THIS IS HOW INNOVATION FEELS
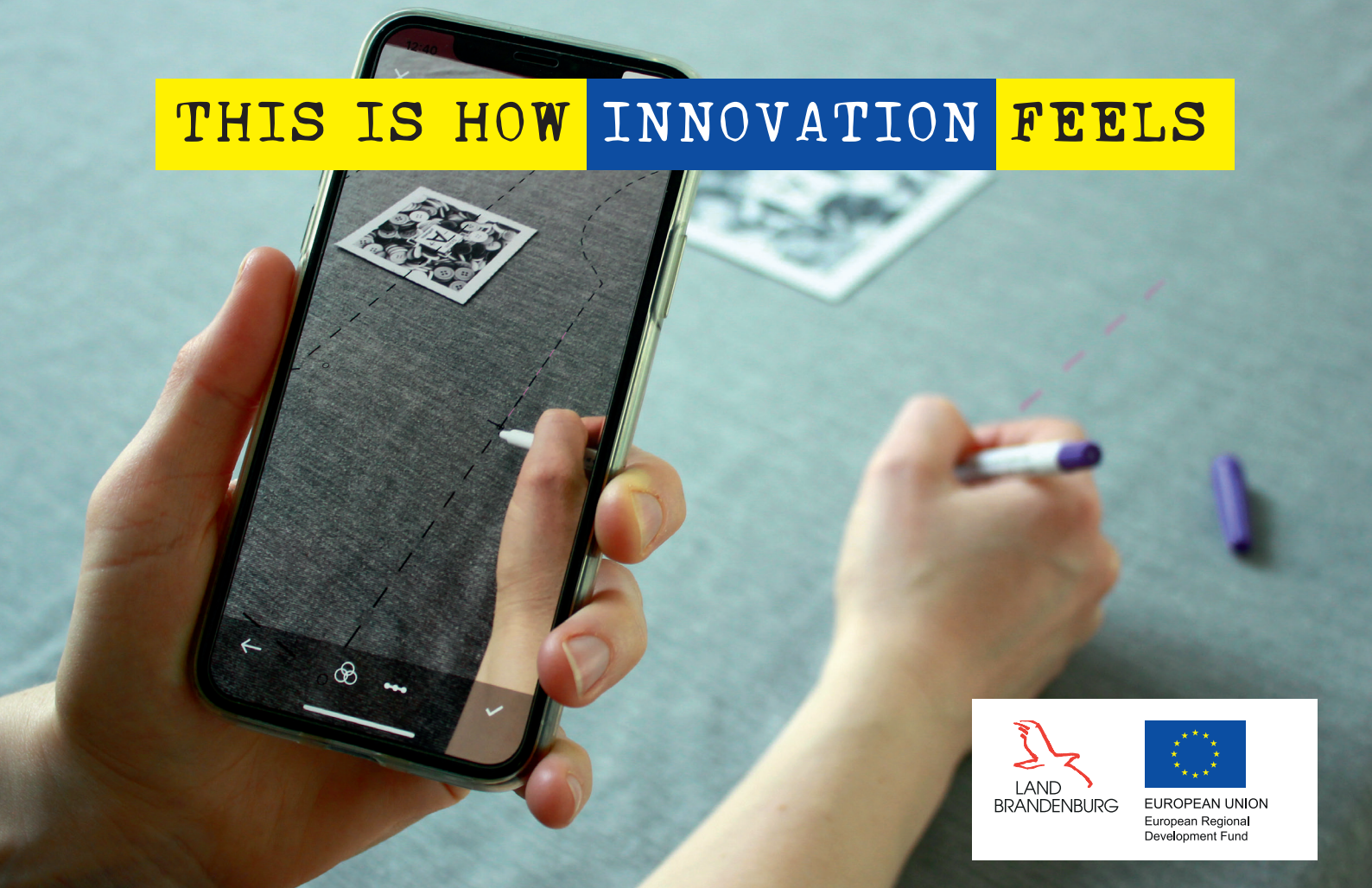
ERDF. Sewing 2.0

Whether a skirt, baby pants or cap – sewing is becoming more and more popular as a hobby. Germany has around five million sewing enthusiasts. Pattarina is the first app that allows sewing patterns to be transferred directly from a mobile phone to fabric, so that patterns no longer have to be copied or glued together.

