

**“ a design star
doctoral journey into
crafting situated services ”**



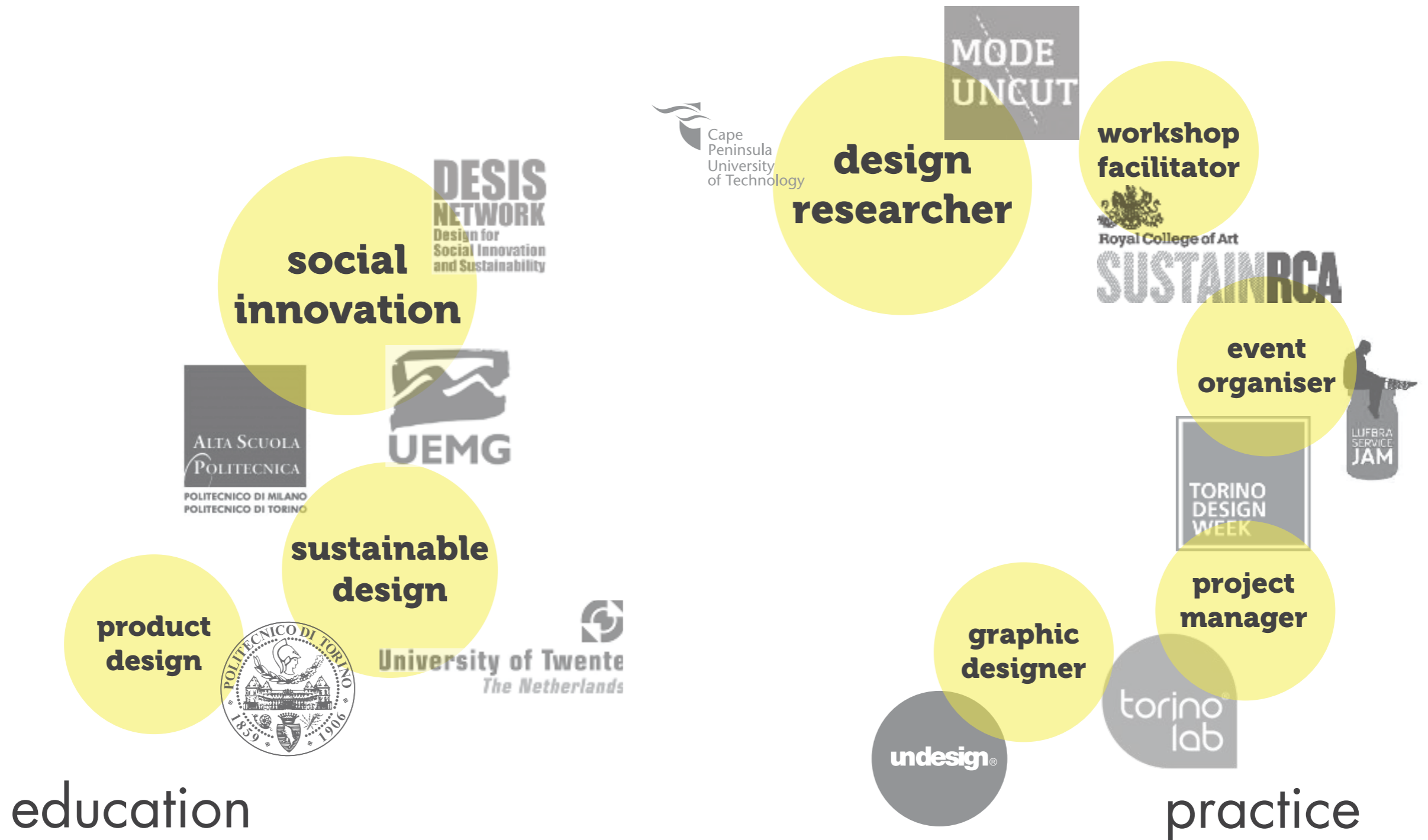
Francesco Mazzearella, PhD researcher

AHRC Next Generation Design Research Workshop, LU, 23/01/18

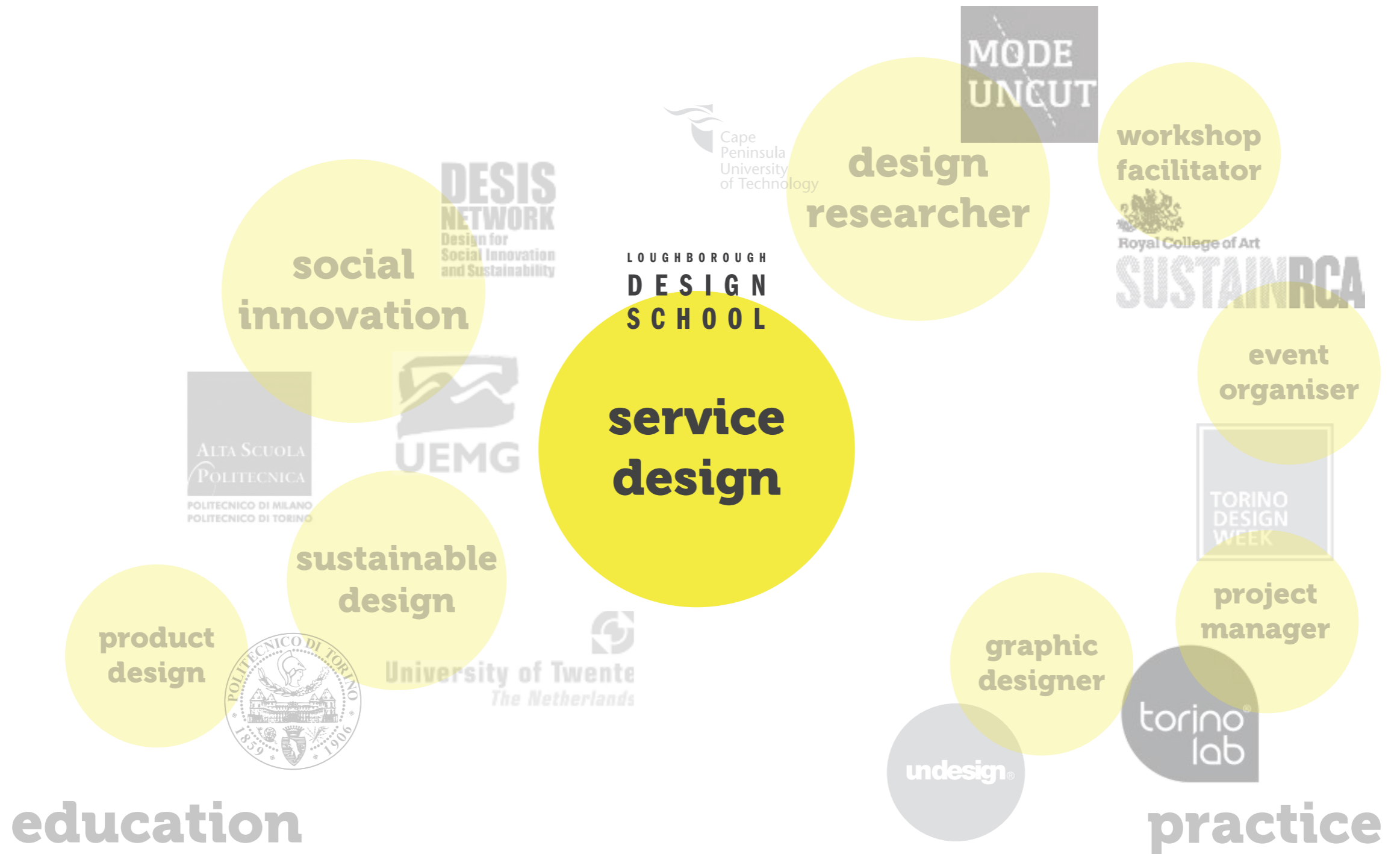
LOUGHBOROUGH
DESIGN
SCHOOL

 design
star
Arts & Humanities
Research Council Centre for Doctoral Training

where my journey began...



towards a big ambition



a long planning process

PHD proposal 1/4

Francesco Mazzarella
Via Abbisola 6, Turin, 10134, Italy
francesco.mazzarella1989@gmail.com
Phone: (+39) 3074032076 - (+39) 3478886519
Skype: francesco.mazzarella10

