

# KUNIRI gUG



Fashion Show 2016  
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## Location

Munich and Berlin

## Country

Germany

## Short summarizing description

Kuniri offers refugees in Munich room to realize their own ideas creatively with experts on their side. In 2015 we established a sewing workshop with the goal of designing a collection and start a fashion label together with refugees with different backgrounds. We want to offer young people a meaningful assignment with individual responsibility and show them a possibility to break out of the challenges they have to face in everyday life in refugee camps. Additionally the workshops create an integrative situation as everybody speaks German and is able to network within the group. Our aim is to stimulate a welcoming atmosphere, to strengthen their self-confidence through creative work and therefore make integration possible. The interchange on a face to face level is basic meaning that all the different cultural backgrounds will be recognized and integrated. With the fashion label Kuniri we want to create fashion which includes all the different cultural backgrounds of our participants.

## Key Terms

Fashion, Creative Interchange, Occupational Integration

## Context and background, Which problems/challenges does your measure try to solve/cope with?

With Kuniri we want to offer young people a meaningful assignment with individual responsibility and show them a possibility to break out of the challenges they have to face in everyday life in refugee camps. Additionally the workshops create an integrative situation as everybody speaks German and is able to network within the group. Our aim is to stimulate a welcoming atmosphere, to strengthen their self-confidence through creative work and therefore make

integration possible. The certificate the participants will get after attending the Kuniri Academy workshop is a first step to the professional world of fashion. As they often do not have any testimonials of their profession it will be a first reference.

## Which are the key objectives of your measure?

Occupational Integration Working on eye level Self-confidence Creating Jobs Creating Fashion integrating the different cultural backgrounds of all the participants.

## Who are the main target groups and beneficiaries of your measure?

We do work together with refugees / newcomers from all over the world. No work permit or previous knowledge is needed. The aim is to support a occupational integration as well as to establish an own fashion label which will employ the participants of the course.

## Which actions have already been implemented and which results have been achieved so far?

We founded the project 3 years ago. By now we do have to offices, one in Munich and just recently one in Berlin. The Munich office is already doing the third academy workshop and has completed several orders from different companies. Further we do have three ladies working for Kuniri on a Minijob basis. Also there have been some cooperations with the town as well as the Pinakothek der Moderne. And several fashion shows have been taken place. In Berlin we just established the location and will start our first academy workshop in January 2018.

## Which were the main problems and challenges you were/are facing when implementing the project and how did/do you (try to) overcome them?

First of all it was quite difficult to get in touch with the refugees who are interested in a certified workshop like ours. But by now we do have a very good network of social workers who do know the people and can bring our offer to knowledge. Further we always do have problems with resident permits as decisions are made quite fast and some of our participants suddenly have to go home again. This is a problem we cannot really solve. We are trying to hold contact to our former participants and even try to cooperate with them concerning for example african textiles being ordered by us.

## Link to website

<http://kuniri.net>

## Starting date

2015-01-08

## Duration

36 months

## Regional scale

4 - national

## Contact person

Kuniri gUG

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<http://www.kuniri.net/>

## Category 1, Managing social change

We are working together with local designers and refugees. Both are working on a face to face level and networking is taking place. Not only do the refugees get an image of how to work in Germany and what possibilities they would have in fashion business. But also do people get to know each other and prejudices are neutralized. Bringing together the people is supporting another understanding and working together, including all cultural impacts in a creative process, is taking advantage of the additional benefit a multicultural society can bring.

## Category 2: Integrating migrants into the local/,regional labour market

As we are training people in tailoring and fashion design we do have the explicit function of integrating the people into the German labour market. This is basically one of the aims of Kuniri. Further we do strengthen their self-esteem for consisting in the market.

## Category 5, PR impact and awareness raising

As Kuniri is a meeting place it automatically raises awareness of needless prejudice and fear of the unknown. It even shows what can grow if you take advantage of the benefits intercultural cooperation brings.

## Category 6, Innovative dimension

The innovation of Kuniri is bringing together different understanding of design in fashion. Creating something new and building bridges between cultures in fashion and design.

## Category 7, Transferability

The concept of Kuniri can be implemented in any region in Germany and even worldwide.

## Category 8, Embedment in a comprehensive welcoming strategy

People coming to Kuniri are welcome in a very special way. We do meet them at eye level. We do challenge their skills and at the same time we understand Kuniri as a shelter, where people also are welcome to just be. You do not have to perform constantly especially taking into consideration that many of the refugees coming to us are highly traumatized. Seeing what happened up to now you can definitely say we have become friends.