Empowering, co-designing, scaling: A service design model for the sustainable future of textile artisans’ communities

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Additional Information:

- This is a conference presentation

Metadata Record: https://dspace.lboro.ac.uk/2134/20908

Version: Published

Publisher: Loughborough University

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“empowering co-designing scaling: a service design model for the sustainable future of textile artisans’ communities”

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index

- research problem
- aim
- scope
- methodology
- studies
- conclusions
the global economic and environmental crisis is posing complex challenges
redistributed manufacturing

retailers who want the convenience of manufacturing closer to home or are looking for a distinctly British look for their collections.

circular economy

alternative economies

flexible production
slow consumption
advanced artisanship
designer entrepreneur
enabling ecosystems
to explore how **service design** can contribute to encourage textile artisans’ communities towards a **sustainable future**
scope

material
- bottom-up skills, quality, human control, material culture
- local, natural discarded fibres, textiles & fashion

tool
- by hands, machinery, digital tools

making
- local business, small batches, flexible, local market

artisan community
PAR methodology

1A main studies
- plan map TAC & future trends

1B act sustainable future trends for TAC
- reflect barriers, enablers, sustainable manifesto

2A main studies
- plan sampling strategy, study protocol, pilot

2B act sustainable future trends for TAC
- to scale up innovations within enabling ecosystem

2C main studies
- reflect impact of service design model

evaluation
- conclusions & discussion

TAC: textile artisans’ communities
user centred, relational, systemic process of co-creation of tangible and intangible values to encourage holistic sustainability
challenging sustainable futures

focus group
interviews
shadowing

experts’ focus group

shadowing

semi-structured interviews
**theoretical framework**

**barriers**
- Dominance of financial structures based on profits;
- Lack of time & efforts to develop alternative models;
- Lack of skills;
- Export of machinery and outsource of production;
- Lack of interest for young people in craft production;
- Endangered craft heritage;
- Consumers’ misperception of quality;
- Over-consumption;
- Lack of information on textiles, artisans and sustainability challenges;
- Lack of sustainability uptake;
- Lack of training in strategies/management/entrepreneurship in design curricula.

**enablers**
- Change of mindset (systemic thinking);
- Interconnected design-artisanship-academia-policy-consumers;
- Cultural empathy with artisans;
- Metatools, flexible, collaborative, reflective;
- Storytelling to elicit and convey engaging meanings;
- Empowerment models: access to information, awareness, ability, independency;
- Development of sustainable business models;
- Technological advancements.

**a sustainable manifesto for textile artisans’ communities**
- Shift the focus from aesthetics to ethics, from style to quality meanings;
- Ethical labour and rights must be set: less bad is not good;
- Textile artisanship stands as a slow reaction to fast fashion;
- Textiles are interconnected to their wholeness: materials, processes, people, places;
- Being vs. having, learning from nature and acknowledging the unpredictable;
- Manage connectivity within local communities, as collective wisdom and social act of collaboration;
- Design as political agent, embracing diversity as resource, weaving synergies among different assets;
- Scale up open initiatives within peer-to-peer networks at a glocal scale;
- Understand the root system and trigger holistic and systemic change, from micro to macro scales;
- Build an enabling ecosystem: complex, adaptive infrastructure supported by polycentric governance.
PAR strategy

participatory action research

to develop a flexible service design model of co-designing collaborative services, encouraging textile artisans’ communities towards a sustainable future.

to empower a heritage artisans’ community

to co-design with contemporary artisans

to scale up a cutting-edge artisans’ ecosystem

new york

nottingham

cape town

new york

nottingham

cape town
storytelling with nottingham lace artisans

define

- contextual interviews
- brainstorming

Kula Tsurdiu
bridal dresses leavers lace

G H Hurt & Son Ltd
shawls knitting lace

JC Middlebrook
jewellery embroidered lace
initial findings

photo-diaries

SWOT analysis of ideas

g h hurt & son ltd
storytelling with nottingham lace artisans

challenges & opportunities to move towards a sustainable future
1 day participatory design workshop:
co-designing a sustainable future
for nottingham lace artisans
textile artisans’ communities can contribute to a **sustainable development**

- rescue **cultural heritage**
- provide **social engagement**
- encourage **economic development**
- enhance **environmental stewardship**
questions ?

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