Service ecosystem: Weaving a sustainable future within textile artisans’ communities

This item was submitted to Loughborough University’s Institutional Repository by the/an author.


Additional Information:

• This is a presentation for the Conference PhD by Design: Researching Across Difference, Goldsmiths University, London, UK, 5th-6th November 2015

Metadata Record: https://dspace.lboro.ac.uk/2134/20893

Version: Published

Publisher: © The Author. Published by PhD by Design

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“service design for the future of textile artisans’ communities: an enabling ecosystem towards sustainability & social innovation”

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research...
- problem
- aim
- focus
- methodology
- conclusions
research problem

the global crisis is leading to the end of a linear economy, while setting the ground for redistributed **microproductions**, based on new ethics of sustainability
the craft discourse is mainly based on individual making practices, overlooking their human and social dimension
it is missing a **strategic agenda**, which could create sustainable interconnections within this pachthy landscape
to explore how service design can contribute to encourage textile artisans’ communities towards a sustainable future
research focus

material
- local fibres: vegetable, animal, discarded

tool
- by hands, machinery, digital tools

making
- small scale, localised, diversified, flexible

artisan community
- quality, skilled control, personal identity, material culture
Textiles

- Utilitarian
- Culturally meaningful
- Aesthetic

Large availability of fibres
High employment
Wide applications
Rising consumer trends

Why?
textile artisans’ communities are bottom-up, human-centred aggregations, using local fibres, managing the process of making culturally significant apparel, by hands or through digital tools.
service design can facilitate this holistic process:

1. artisans’ communities
2. collaborative services
3. enabling ecosystem
methodology

**PS:** TAC: Textile Artisans’ Communities

1A. **plan**
    - map textile artisanal landscape

1B. **act & observe**
    - explore sustainable future trends for TAC

1C. **reflect**
    - set a strategic agenda for encouraging TAC towards a sustainable future

2A. **main study**
    - plan
    - select TAC to involve in co-design

2B. **act & observe**
    - co-design collaborative services

2C. **reflect**
    - evaluate whereas service design has met the theoretical framework

3A. **evaluation**
    - plan
    - plan interconnections among TAC

3B. **act & observe**
    - outline an enabling ecosystem of services

3C. **reflect**
    - synthesize service design process into a theoretical framework
discover

experts’ focus group shadowing

define

contextual interviews

co-creation

develop

service blueprint

deliver

service ecosystem map
to explore the wide scope of application of service design and develop a flexible service model to be tailored on different contexts
textile artisans’ communities can contribute to **sustainable development** as they...

- rescue **cultural** heritage
- provide **social** engagement
- boost creative **economy**
- enhance resource **stewardship**

Our town is making jeans again.
thank you!