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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index

- research problem
- aim
- scope
- methodology
- studies
- conclusions
research problem

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
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

artisan community
- by hands, machinery, digital tools
- local business, small batches, flexible, local market

tool making
PAR methodology

**Scoping study**

1A. Plan to develop theoretical framework for sustainable future for TAC

1C. Reflect barriers, enablers, sustainable manifesto

**Main studies**

2A. Plan sampling strategy, study protocol, pilot

2B. Act sustainable future trends for TAC

2C. Reflect impact of service design model

**Evaluation**

Conclusions & discussion

**TAC:**

Textile artisans’ communities

To develop flexible service design model of co-designing collaborative services for sustainable TAC

To co-design a collaborative service

To scale up innovations within enabling ecosystem

To empower TAC

To develop theoretical framework for sustainable future for TAC
service design methods

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
A theoretical framework for textile artisans' communities

<table>
<thead>
<tr>
<th>Barriers</th>
<th>Enablers</th>
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<tbody>
<tr>
<td>Dominance of financial structures based on profits;</td>
<td>Change of mindset (systemic thinking);</td>
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<tr>
<td>Lack of time &amp; efforts to develop alternative models;</td>
<td>Interconnected design-artisanship-academia</td>
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<tr>
<td>Lack of skills;</td>
<td>-policy-consumers;</td>
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<td>Export of machinery and outsource of production;</td>
<td>Cultural empathy with artisans;</td>
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<tr>
<td>Lack of interest for young people in craft production;</td>
<td>Metatools, flexible, collaborative, reflective;</td>
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<td>Endangered craft heritage;</td>
<td>Storytelling to elicit and convey engaging meanings;</td>
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<td>Consumers' misperception of quality;</td>
<td>Empowerment models: access to information, awareness, ability,</td>
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<tr>
<td>Over-consumption;</td>
<td>independency;</td>
</tr>
<tr>
<td>Lack of information on textiles, artisans and sustainability challenges;</td>
<td>Development of sustainable business models;</td>
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<tr>
<td>Lack of sustainability uptake;</td>
<td>Technological advancements.</td>
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<tr>
<td>Lack of training in strategies/management/entrepreneurship in design curricula.</td>
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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 co-design with contemporary artisans
- To scale up a cutting-edge artisans’ ecosystem
- To empower a heritage artisans’ community

Locations:
- New York
- Cape Town
- Nottingham
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

- participatory design workshop
- stakeholders map
- ecosystem canvas
- service blueprint

next...

develop deliver

organisations

community

consumers

designers
textile artisans’ communities can contribute to a **sustainable** development.
questions?

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