Doctoral Programme
Doctor of Philosophy (PhD),
Design School
Loughborough University
Design School
Supervisor: Carolina Escobar-Tello

Project Title
Service design applied to artisans' communities: an enabling ecosystem towards social innovation and sustainability

Introduction
In the last decades, design has moved its focus from commercial and manufacturing issues to immaterial areas such as strategy, service and systems, addressing social and environmental problems. From this perspective, craftsmanship is not an anachronistic approach, but an interesting opportunity, addressing the increasing demand for flexible productions, able to connect local realities with global markets. The research is grounded on the assumption that selling more stuff, even if eco-friendly and reduced by craftsmen, is not a sustainable solution to the environmental crisis. Service design, triggering and scaling-up social innovation, the aim of the research is to assess the cultural, social, economic and environmental relevance of artisans' communities and prove how service design can contribute to create an enabling ecosystem that seeks sustainable development of a territory. The project will prove how design can contribute in a holistic way to sustainability, beyond mere environmental issues, mainly focusing on meeting social needs, among them happiness and well-being.

micro
ENTREPRENEURSHIP
creative
COMMUNITIES
CRAFTSMANSHIP
small local open connected
COLLABORATIVE services
SERVICE DESIGN
SOCIAL INNOVATION
RELATIONSHIPS
enabling ECOSYSTEM
HAPPINESS index
QUALITY of life
CIRCULAR economy
social cultural economic environmental
great DISRUPTION
SYSTEMIC design

Application Number: 120029
Ms F. Mazzarella
Via Abbisola 6
Turin
To Italy
10134
April 20th 2014

Loughborough University

Dear Mr Mazzarella

I am pleased to be able to advise you that you have been accepted as a full time research student on a PhD programme in the Department of Loughborough Design School, Loughborough University to commence in October 2014. The duration of your studies will be 3 years.

Director of Research Degree Programmes: Dr AJ May
Supervisor: Dr MC Evesham-Tait
Dr VA Mitchell

You have been classified as an Erasmus student for tuition fee purposes. I would be grateful if you would let me know whether or not you wish to accept this offer for completion and returning to me the enclosed reply form and financial statement documents required to meet the conditions of your offer on the admission portal, including your confirmation of funding. The University reserves the right to alter its tuition fees without prior notice.

I wish to see a fee schedule and submission about University administration if you are seeking to study on a full time basis. The University's Regulations for Higher Degrees by Research and Rules for the Graduate of Students, Supervisors and Examiners are available at <http://www.lboro.ac.uk/academic-systems/hon>. A copy of this publication is available on request.

Admission to the University is subject to the onerous requirement that the student will duly observe the University's Charter, Statutes, Ordinances and Regulations.

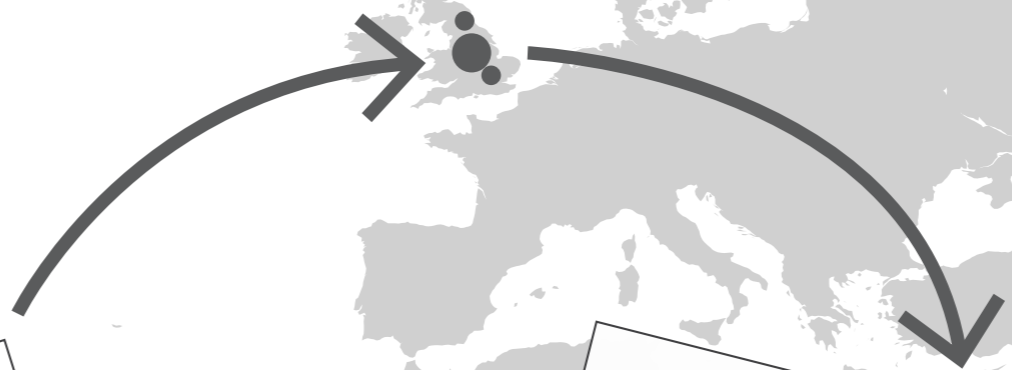
It may occasionally be necessary for a third party (for example your employer, sponsor or parent) to seek advice from us about the progress of your application without observing your approval form. The University would wish to cooperate with such requests provided your full name and higher awards application number are quoted. If you would prefer us not to disclose the progress of your application with a third party, please inform us in writing.

