator and small-scale production facility in Eindhoven.
- 2019 Book publication **Unfolding Fashion Tech: Pioneers of Bright Futures** with Onomatopee (publisher)
- 2018-2017 Winner of the **WEAR Sustain** funding, EU Horizon 2020 project: **Closed Loop Smart Atleisure Fashion**
- 2019-2018 Client portfolio: Bartimeus, Cool-it, TMSi, MFI, The Future Laboratories, Laevo, Elitac, etc.
- 2016-2015 **Ilja Visser ASSIMILA SS16** haute couture collection, 6 interactive outfits
- 2016-2015 **Radboud University**, Junior Researcher Wearables in Society. Social Studies.
- 2016-2009 **Philips Research** and **Philips Design**, textile / electronic applications on the body
- 2015-2013 Theme leader Wearable Senses, Industrial Design, **Eindhoven University of Technology**
- 2016-2011 **Saxion**, Member of the research group Smart Functional Materials, project leader CRISP-Smart Textile Services
- 2015-2010 Edu: **Eindhoven University of Technology**, coach Industrial Design, Wearable Senses
- 2015 **It-fits & Coldenhove**, freelance projects in innovative textile products
- 2014 Coach and student guide: European Textile Traineeship, **TextielMuseum**
 MVO-NL **Zorgzame Bedrijfskleding**, project management and design
 Curated the exhibition *Traditie ontmoet Toekomst*, **Museum the Kantfabriek**, Horst
- 2014 Workshop development Smart Textiles, **Waag Society**, ZigZag project
- 2014-2010 **Philips Medical**, design & research for textile product design, prototype development and production consulting, Philips Blue
 Touch / Philips Blue Control
- 2014-2012 Edu: **Saxion**, Lecture & lessons New Production Techniques for textile & garments.
- 2013-2011 **TNO, Marc Grootjen**, tactile textiles.
- 2011-2008 Edu: **WdKA**, 2nd year Crosslab fashion eco- & technology
- 2010 **Moon Life Academie**, fashion design project, workshop leader and tutor **FBKVB**
Philips Lumalive Research of Lumalive guidelines for garment designers
Kwintet design, development & communication of work wear collections
Marloeke van der Vlugt sensor suit, artistic accessory
Bram van Waardenburg en WdKA modularic friends
Sense Company research project: body vibration on music
- 2008 initiator **by-wire.net, design & research in fashion technology**
Boost Products Design & integration of Lumalive technology in garments
HKU research project: navigation on the body
- 2007 **by-wire.projects** in collaboration with: **TNO, Ten Cate, TU Delft, Kwintet, Ecological Textiles, HKU** textile department,
- 2006 **Workwear Kwintet KLM nv**, Enschede. Freelance, presentation and design projects in collaboration with stylist
 o.a. Mc Donald's, Arriva, Gall & Gall, H. Radboud and Q8
- 2006 **Romy Smits, design studio for fashion, interior and art**, Antwerp. Trainee: Assistant fashion-, print- and graphic design.
 color cards, concept, working drawings, product presentation
- 2006-2000 **Graphic Design Agency Ten Design and Alfabet sign**, graphic design, Den Ham. Vacation work and internship: Graphic Designer and DTP. Pamphlets, trademarks, brands, printed matter, advertisement, sign, sponsor garments. Design and prepare for press, print or digital mailing

Education

- 2016 BKE educational training for teaching and assessments
- 2013 Life Cycle Analysis training by Natascha van de Velde
- 2012 Workshop C2C as basic pattern – Cradle2Cradle method – Refinity
- 2010 Coach training – TU/e
- 2008 Quick start course for education – WdKA
- 2006-2007 **Master of Art and Design**; Fashion Design - MAHKU Utrecht - Cum Laude
- 2003-2006 **Bachelor of Art**; Fashion Design - Hogeschool voor de Kunsten Utrecht
- 1998-2002 CIBAP Zwolle: **middle vocational education** in Graphic Design: Presentation and Communication

Special skills

- Experience with the Research Through Design processes in practice and theory
- Outstanding skills in e-textiles, embedding technology
- Prototyping tools at hands
- Entrepreneurial: owner of 2 companies
- Very good creative computer skills: InDesign, Illustrator, Photoshop, etc.
- Dutch - native tongue. English - speech fluent, writing good

Projects (for recent projects see: www.by-wire.net)

- 2026-2020 Curated **Fashion Tech Expo's** during **Dutch Design Week**
- 2024 Ambassador Eindhoven Design Vision for the municipality
- 2018 Initiator/curator **Fashion? Future Design for the Present**, expo **DDW18**
- 2018 Ambassador Fashion & Textiles, **Material Xperience Ahoy**, curated expo
- 2015 Curation: CRISP Smart Textile - Wearable Service, **TextielMuseum**
- 2014 Keynote speaker @SIA-congres
- 2013 **Amsterdam Fashion Week** show Drapely & Solar Fiber
Speaker at **Smart Fabrics Conference Barcelona**
Gouden Geesten Utrecht, **Picnic, Dutch Design Week** Eindhoven, **Pretty Smart Textiles** Ronse Belgium,
- 2011 Exhibition **Modemuseum Hasselt** (be) & lecture **z33** about Altire nature
- 2010 **Lecture FTN**, Chain sustainability
- 2009 **Fair Corporate Fashion Event**, lecture: chain innovation in fashion
- 2009 **Awarness Fair Fashion**, 4 outfits in collaboration with JSS.SJS
- 2008 **MaHKU**, presenting project Master students fashion 'Beyond Green'
HKU Fashion Design, 1st and 2nd year; seminar ecology and seminar Lumalive in Fashion, 3rd year; lessons in Fashion Technology
- 2007 **by-wire.net** fashion & technology network - o.a. Ten Cate, TNO, Dynafoam
work wear event initiator and organizer - Casco Utrecht
presentation modebiennale Arnhem - wearables project
exposition Beat the Fashion Drum - by-wire.net - Stadhuis Utrecht
Hot-100-Debat 21 feb. 2007 - Club 11 Amsterdam
- 2006 **cat-walk-show** 3rd year INDUST collection - Ottone Utrecht
seminar Fleshing Out - wearable interfaces, smart materials, living fabrics
congress for Nanotechnology in Fashion&Textile Industry, London
wearables project in collaboration with TNO - Cum Laude
Marimekko Project Center Antwerp - Concept and presentation advice
design competition HEMA - boys jacket - Honorable indication
cat-walk-show 2nd year GRIP collection - Gorinchem & Utrecht
- 2006-05 **junior lecturer in presentation** - 1st year fashion students HKU
Poznan exchange project Fashion design with Karel Bakker
- 2004 **Event organization** - Slapeloze Nacht - concept, organization, design, development & production
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Publications / Exhibitions (for recent publications see: www.by-wire.net)

