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Cross border training “Interaction of craftsmanship and design”

CRAFT AND DESIGN

ENI-LLB-1-108 “Promoting preservation, availability and development of intangible culture and local history heritage improving sustainable culture tourism competitiveness in Latvia, Lithuania and Belarus” /
“Rediscover the roots of regions”



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*About me- **Zane Beitere-Šeļegovska***

Director of study programm Design and crafts

Lecturer in textile technologies

Technical director and co-owner of SIA WollliMolli

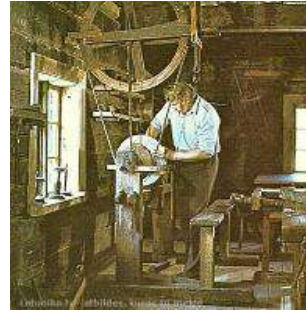
Self employed for 13 year – bead jewelry etc.

ENI-LLB-1-108 “Promoting preservation, availability
and development of intangible culture and local
history heritage improving sustainable culture tourism
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“Rediscover the roots of regions”

*Differences, collaboration and exchange between
CRAFTSMAN and DESIGNER*



CRAFT and DESIGN *from history*



- ***Craft***- a small-scale industry based on handmade and simple tools. The items were made for the use of themselves. Crafts were an integral part of subsistence farming
- Industrial revolution
- ***Design***- mass production of items created to satisfy needs and organize environment

CRAFT and DESIGN *nowadays*

- In today's Europe, **crafts** are the second largest sector of the economy after industry, which is recognized as a form of production
- **Design** is not focusing only on the appearance of the product, but also on its function, produced with the value and the experience it will provide to the user.



CRAFT

- *Mostly individual work*
- *made by hands*
- *based on traditions, heredity and succession of job and skills*
- *responsibility and quality of work*
- *individual orders*
- *Direct connection with the market*



DESIGN

- *mostly industrial and serial products for millions of people*
- *based on innovations, technologies and materials*
- *makes a product understandable and useful*
- *honest*
- *user centered*
- *aesthetic*
- *not always result is a real product*
- *Good design is as little design as possible*



Existing situation, experience in Latvia



When designer meets craftsman

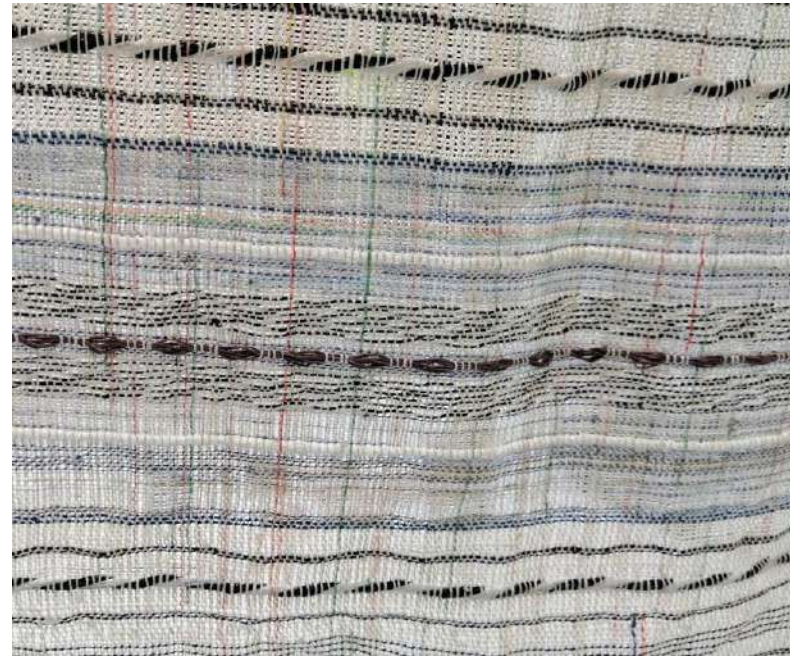
World experience

- Designer's cooperation with Taiwanese artisan weavers, thus promoting the growth of tourism and small business in the country.
- details or bags for the frame- bamboo, reed and rattan.
- The inner bags are made in the technique of weaving from polyester tapes
- Each unit is made of one material, so it can be easily modified / destroyed at the end of its life cycle



When designer meets craftsman world experience

- Designer solved the problem of rapidly growing waste in Mexico
- durable yarn are made from plastic shopping bags.
- yarn is useful for weaving, knitting or crocheting



When designer meets craftsman world experience

- Palm leaves.
- No chemicals are used
- Products such as carpets, shoe soles, etc. are made by small local companies



