How can service design drive textile artisans’ communities towards a sustainable future? [Poster]

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how can service design drive textile artisans’ communities towards a sustainable future?

area of study

The global economic and environmental crisis is leading to the end of a linear economy based on consumption and waste, while setting the ground for new ethics of sustainability and cutting-edge business opportunities.

Artisanship is an interesting opportunity for opening up flexible and redistributed micro-factories, while bridging local realities with global markets. It is a key contributor to sustainable development as it preserves cultural heritage, provides social employment, and boosts creative economies and environmental stewardship. This PhD aims to explore how service design can strategically drive textile artisans’ communities towards a sustainable future. This means empowering artisans’ creative assets and social bonds, co-designing collaborative services and scaling up initiatives within an enabling ecosystem at glocal level.

research framework

research questions

1. What are the opportunities and barriers for textile artisans’ communities to become sustainable?
2. How can service design drive such communities toward sustainable future scenarios?
3. How can an enabling ecosystem be co-designed to scale up innovation at glocal level?

methodology

Textile artisanship is the human-centred economic activity of giving form and meaning to local natural fibres, by hands or by directly controlling mechanised and digital tools, and managing the process of garment making.

Textiles

- utilitarian
- aesthetic
- artistic
- symbolic

large diffusion
wide applications
sustainability challenges

Social innovation

- policy innovation
- strategic design

happiness & wellbeing

Aim

- textile artisans’ communities

Craft clusters

Creative economy

Collaborative services

Digital innovation

Enabling ecosystem

Resilience

Glocal markets

Sustainable development

Circular economy

Creative economy

Different stakeholders acknowledge multiple realities

Interaction with participants influences the research

Qualitative and flexible process of in situ data collection

Constructivism

- research paradigm

Participatory action research

Ontology

- epistemology

Discover

- experts’ focus group
- shadowing
- contextual interviews
- co-creation

Define

- service blueprint

Develop

- service ecosystem

Deliver