



ANJA-LISA HIRSCHER

Doctoral Student

Verdistrasse 25
88353 Kißlegg
Germany

nationality: German
born: 1985

+49 (0)160 99342312

info@anjahirscher.de
www.anjahirscher.de
<http://taik.academia.edu/>

EDUCATION

September 2014 – until now

Doctoral Candidate Aalto University School of Art, Design & Architecture, Helsinki (Finland)

August 2010 – December 2013

Aalto University School of Art, Design & Architecture, Helsinki (Finland)
Master of Arts in Arts and Design: Creative Sustainability

October 2006 – July 2009

FH Vorarlberg (University of Applied Science), Dornbirn (Austria)
Bachelor of Arts in Arts and Design

January 2008 - July 2008

Exchange Semester at Laurea - Ammattikorkeakoulu, Helsinki (Finland)

September 2002 - July 2005

Economic High School Wangen im Allgäu
A-Level: Economics, Mathematics and English

WORK EXPERIENCE ACADEMIA

March 2016 - December 2017

Research Assistant, Supervising MA students (50-75%) University of Ulm, Dept. of Sustainable Entrepreneurship, Project: Real-life laboratory
<http://dietenheim-zieht-an.de>

May 2017

Responsible teacher and organiser of the block seminar:
"Perspectives on Sustainable Fashion Design, Production and Consumption"
University of Constance, Germany

Since August 2013 - until now

Teaching Assistant at Aalto ARTS: Introduction to Design Studies
2 week course, run every year for about 150 new Master students in Design
<http://diveintodesign2017.aalto.fi>

October 2015 - January 2016

Research Assistant (100%) KISD - Köln International School of Design,
Marie Curie Project - Service Design for Innovation

July 2014 - October 2015

Research Assistant (50%) Aalto ARTS, EU funded Research Project:
SHIFT- Support Systems for Sustainable Entrepreneurship and Transformation)
www.shift-project.eu

April 2013 - December 2014

Part-time Research (50%) assistant at Aalto ARTS for Emerging Design Practices
www.arts.aalto.fi, www.window874.com

ADDITIONAL SKILLS

Computing: Windows and Macintosh
Adobe Creative Suit incl. Flash, HTML & CSS, Wordpress, MS Office

Languages: native language: German
English (fluent), Spanish (moderate), Finnish (moderate)

INTERESTS

Photography, Illustration, Clothes making
Sports: Horse riding, Tennis, Volleyball, Running and Skiing

WORK EXPERIENCE INDUSTRY

August 2012 - April 2014

Project based designer & illustrator for Uusix Verstaat
www.uusix.fi

May 2012 - December 2013

Founder, Designer & Facilitator at Make{able} Workshops
www.makeable4u.wordpress.com

August 2010 - until now

freelance Graphic Designer
www.anjahirscher.de

January 2010 - July 2010

Trainee at an advertising agency
www.rocky.fi

September 2009 - December 2009

Internship at an advertising & brand agency
www.k-g-m.com

ADDITIONAL SKILLS

Computing: Windows and Macintosh

Adobe Creative Suit incl. Flash, HTML & CSS, Wordpress, Final Cut Pro, MS Office

Languages: native language: German

English (fluent), Spanish (moderate), Finnish (moderate)

INTERESTS

Photography, Illustration, Clothes making

Sports: Horse riding, Tennis, Volleyball, Running and Skiing

REFERENCES

Prof. Ramia Mazé, Aalto ARTS University, ramia.maze@aalto.fi

LIST OF PUBLICATIONS

Journal Papers:

2013

Hirscher, A.L. (2013). Fashion Activism - Evaluation and Application of Fashion Activism Strategies to Ease Transition towards Sustainable Consumption Behaviour. *Research Journal of Textile and Apparel*. Vol. 17:1, pp. 23-38. (JUFO ranking: 1)

2017

Hirscher, A.L., Niinimäki, K., Armstrong, C.M.J., (2017). Social Manufacturing in the Fashion sector: New value creation through alternative design strategies? *Journal of Cleaner Production*. (forthcoming). (JUFO ranking: 2)

Hirscher, A.-L., Mazzarella, F., Fuad-Luke, A. (2017). Socialising Value Creation Through Making Fashion Differently. A case study of clothes production in a makerspace with diverse locals. *Fashion Practice*. (under review) (JUFO ranking: 1)

Conferences:

2013

Hirscher, A.L. & Niinimäki, K. (2013). Fashion Activism through Participatory Design. Paper presented at the Conference Crafting the Future. Gothenburg. 17-19 April 2013.

2015

Hirscher, A.-L. & Valle Noronha, J. (2014). Open Ends: On Chance and Attachment in Clothing Design. Proceedings: Creative Practice Conference. Aarhus. 10-12 September.

Hirscher, A.-L., Niinimäki, K. & Armstrong C.M.J. (2015). DIY in Fashion. An opportunity for social manufacturing and system change. Paper presented at the Global Cleaner Production and Sustainable Consumption Conference. Sitges, Barcelona. 1-4 November.

2016

Hirscher, A.L. & Iran, S.(2016). Sewing Café - Participatory Design Platform for Connected Consumption?. Paper presented at the Global Fashion Conference. Stockholm. 20-21 October.

2017

Hirscher, A.-L. & Maze, R. (2017). Negotiating Values in Design: A case of establishing and running a co-sewing café. Paper presented at NORDES – Nordic Design Research Conference. Oslo. 15-17 June. (JUFO ranking: 1)

Becker-Leifhold, C. & Hirscher, A.-L. (2017). A fashion library as means for education for sustainability – an exploratory case study on adolescents' consumer culture. Accepted to ERSCP - European Roundtable on Sustainable Consumption and Production. Skiatos, Greece. 1-5 October.

Book (Chapters):

2013

Hirscher, A.L. & Fuad-Luke, A. (2013). Open Participatory Designing for an Alternative Fashion Economy. In: Kirsi Niinimäki (ed.) *Sustainable Fashion – New Approaches*. Aalto ARTS Publishing. pp. 174-197.

2015

Fuad-Luke, A., Hirscher, A., Moebus, K. (eds.) *Agents of Alternatives; Re-designing our realities*. Agents of Alternatives: Berlin, Germany.

Hirscher, A. (2015). The Joyful Experiences of Making Together. In Fuad-Luke, A., Hirscher, A., Moebus, K. (eds.) *Agents of Alternatives; Re-designing our realities*. Agents of Alternatives: Berlin, Germany, pp. 240-249.

Master Thesis

Hirscher, A.L. (2013). Joyful Participation in New Ways of Designing and Making Clothes – Enabling Person-product Attachment to Potentially Reduce Unnecessary Consumption. Master's Thesis. Helsinki: Aalto ARTS.
https://www.academia.edu/3681378/Joyful_participation_in_new_ways_of_designing_and_making_clothes