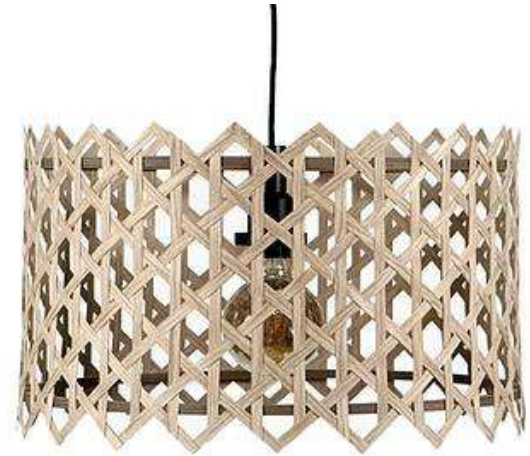
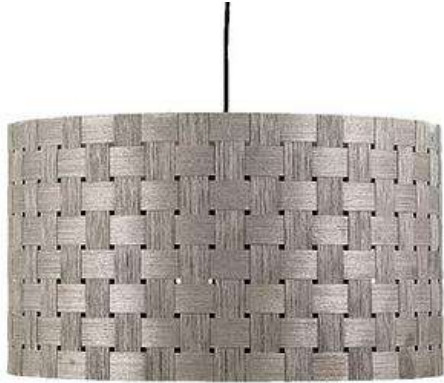
*When designer meets crafter...
Experience in Latvia*



ARS TELA



When designer meets crafter...
Experience in Latvia



Si-LIGHT



When designer meets crafter...
Experience in Latvia



NEIL BARRETT



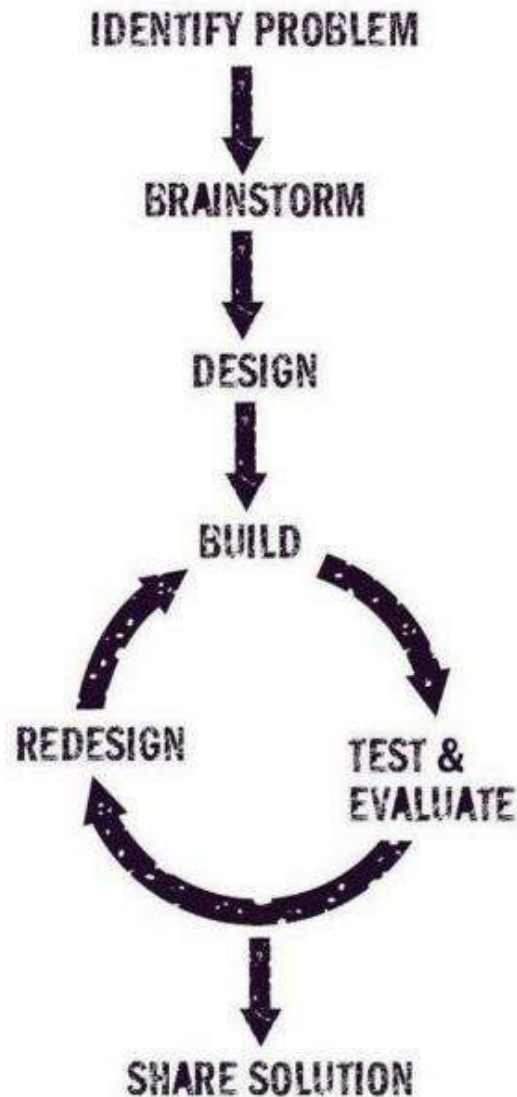
Knitted wool socks and tights in
Bebrene Parish triumph at Milan
Fashion Week