I do hope that you will be able to accept this offer to join us at Loughborough.

Yours sincerely

Ad Thomas
Administrative Officer, Research Student Office
Programmes Research Admissions

PDF COPY BY EMAIL
graduateschool



to make it happen!

**weekly
tea & biscuits**

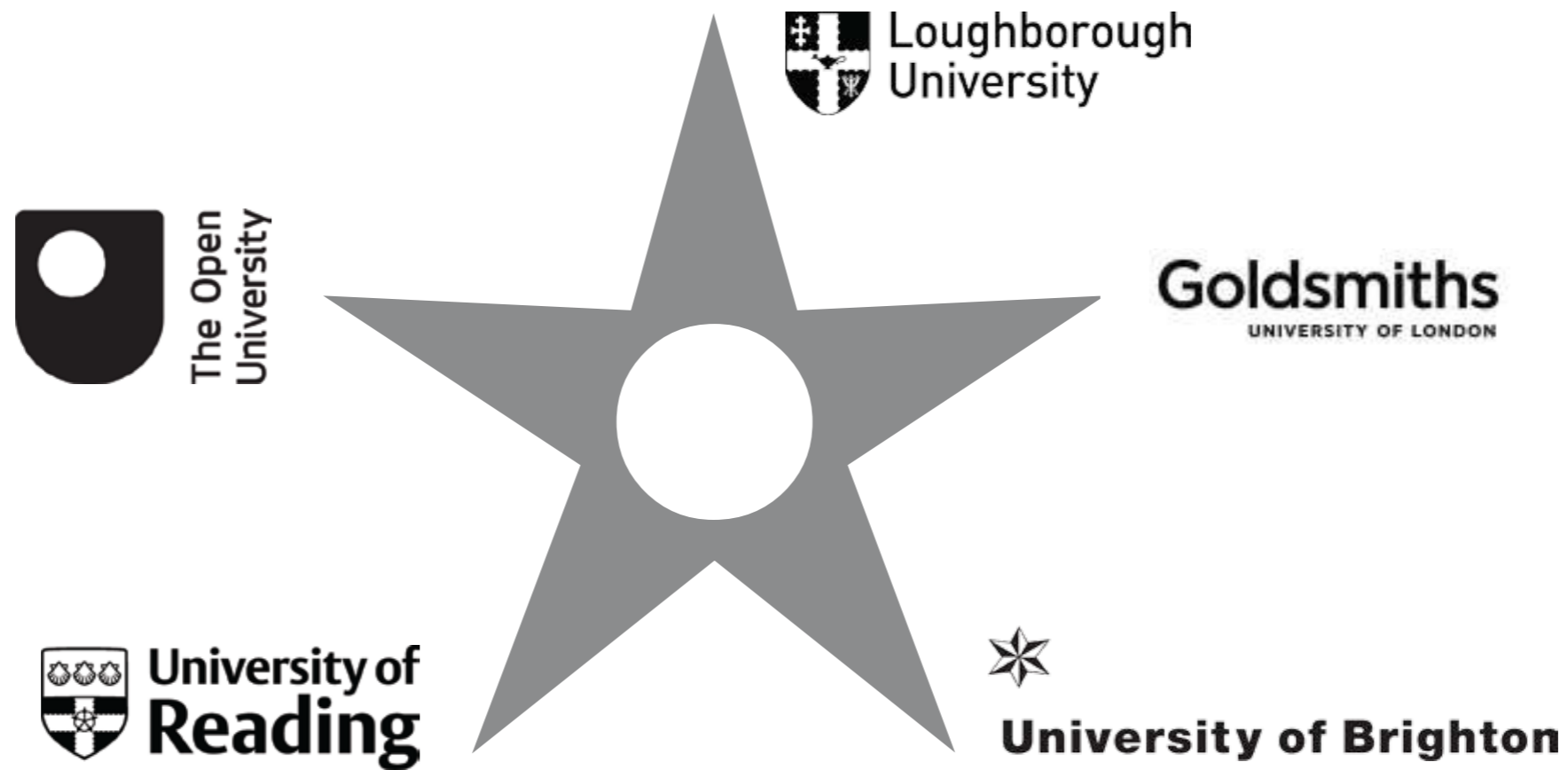
**monthly
seminars**

a strong research culture

**annual
conference**



a constellation of universities



funding, excellence, diversity
network, training

a diverse research community



Design Star Student Rep

DesignStar
SummerSchool
Food for thought

let's start!

