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Report to the Friendship Association Denmark-Bhutan: Visit of Karma Tshering Wangchuk to Denmark Aug. 7 - Sept. 1, 2022

Terms of Reference

Karma Tshering Wangchuk, Bhutan Street Fashion, was invited to Denmark by the Friendship Association Denmark Bhutan from the 7th of August-1st of September 2022:

- A.) To gain understanding about the concepts of 'circular design' in the context of fashion and textile production/consumption, through cross-cultural discussion and sharing of experience between Bhutanese and Danish stakeholders in the fashion/textile and media sectors. To explore the similarities and differences between the two national perspectives.
- B.) To shed light on how social media in different socio-economic contexts may form part of the drive towards more sustainable design and fashion business models.

The terms of reference for his visit further detailed:

"Presenting the unique experience of the 'Bhutan Street Fashion' blog, the project will open for a dialogue between Danish and Bhutanese designers and fashion industry stakeholders during the Danish Fashion Week, to discuss Bhutanese fashion experience as a completely different alternative to western fashion mechanisms, especially in terms of the goals and nature of fashion and the implications of 'sustainable consumption'. On this background the project will facilitate a broader discussion of greener, sustainable models for textile and design (both as production and consumption)."

Programme

Søndag 7th August

Karma arrived in Copenhagen late evening and was met at CPH airport by Pernille Askerud and Barbara Adler.

Monday - Tuesday 8-9 August

Planning meeting with Barbara and Pernille and review of the materials Karma had prepared for the Fashion Week.

Planning meeting between **Tanja Gotthardsen** (Rådgiver ambitiøse mode- og livsstilsvirksomheder om CSR, B Corp-certificering og ansvarlig forbruger formidling // Skriver, debatterer og holder foredrag om mode, forbrug, greenwashing og bæredygtighed), and **Allan Kruse** (Strategy and Branding Specialist - Brandbuilder - A Hybrid working with Creativity and Business Strategy, Design & Fashion), to familiarise the parties with each other and outline contents of the discussion in Bella Center wednesday: The meeting had been arranged by **Johanne Stenstrup**, Projektleder, Cirkulær Økonomi og Tekstiler, Lifestyle and Design Cluster. Karma, Pernille and Barbara all participated in the meeting.

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We attended an open presentation at the Digital Fashion/Lifestyle Lab Community at Design Museum Bredgade 74, and had introductory meetings with:

- **Gabriella Constantinou and Frank Engelbrecht**, both working at Tekstilsymbiose Herning at the Lifestyle & Design Cluster.
- **Rebekka Mikkelsen**: Projektleder at MANND <https://www.mannd.dk/> MANND (an XR production house, virtual production studio).
- Heidi Svane Pedersen, Head Lifestyle Lab.

Follow/up meetings were scheduled with Allan Kruse, Rebekka Mikkelsen, Heidi Svane, Gabriella Constantinou, og Frank Engelbrecht.

Tuesday evening, Karma, Pernille and Barbara attended the meeting of the Friendship Association followed by dinner.

Wednesday - Friday 10-12 August: Copenhagen Fashion Fair

Karma, Barbara and Pernille attended Copenhagen Fashion Fair in Bella Center.

Johanne Stenstrup Projektleder, Cirkulær Økonomi og Tekstiler of the Lifestyle & Design Cluster, had arranged for Karma to be interviewed by **Tanya Gotthardsen** and **Allan Kruse** on the Circular Stage. The session was well visited, and the audience engaged in the discussion. There were interesting questions and reactions on social media as well. Karma's presentation and his perspective was greatly appreciated.



Circularity lessons from Bhutan Street Style - Circular Stage

The Danish-Bhutanese Friendship Association is inviting the talented young Bhutanese designer and fashion illustrator, Karma Tshering Wangchuk, to share his experiences. He will be joined in conversation by Danish fashion strategist Allan Kruse in a talk about