Up to now, anyone who liked to sew and design clothes for themselves or for others had to invest a lot of time and effort transferring patterns onto fabric. 80 percent of hobby sewers find it tedious sticking A4 sheets together or copying huge pattern templates onto fabric. The 'Pattarina' app by Dr Nora Baum and Markus Uhlig makes this annoying paper a thing of the past, making it easy to transfer patterns to fabrics using a smartphone.

From the idea to the app

Dr Nora Baum loves to sew. Taught to sew by her mother, she never liked the lengthy process of preparation. After a New Year's Eve celebration, she came up with the idea projecting patterns onto fabric with light – in much the same way as a beamer works. Together with her co-founder Markus Uhlig and mentor Professor Dr Claus Lewerentz of BTU Cottbus, she looked for a way to turn her idea into reality.

Project details

Beneficiary:
Pattarina GmbH
Petersilienstr. 29
03044 Cottbus
www.pattarina.de

Priority:
Enhancing the competitiveness of small and medium sized enterprises
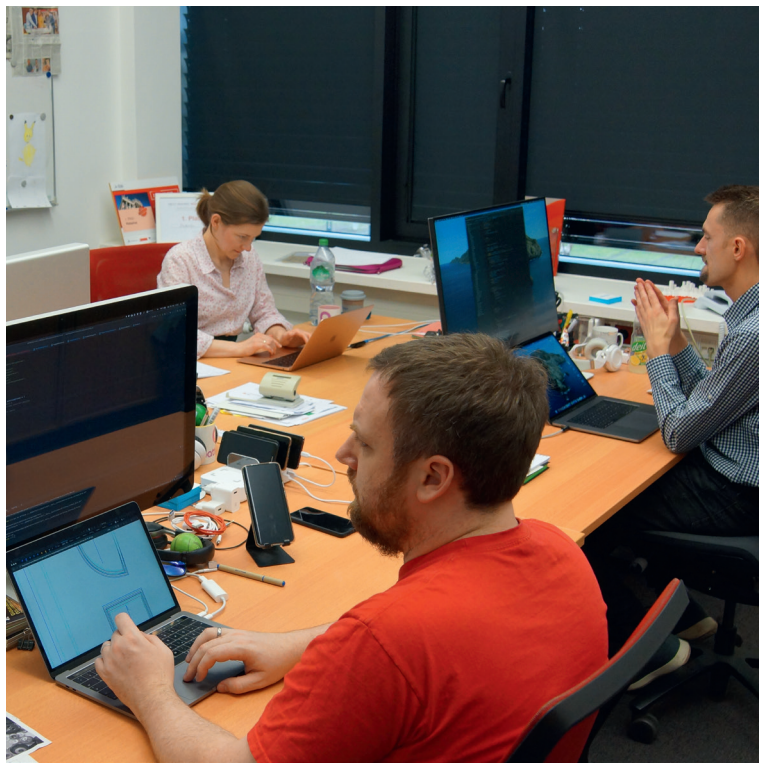
Investment amount:
EUR 119,000, of which EUR 89,000 is ERDF-funding

Project term:
March 2019 to December 2020

Augmented Reality finally provided the solution. The real image is digitally augmented using a computer-controlled device, such as a smartphone as shown here. The further development of this innovative business idea is supported by a grant from the European Regional Development Fund (ERDF).

How does the app work?

The app simplifies the sewing process by transferring the sewing patterns using a smartphone. The patterns can be purchased from designers who work together with the Pattarina team. New designers and templates are constantly being added, and of course the app also includes some free test patterns. When transferring that pattern to the fabric, a so-called 'anchor' acts as a reference image that can be downloaded and printed. As soon as the app recognises the image, it displays the first piece, which always maintains the correct size, no matter how the smartphone is moved. It is not necessary to transfer all the lines to the fabric. A few points or strokes are all you need to trace along the lines.

What does the future hold for Pattarina?

More patterns will be available and programmer Martin Mrose is constantly working on making transmission even more convenient. "In addition, we would also love to have an English version of the app and additional functions, such as changes, flexible seam allowance and design planning," says founder Dr Nora Baum.

DID YOU KNOW?

When the two founders started developing the app, many friends and acquaintances asked whether it was worthwhile or whether the target group was big enough. Dr Nora Baum and Markus Uhlig found out that in fact everyone knows at least one person who sews in their spare time and enjoys it. This handicraft is currently very much en vogue again, especially among young people.