**// crafting situated services
meaningful design for social
innovation with textile artisan
communities //**

research problem

top-down one-size-fits-all design for services is **ineffective** to address the diverse needs of local communities

knowledge gap

A photograph of a woman with short red hair, seen from behind, sitting on a black metal bench. She is wearing a black sleeveless top and a black bag is slung over her shoulder. In front of her, a waiter in a black uniform is pushing a silver trolley with four shelves. The shelves are covered with blue, purple, and red cloths. The waiter is holding a white teapot on the top shelf. The background is a light-colored, textured wall.

need for developing a more **situated** and embedded approach to designing for service

The background of the image is a close-up, slightly blurred view of a white surface covered with numerous colorful sticky notes in shades of orange, green, blue, and pink. Some of the notes have handwritten text in black ink, though it is mostly illegible due to the blur. In the foreground, three small, stylized human figures are standing on the surface. One figure on the left has a red head and a light blue body. The middle figure has an orange head and a grey body with a green backpack. The figure on the right has a brown head and a light yellow body. They appear to be looking at the sticky notes.

aim

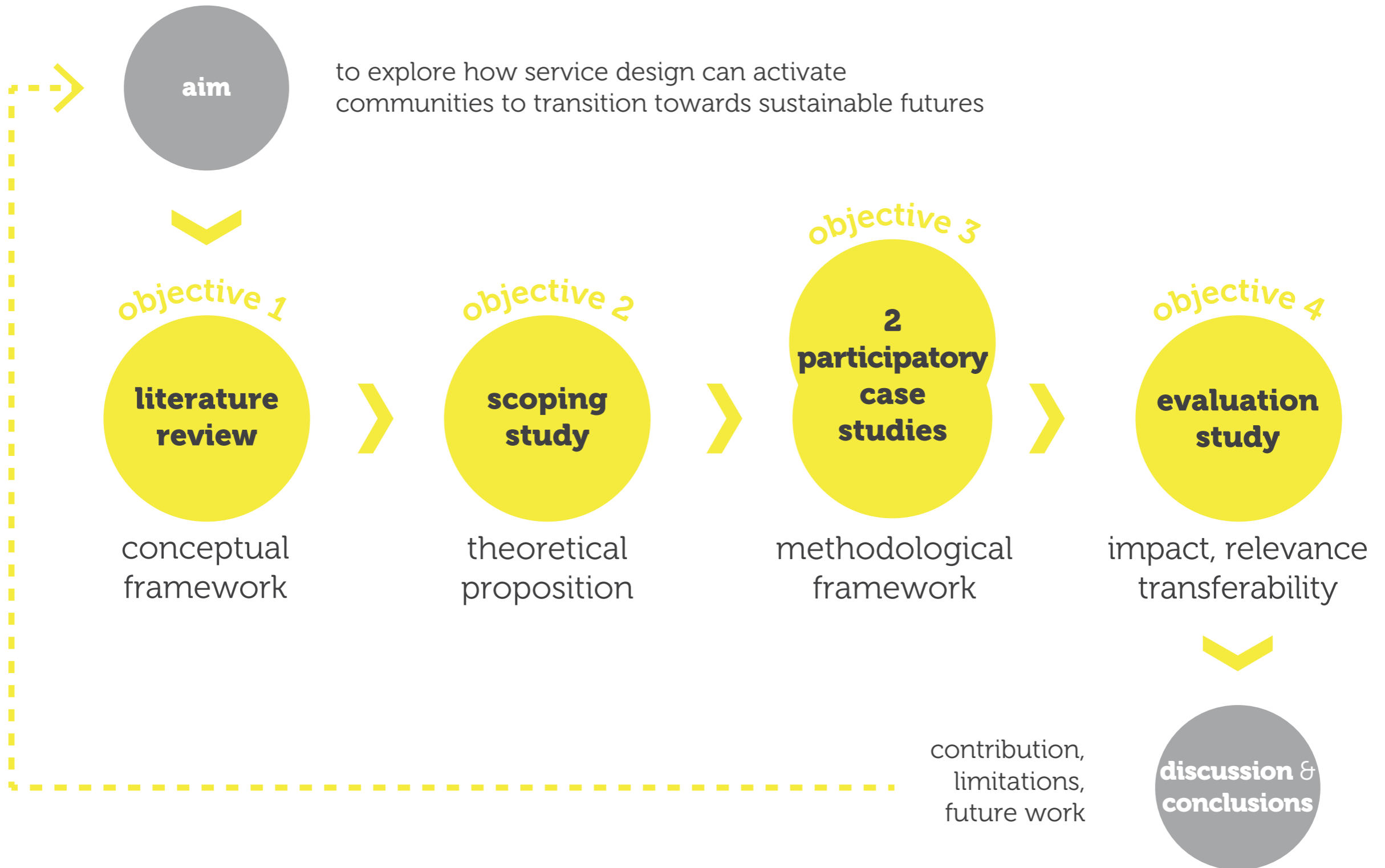
to explore how service design can
be used to activate communities
to transition towards a
sustainable future