June 29, 2020

Design thinking- from problem to product



THE DESIGN PROCESS



Research initial assumptions
Problem identification

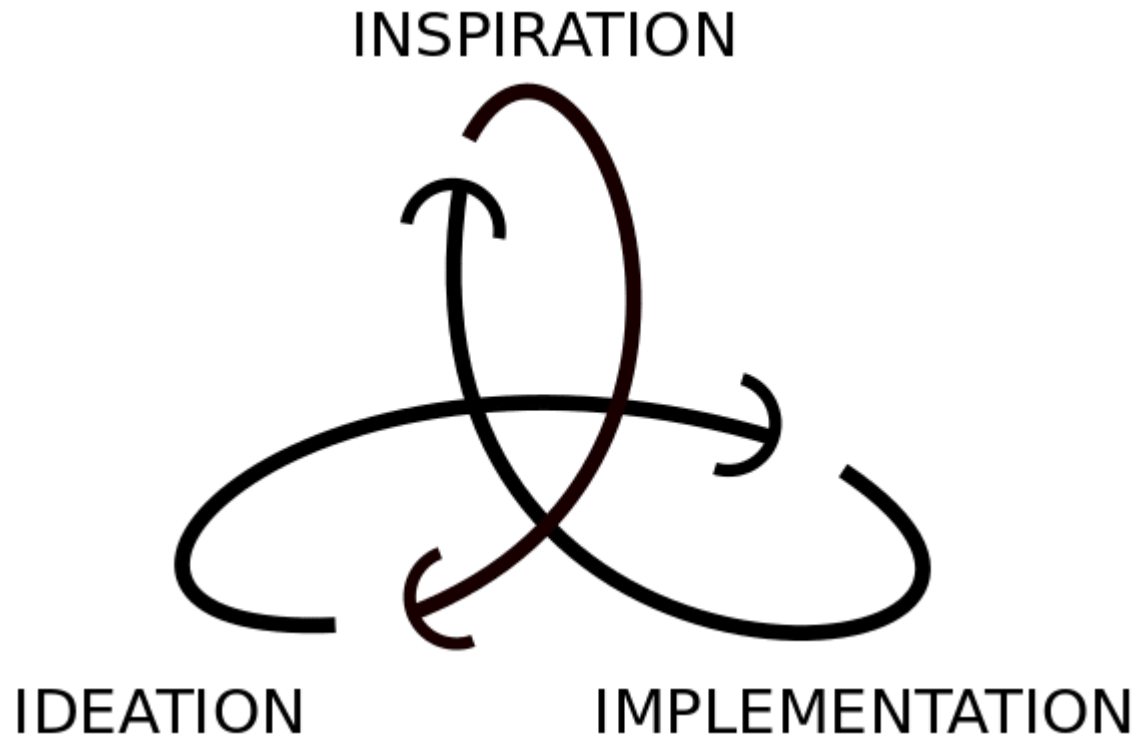
Design concept
idea generation, sketches

Design development
technical drawings,
prototyping

Design details
testing
Evaluation
Transformation

Implementation
Production, marketing

Design thinking for processes



Design thinking – problem hunting

- what problems have I noticed in my vicinity?
What worries me?
- What problems do others face? What does a human need?
- What are my skills? Do I know people who can help me solve this problem?



Design thinking – market understanding

- what is the user's problem?
- Has anyone tried to solve this before? Was it successful or not? Why?
- Competitors in the industry
- Stakeholders involved in the specific problem, including users. Where are these customers?
- How to solve this problem in another way or how to supplement the existing solution?



Design thinking – context research

- Understand the wider context of the problem and the data, and what affects it.
- Public opinion on the topic. Inspirational products and services you may have noticed.
- Global and local trends, what could change in the next 10 years? Who could affect our solution?
- Information and data available to us about our users and key findings.
- Missing information and data, how to obtain them?



Design thinking – your product user/client- who is he/she?

PERSONA CANVAS



The Persona Canvas is a template for creating a user persona. It features a central figure of a person with a heart on their chest, surrounded by various sections for notes. The figure is drawn with solid lines for the head, ears, and hands, and dashed lines for the torso and limbs. A heart is drawn on the chest.

NEGATIVE TRENDS
Negative trends from the environment

POSITIVE TRENDS
Positive trends from the environment

HEADACHES
Professional and work related issues

OPPORTUNITIES
Professional and work related positive outcomes

FEARS
Personal issues

HOPES
Personal goals and hopes

NEED
What does this person really want?

NAME _____

ROLE _____



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171 Second Street, Suite 300, San Francisco, California, 94105, USA.

Latest trends and good examples

- Reuse of materials (upcycling/recycling)
- Creation of new, environmentally friendly (biodegradable) materials
- Co-creation and use of the local community