Vis mere

ØVRIGE

CIFF / Bella Center C - Circular stage

Start: 11. aug - 2022 10:15

Slut: 11. aug - 2022 11:00

S.U.: 11 Aug 2022

Tanya Gotthardsen, Karma Tshering Wangchuk, Allan Kruse on stage, Bella Center

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- Besides attending several other events under Copenhagen Fashion Week, Karma visited the
- 12 August 2022: Attended the dance theater performance Nomad at Ny Teater
- 13 August 2022:
2022 Kunsthåndværkermarked on Frue Plads where he took photographs and talked to some of the craftspeople.
- 14 August 2022:
Visit to Statens Museum for Kunst studying European representations through painting and sculpture.
- 15 -16 August 2022:
Work on social media communication, research and various planning activities by Karma, Pernille and Barbara.
- 17-20 August 2022:
Three-day intensive workshop for Karma, Pernille and Barbara to review and elaborate the details of a draft proposal for submission as a Citizen Participation Intervention project - (100-500.000 Dkr.) This project modality is intended to: 'promote active citizen participation, in which people and organizations together obtain knowledge, take responsibility for and act upon local, national or global challenges. The interventions must bolster popular participation, volunteering and civil organization in developing countries as well as in Denmark'.
During the workshop we especially discussed the scope and implementation modality for each of the four planned project activities. The limitations set by the max. budget requires both realism in planning and innovative thinking vis-a-vis the project activities.
- 21-23 August 2022: B R E A K
- 24 August 2022
11:00 - 12:30 Møde m Gabriella Constantinou <gabriella@ldcluster.com> to record small video and to discuss options for cooperation (project development)
18:00 - Doan Phuong, tailor/designer (Vietnamese member of the Friendship Association) about attitudes to ...
- Thursday through Saturday 25 - 28 August: Field trip to Jutland
 - Torsdag kl. 18 Møde m. Ann-Grethe Huus-Bruun, Mørke
 - Fredag kl. 10:00 - 16:00 Visit to Den Skandinaviske Designskole - Brusgaard, Randers https://da.wikipedia.org/wiki/Den_Skandinaviske_Designhøjskole
Karma (accompanied by Pernille and Barbara) spends a day with the fashion and textile design classes at the Skandinavisk Designskolen, Brusgårdsvej 25, 8960 Randers [teacher Mads Dinesen]. Karma shows the short film he made in Bhutan, a slideshow with Bhutan Street Fashion photos, describes the process of dying and weaving cloth, demonstrates how a *kira* is worn and how a *gho* is worn. Discussion with the students about respecting traditional

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values of circularity and sustainability from the perspective of Bhutan, and about the role of social media and influencers in fashion trends.

- Friday night: opportunity for Members of the Friendship Association to meet with Karma [pls let us know in advance (Annegrete: tel. 26 67 04 69)]
- Lørdag: Vist to Aarhus and Moesgaard Museum: Exhibition RUS
- 29th of August
Meeting at the Royal Danish Academy with research assistant Trine Skødt on kl 10:30 about identifying research possibilities in connection with perspectives of fashion in Bhutan for example mapping, value chain research, and cluster viability research.
- 29th of August afternoon
Meeting at the Design Museum with Heidi Svane
- Meeting with Allan Kruse (Strategy and Branding Specialist - Brandbuilder - A Hybrid working with Creativity and Business Strategy, Design & Fashion) to record small video and to discuss options for cooperation (research project development)
- 31st kl. 19.30 Kvarter Huset, Kbh. S.
Following the meeting of the Friendship Association (5-7pm) members will have an opportunity to meet Karma, who will talk about his stay in Denmark and about the Bhutan Street Fashion blog and its relevance in the global discussion of circular economy in the fashion sector. Karma will show a short film about his work in Bhutan and guide a discussion about the role of social media in shaping identity and values in Bhutan.

Media: Facebook, Instagram, LinkedIn

Karma has been posting film and photographs regularly on Bhutan Street Fashion on Instagram and Facebook during his visit to Denmark and following the comments and reactions that have been posted.

Follow-up

His postings have generated significant attention in Bhutan and Karma has been contacted by Yeewong Bhutan in connection with his posts about his participation in Copenhagen Fashion Week. They have scheduled an interview upon his return to Bhutan. [Yeewong is Bhutan's leading multi-media company with over ten years of experience: as Bhutan's only in-print lifestyle magazine their 'primary endeavor is to tell stories of Bhutan through artistically and professionally rendered videos, and through.]

During his stay in Denmark, Karma has also been contacted by Tarayana Centre for Social Research and Development, The Research Wing of the Tarayana Foundation [Action-oriented Research | Social Change Pathways | Knowledge Sharing and Training | Policy Dialogue and Influence | Institutional] and has arranged a meeting upon his return to Bhutan.

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Karma will continue to administer Bhutan Street Fashion on Facebook and Instagram, and incorporate new perspectives from his discussions in Denmark.

Evaluation of visit:

- Strategy seems to have been right on – Bhutan as experts in circularity and sustainability at the fashion fair was a big hit
- Getting a **visa** was a challenge:

Karma was requested to provide more documentation – the application form from the Friendship Ass. was in Danish and the officer in Thimphu couldn't figure it out. Bhutanese Letters of Recommendation were provided to support the application.

