

Unique International Academy for Sports Design (Functional Design & Development) opens its doors

- *Training and courses offered targeted towards technical sportswear production and design.*
- *The first seminars and workshops commenced beginning Nov 2019.*
- *Dedicated courses begin in spring 2020.*

Lead by industry professionals - for the sports textile industry.

In spring 2020, the first international unique study course for design and production in Active Sports, Sportswear, TechFashion and Workwear will begin. The private BARTENSTEIN Academy was founded in July 2019 and is currently located in the Munich's Bavaria Film Park. It offers postgraduate courses geared towards sports textiles on an international scale. The Bartenstein Academy is aimed at fashion designers, product managers and textile technicians who either currently work or aspire to work in the sports garment sector. The private BARTENSTEIN Academy was founded by well-known active sports designer Alexa Dehmel, who during her 20-year career, has advised many international companies and has also taught at many leading fashion and design schools.

The BARTENSTEIN Academy will offer advanced and further training courses as well as by the full-time or dual two-year postgraduate studies (master's equivalent), the latter of which will begin in spring 2020. All courses will be conducted in English

Professionals from the industry teach three-day courses on topics such as 3D design and sustainability. Admission workshops will take place at the end of this year and beginning of next year for the first course of studies in sports design, in which the applicants will demonstrate their acquired skills in order to be admitted onto the intense certificate course.

Alexa Dehmel has strengthened her management team by bringing on board industry expert Gerd Bittl-Fröhlich as CEO. Together they will drive a new educational perspective within the field of performance. There is currently no suitable training programs particularly targeted to sports textiles even, when we take into account important topics of ergonomic design, material science and sustainability. With the already high demands placed on the active sports designer or developer, the BARTENSTEIN Academy will effectively close this gap.

The BARTENSTEIN Academy welcomes at PERFORMANCE DAYS trade fair on November, 13 and 14, 2019. Their info booth is located at the main entrance where you can obtain more information.

For further questions, the founder Alexa Dehmel can be contacted at info@bartenstein.academy.