Recycle vs. Upcycle

**TREAT and
PROCESS
waste
materials**



sorted
crushed
melted

made suitable
to reuse in new
products
with similar
quality



**CONVERT
old or
discarded
materials**

cut
weave
refashion



something
useful and
beautiful
with higher
quality



mim

MORROCCOMETHOD.COM

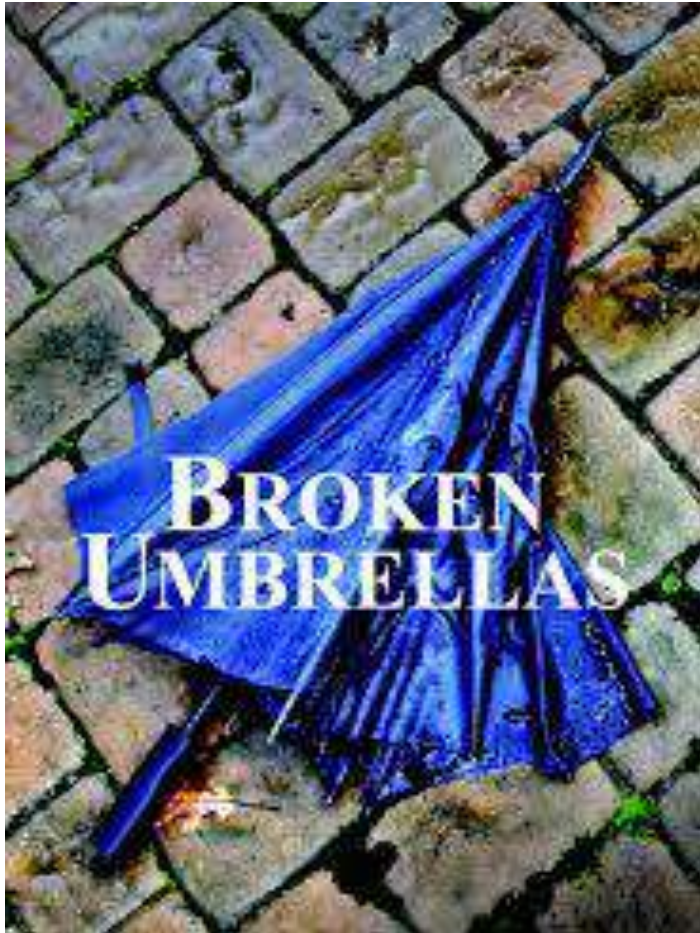
Sustainable design- recycling



Sustainable design- upcycling Velgacode (Latvia)



Sustainable design- upcycling
Elīza Anete Ošiņa (Latvia)



Biodegradable materials



Gelatex



Mushrooms

Apples

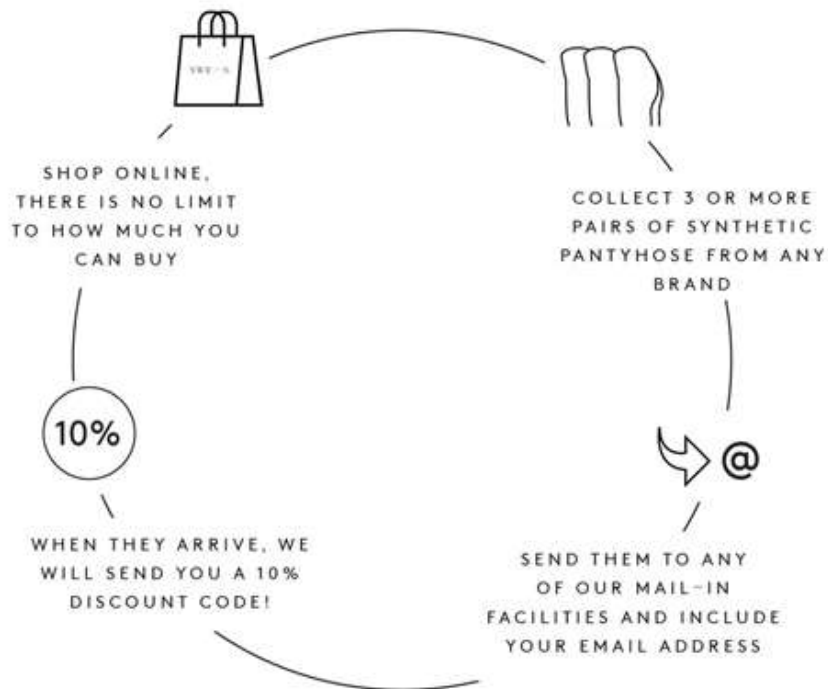
Zero waste

- Dutch company Vlisco efficiently uses production waste- produces cotton fabrics in wax imprinting technique.



Zero waste

- *Swedish stockings* turns old pantyhose into tables



OLD STOCKINGS



Cooperation




Cooperation- web page

PRODUKTI


RECEPTES

PASĀKUMI


Z ZELT


PAR ZELT

LV ▾

€ 0.00 

Pirkumiem virs 70€ bezmaksas piegāde LV!


PIRKTĀKAIS



Svētku komplekts "Septembris"

€ 12.00


PIRKTĀKAIS



Ražas komplekts 6 x 250ml

€ 20.00


PIRKTĀKAIS




Smiltserkšķu sula

€ 20.00


PIRKTĀKAIS




PIRKTĀKAIS



PIRKTĀKAIS



PIRKTĀKAIS



How designer can help to craftsmen?



Share experiences



Design markets- from small domestic...



Design markets- ...to worldwide messe



Support- creative incubators



Cooperation



Luiipop

Collaboration between companies

- cosmetics manufacturer
"GMT beauty"
- confectionery manufacturer
SIA "Taste Caps"



Real product vs. digital vs. DIY



Hobbywood



Oldies but goldies- AVOSKA



Oldies but goldies- new avoska



Oldies but goldies- grandmother square



Oldies but goldies- grandmother square



DOLCE & GABBANA



Paul Smith



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Thank you!

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