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

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

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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

flexible production

alternative economies
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

by hands
machinery
digital tools

making

artisan

community

local, natural
discarded fibres
textiles & fashion

local business
small batches
flexible
local market

tool
PAR methodology

1A main studies
- plan: map TAC & future trends
- act: sustainable future trends for TAC

1B main studies
- scoping study: to develop theoretical framework for sustainable future for TAC
- reflect: barriers, enablers, sustainable manifesto
- act: sustainable future trends for TAC

1C main studies

2A main studies
- plan: sampling strategy, study protocol, pilot
- reflect: impact of service design model

2B main studies
- to develop flexible service design model of co-designing collaborative services for sustainable TAC
- to co-design a collaborative service
- act: sustainable future trends for TAC
- to scale up innovations within enabling ecosystem

2C main studies
- to empower TAC

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

discover

- 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, independence;
- 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

to New York

t to Nottingham

t to Cape Town

storytelling with nottingham lace artisans

define

- contextual interviews
- brainstorming

G H Hurt & Son Ltd
- shawls
  - knitting lace

Kula Tsurdiu
- bridal dresses
  - leavers 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.

- Participatory design workshop
- Stakeholders map
- Ecosystem canvas
- Service blueprint
textile artisans’ communities can contribute to a sustainable development

rescue cultural heritage
provide social engagement

textile artisans’ communities can contribute to a sustainable development
encourage economic development
enhance environmental stewardship