- 2026-2022 •Yearly publication in the (art) proceedings of **Bridges 2022-2016**, also some Fashion Show contributions
- 2023 •DeSForM paper: **Creating an environment to fight the fashion system: Fashion Tech Farm**
Design registrations: 1) 015016240-0001 and 2) 015016240-0002: Bilihome romper
Design registration: 008914303-0001: duimgat CCT isolation gown
- 2022 •Nominated at Viva400 woman in tech and innovation
- 2020 •Curated **'Innovatieve mode en slim textiel'** in Museum de Kantfabriek, Horst.
- 2018 • Feijs, L., & Toeters, M. (2018). Cellular automata-based generative design of Pied-de-poule patterns using emergent behavior: Case study of how fashion pieces can help to understand modern complexity. **International Journal of Design**, 12(3), 127-144.
- 2017 •A Cellular Automaton for Pied-de-poule (Houndstooth) with Professor Loe Feijs, Proceedings of **Bridges 2017: Mathematics, Music, Art, Architecture, Culture Bridges 2017**
- 2016 •Toeters, M. (2016). E-fashion fusionist aiming for supportive and caring garments. Paper presented at the Proceedings of the 2016 **ACM International Joint Conference on Pervasive and Ubiquitous Computing**.
•Cliff: the automatized zipper. With PhD Mohamad Baharom. Proceedings **Global Fashion Conference 2016**
•Mathematician meets Fashion designer: The future of fashion will be multidisciplinary innovation! with Professor Loe Feijs Proceedings of **Organizational Aesthetics 2016** in Bled
•Pied de Pulse: Packing Embroidered Circles and Coil Actuators in Pied de Poule (Houndstooth) with Professor Loe Feijs, Proceedings of **Bridges 2016: Mathematics, Music, Art, Architecture, Culture Bridges 2016**
•Australian Elle publication
•Zishi: a smart garment for posture monitoring with PhD Qi Wang for **CHI2016**
•Paris Fashion Week, interactive light garments with during the show of ILJA
- 2015 •Drapely-o-lightment, An Algorithmic Approach to Designing for Drapability in an E-Textile Garment with Professor Loe Feijs for **Leonardo**
•**Dutch Design Week**, exhibition on 5 different locations.
•Aires: a supportive wearable for women in their menopause with Tamara Hoogeweegen for **DeSForM**
•Activating Wearables: The Butterfly Effect with Ruben Daems for **DeSForM**
•A Novel Line Fractal Pied de Poule with Professor Loe Feijs, Proceedings of **Bridges 2015: Mathematics, Music, Art, Architecture, Culture Bridges 2015**
P+ (MVO) March, April, May & **Financieel Dagblad Modespécial** March 7th.
- 2014 • **Edinburgh International Science Festival**, Drapely-o-lightment in expo
•Actuating movement in refined wearables, Marina Toeters & Loe Feijs, Global Fashion 2014: **International Fashion Conference**, Ghent Belgium
ABN-AMRO publication Smart Fashion / Netherlands: Designing a Country publication
Workshop + presentation 'a better world by design', **Providence, Rhode Island USA**
• Night of the Nerds, exhibition during an technology event in Eindhoven.
•Design of a Nature-like Fractal CelebratingWarp-knitting, Loe Feijs et al. Proceedings of **Bridges 2014: Mathematics, Music, Art, Architecture, Culture**
•2013 E-Textile Swatchbook Exchange: The Importance of Sharing Physical Work, **ISWC '14 ADJUNCT**, SEPTEMBER 13 - 17, 2014, SEATTLE, WA, USA.
•Transforming the dance experience with expressive social wearables, Theadora Kyrgia, Marina Toeters, **Global Network for Dynamic Research**.
•PRACTICAL DESIGN EXAMPLES FOR HUMAN HABITATS IN SPACE, OFF-GRID, AND IN LOW-IMPACT COMMUNITIES, IAC-14. E5.2.3, 65th **International Astronautical Congress**, Toronto, Canada. 2014, Irene Lia Schlacht et al.
- 2013 •Research-through-design; a way to drive innovative solutions in the field of smart textiles, Marina Toeters, Martijn ten Bhömer, Eliza Bottenberg, Oscar Tomico, Ger Brinks, **Cimtec2012: Advances in Science and Technology** Vol. 80 (2013) pp 112-117 © (2013) Trans Tech Publications, Switzerland doi:10.4028/www.scientific.net/AST.80.112.
•Constructing and Applying the Fractal Pied de Poule (Houndstooth), Loe Feijs, Proceedings of **Bridges 2013: Mathematics, Music, Art, Architecture, Culture**
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