The embassy in Delhi called the head of the Circularity Lab, who was on vacation and didn't answer a call from India. It was impossible to get in touch with the Embassy (I tried) to correct the misunderstanding about the invitation.

The **visit** was planned to coincide with Fashion Week but everyone was on vacation making it a challenge to make concrete plans and schedule meetings in Denmark.

Presentation of Bhutan Street Fashion at the Kolding Design School and the Presentation of Bhutan Street Fashion at VIA University College, Herning had to be canceled because the semester started only after Karma's return to Bhutan. Planning a tour to Jutland was also a challenge: school semester hadn't started, and response from those we contacted was slow and sporadic.

Conclusion:

The visit proved to be an important event and the dialogue between Bhutan and Denmark about circularity and sustainability has been initiated. The importance of including the perspectives of peoples outside of the Scandinavian and European area in the discourse of climate change and the possible steps that can be taken to lessen the damage we are doing to the planet seems to have been recognized. The idea of a Bhutanese designer coming to Denmark as an "expert" was acknowledged as both relevant and important to that dialogue.

Tentative logframe for Copenhagen Visit of Karma Tshering Wangchuk

Hopefully including 9 - 12 August 2022

02.02.22

OBJECTIVE	TENTATIVE ACTIVITIES	Expected outputs
Objective 1		Expected outputs
<p>To gain understanding about the concepts of 'circular design' in the context of fashion and textile production/consumption, through cross-cultural discussion and sharing of experience between Bhutanese and Danish stakeholders in the fashion/textile and media sectors. To explore the similarities and differences between the two perspectives.</p> <p>To shed light on how social media in different socio-economic contexts may form part of the drive towards more sustainable design and fashion business models.</p>	<p>Presenting the unique experience of the 'Bhutan Street Fashion' blog, the project will open for a dialogue btw Danish and Bhutanese designers and fashion industry stakeholders during the Danish Fashion Week, to discuss Bhutanese fashion experience as a completely different alternative to western fashion mechanisms, especially in terms of the goals and nature of fashion and the implications of 'sustainable consumption'. On this background the project will facilitate a broader discussion of greener, sustainable models for textile and design (both as production and consumption).</p> <p>The influence of social media will be a focus as well as a medium during all project activities.</p> <p>More concretely the project will undertake the following activities:</p> <ul style="list-style-type: none"> - Contact Global Fashion Agenda (GFA) to ensure support for the organization of a dialog meeting btw Danish designers and the Bhutanese designer Karma Lhari Wangchuk during the Danish Fashion Week - Map and engage the relevant people within the social media landscape in Denmark and in Bhutan to ensure wider participation in the project dialogue: meetings with students and other stakeholders documenting Karma's experiences in Denmark - Mobilization of researchers and identification of research topics related to the subject (e.g mapping, value chain research, and cluster viability research) - Meeting with Friendship Association members on Bhutan StreetFashion and it's relevance in the global discussion of circular economy in the fashion sector. The role of social media in shaping identity and values in Bhutan. - Presentation of Bhutan StreetFashion at the Royal Danish Academy, School of Design. Meetings with students and researchers about the unique role of fashion in Bhutan. - Presentation of Bhutan StreetFashion at the Kolding Design School. - Presentation of Bhutan StreetFashion at VIA University College, Herning - Meetings with students and researchers about the unique role of fashion in Bhutan. - Presentation and discussion at the Design Museum about crafting Bhutanese textiles and identity. - Participation in the Copenhagen FashionWeek as influencer - Meeting with relevant designers and fashion industry stakeholders. - Outreach activity with children - Small film updates on Instagram and Facebook during Karma's visit to Denmark 	<ul style="list-style-type: none"> - Increased knowledge about modern trends in Bhutanese Culture - Production of material on Karma's visit promoting interest for modern Bhutanese culture outside of Bhutan (and online) - Input to project formulation related to dialogue on circular economy in textile industry. - Identification of stakeholders (network) focusing research related to circular economy