scope

textile artisan communities
as cases of a meaningful approach
to design, yet placed at the bottom
of an unsustainable ecosystem

research process



scoping study



focus group + interviews

<p>1. slow fashion</p> <ul style="list-style-type: none"> niche ethical couture quality and longevity close customer relationship behaviour change 	<p>2. alternative economies</p> <ul style="list-style-type: none"> emerging markets sharing economy social enterprises & fair trade social media & crowdfunding
<p>3. redistributed manufacturing</p> <ul style="list-style-type: none"> shared makespaces local supplies & manufacturing specialised workforce recruitment labour regulations 	<p>4. flexible production</p> <ul style="list-style-type: none"> bespoke lean manufacturing management of production logistics
<p>5. circular economy</p> <ul style="list-style-type: none"> natural & biodegradable fibres traceability & transparency closed loop of resources environmental certificates 	<p>6. advanced artisanship</p> <ul style="list-style-type: none"> handmade vs digital personal & local identity vs DIY quality, immaterial, long sellers product-service-systems
<p>7. designer entrepreneur</p> <ul style="list-style-type: none"> collaboration designer & artisans understanding (UCD) making (thinking) envisioning (service design) 	<p>8. enabling ecosystem</p> <ul style="list-style-type: none"> middle-up-down cross collaborations events, networks, platforms policy, scaling up

sustainable futures

theoretical proposition

challenges

endangered **heritage** craft **generational** divide
misunderstanding artisans & designers
capitalistic model low access to **capital**
outsourced manufacturing **IP** issues
environmental info & **labels**
misperception of **quality** over-**consumption**

opportunities

systemic thinking cross-**collaborations**
synergy designers & artisans **social** enterprises
technological progresses
remanufacturing loops
marketing strategies **fair-trade** **storytelling**

manifesto

- Deeply embracing aesthetic at systems level, shifting from styles to **meanings**: 'less bad is not 'good'; 'being' vs. 'having'.
- Disrupting the fast fashion, through a **slow craft**, grounded on beauty, quality, know-how, longevity, locality.
- Thoroughly synchronising the **handmade** and the **digital** as tools to innovate our aesthetic and ethics.
- Challenging the 'business as usual', making all the assets in the value chain **flourish**.
- Interconnecting textiles to their **wholeness**, closing the loop of resources: materials, processes, people, places.
- Holistically restoring the ecosystem, but also our human, social and cultural **systems**.
- Empowering local textile artisans' communities, **sharing** resources, skills, time as a collective wisdom.
- Weaving an enabling ecosystem and sustaining innovations at **glocal** level.
- Making the intangible tangible and perpetuating our immaterial **heritage**.
- **Designing**: understanding, storytelling, sense-making, co-creating, activating.