Tentative logframe for Copenhagen Visit of Karma Tshering Wangchuk

Hopefully including 9 - 12 August 2022

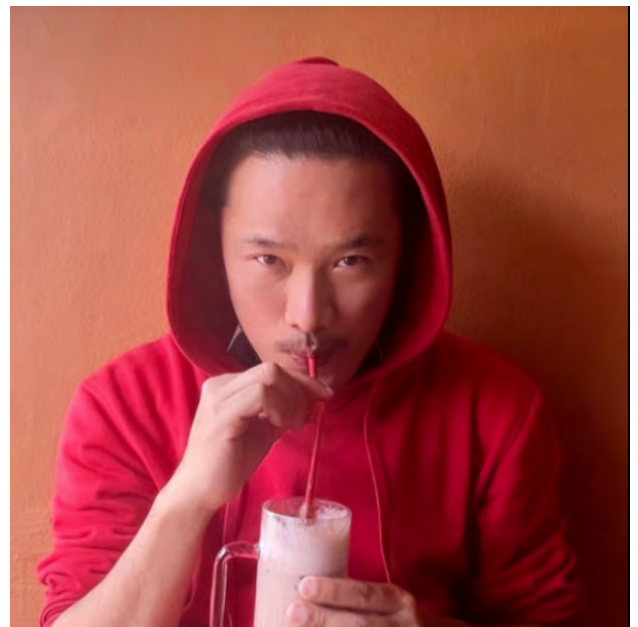
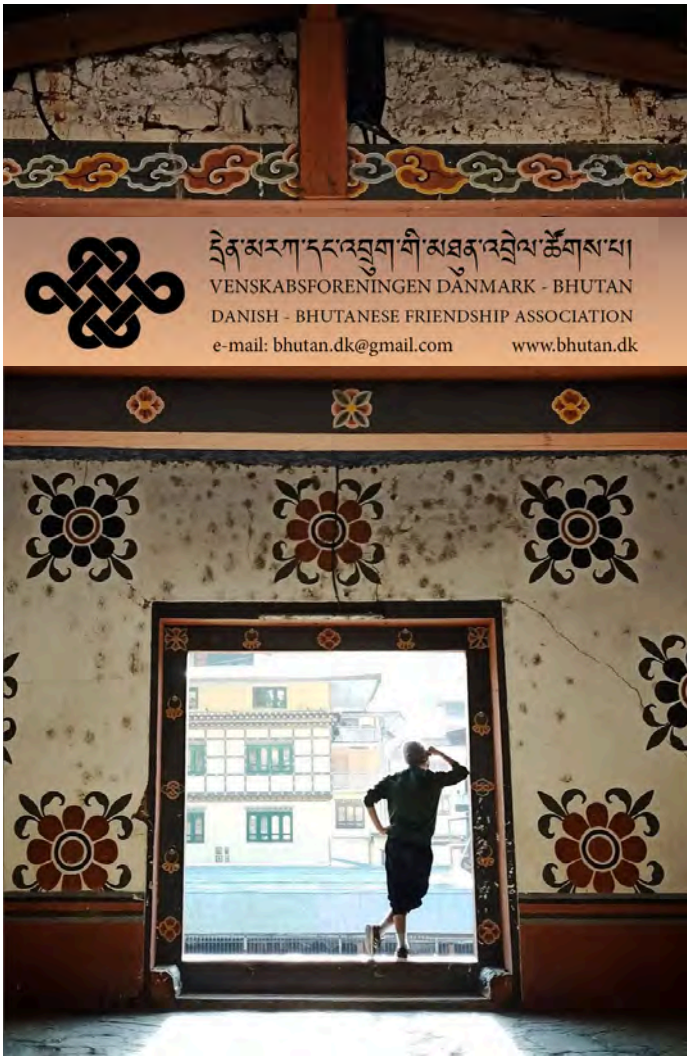
Tentative Budget for Copenhagen Visit of Karma Tshering Wangchuk

Hopefully including 9 - 12 August 2022

	Amount Nu	USD	DKK	DKK
Int. Travel expenses:				
PARO – BANGKOK – PARO (DRUK AIR)	29,500	396	2,606	3,000
BKK-CPH-BKK				5,000
APPLICATION FEE (VISA)	4,700	63	415	450
LOGISTIC FEE (VISA)	2,700	36	238	300
COURIER (VISA)	2,700	36	238	300
LODGING (DELHI/BANKOK) 4000 X 2	8,000	107	704	800
Presentation materials: DOCUMENTARY	40,000	537	3,533	3,500
Denmark Travel expenses :				2,000
Misc.				4,650
	Circa 220,000 BTN			20,000

NOTE

- That is the tentative rate of the Druk Air, price change by a small margin depending on the dollar rate
- The total the entire VISA processing fee is Nu 10,100. I broke it down in the table.
- The fashion documentary amount I kept it slightly higher than I initially had in my mind, just to be on the safer side.



The Danish-Bhutanese Friendship Association is inviting the talented young Bhutanese designer and fashion illustrator, Karma Tshering Wangchuk, to share his experiences during August 2022.

Bhutan, a small kingdom in the Himalaya, is one of the few countries in the world with an official dress code. Despite this restriction, a new awareness of fashion has emerged over the past twenty years.

Under the tagline Bhutan Street Fashion, Karma has been using social media to engage Bhutanese in a discussion of the evolution of traditional culture and the expression of identity.

<https://www.facebook.com/BhutanStreetFashion>

Bhutan Street Fashion
December 27, 2021

In a valley blanketed with their first snowfall of the year and dense mist looming everywhere, she appeared out of nowhere like a dream. A monochromatic dream with hints of maroon, mauve, magenta and every member of its family deliciously adorning her at the right places.

She was on her way to pay her relatives a visit on the other end of the valley. Come hail, rain or snow her signature style gotta stay on point.

I love everything she is wearing right from her matching cap... See more



Bhutan Street Fashion
September 7, 2021

They wore their smile the best

I love how our school uniform is our traditional wear. While the rest of the world have, for the most part adapted to the standard western wear for school uniform, here in Bhutan it's our good ol' gho & kira. We teach them young, in order to be appreciative of other people's customs and traditions, you gotta learn to walk the talk and respect your own first.

I saw a lot of school kids along the highway, going home munching on apples, perhaps... See more



Bhutan Street Fashion
February 24 at 2:34 PM

She represents my current mood, her vibe is the perfect confluence of the two seasons, the ending of winter and the dawn of spring. Love her silk navy tango, with just the right hint of peach wonju/kira. Is it too soon for me to be getting a whiff of spring around the corner.

Dr. Tashi Zangmo of the Bhutan Nuns Foundation was named by BBC, among its list of the world's 100 most inspiring and influential women of 2018, which draws on the achievements and accomplishments of women... See more



Karma presents a complementary perspective on sustainability in the textile sector. As an expert on the role of textiles in a little-known culture; he will contribute to our discussion of fashion in the light of climate change.

Post on LinkedIn by Tanja Gotthardsen (She/her) • 1st Rådgiver ambitiøse mode- & livsstilsvirksomheder om social & miljømæssig ansvarlighed, data, policy, forbrugerformidling & B Corp | Researcher & holder foredrag om mode, forbrug, greenwashing & bæredygtighed 🌍

[#CopenhagenFashionWeek](#) går på hæld, og stemmen er, som altid, lidt slidt på sidstedagen. Men samtalerne har ikke bare været mange - de har også haft en særlig dybde. Og især en samtale bliver ved med at vække genklang hos mig - nemlig interviewet med Karma Tshering Wangchuk og [Allan Kruse](#) på gårsdagens [CIFF · Copenhagen International Fashion Fair](#) 🙏🇩🇰

I Bhutan har man nemlig en officiel klædedragt. Måden den bæres på er dog enormt divers, med stor plads til individuelle udtryk, og den kommer i et væld af farver og vævninger, og kombineres frit med fx mere globaliseret highstreet tøj. Og dragten - og den bhutanesiske tøjkultur - kan lære os meget om såvel ressourceforståelse som identitet 🌱

Jeg nævner i flæng:

💡 Jo ældre klædedragt, jo større prestige. Det, at noget er brugt og passet på over mange år, understreger blot kvalitet, omhu og respekt

💡 Langt størstedelen af befolkningen,

herunder også børn og unge, ved hvor ressourcekrævende det er at væve en dragt (fun fact: de simple tager 1-2 uger at væve, de mere detaljerede helt op imod 1 år for en "master weaver"!)

💡 Betegnelsen "genbrug" er helt skør i bhutanesiske ører, fordi det er en selvfølge at man deler og videregiver tøj

💡 Mange turister genopdager deres egne nationale dragter i mødet med Bhutans, og man er meget velkommen til også at iføre sig Bhutans. Det ses blot som "cultural appreciation", mere end appropriation

... og meget, meget mere. Vi talte også om localism, globalisering og det, både at dele og bevare traditioner og kulturelle udtryk. Og den vigtigste pointe for mig personligt er, at vi har brug for flere tværkulturelle møder, der gør os i stand til at løfte som globalt fællesskab 🌍

Mange har givet udtryk for, at interviewet "stak lidt ud" i det samlede program - for hvorfor var det nu lige, at vi skulle snakke cirkularitet med en designer fra Bhutan? Og hvor var det nu lige, at Bhutan gemte sig på verdenskortet? Men måske lige præcis derfor var det så potent 🔥





Meget af det, vi i Danmark taler om som svært implementerbare løsninger mod en mindre belastende industri, er nemlig "second nature" i Bhutan. Man taler ikke om det; man gør det bare. Lever det. Og det satte virkelig branchens tåven og fokus på teknofiks i relief.

Tak til [Lifestyle & Design Cluster](#), [Barbara Adler](#) og the Danish Bhutanese Friendship Association for at give mig en opgave og oplevelse, der vil resonere længe efter, at den sidste dragtpose har forladt Bella Center.