nottingham case study

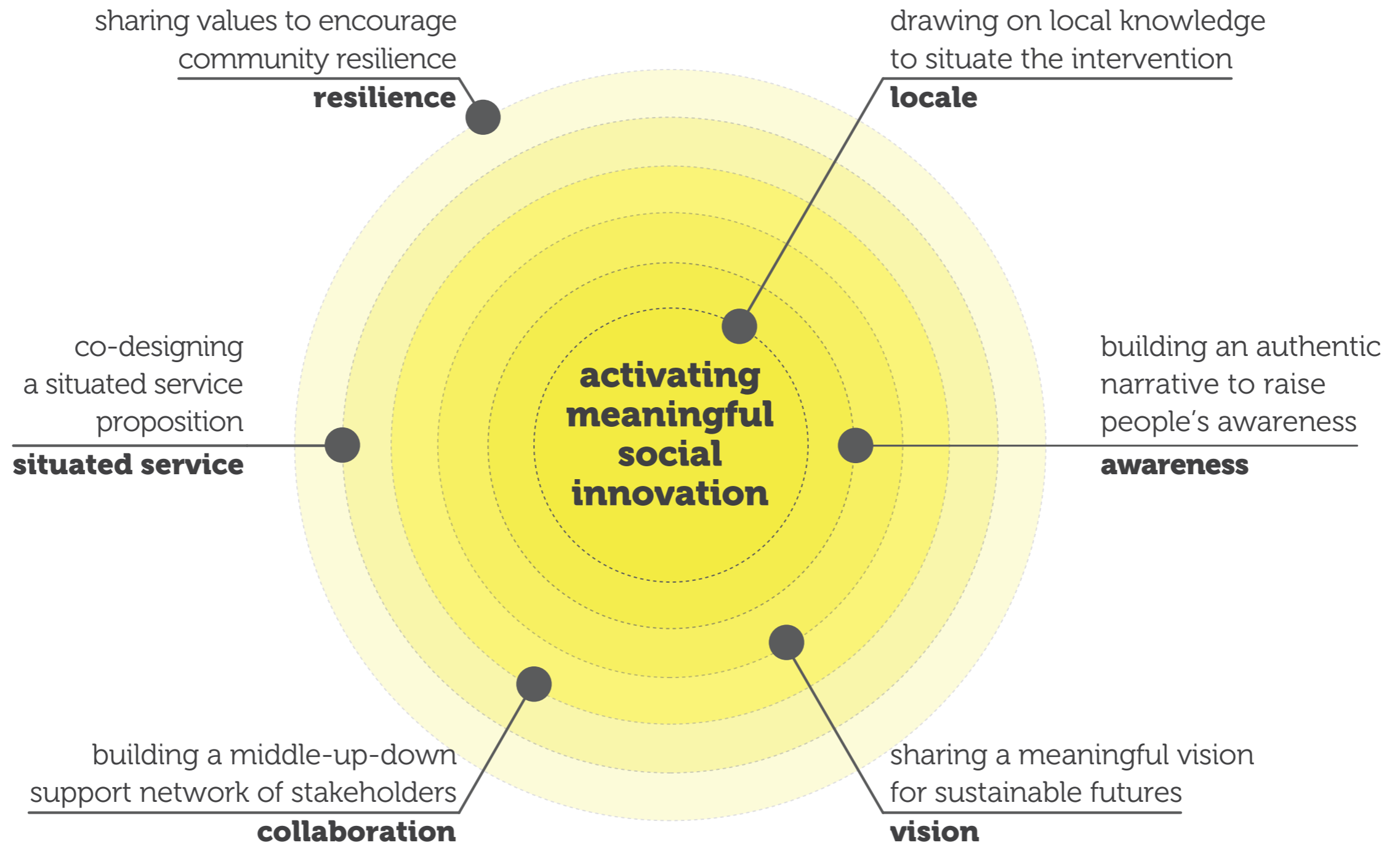
developing an initial methodological **framework** for bridging from visions for the future to situated services



crafting a sustainable future



<https://www.youtube.com/watch?v=WKuTCeFhQWc>



cape town case study

reviewing the initial methodological **framework**,
and further developing the application process



design ethnography

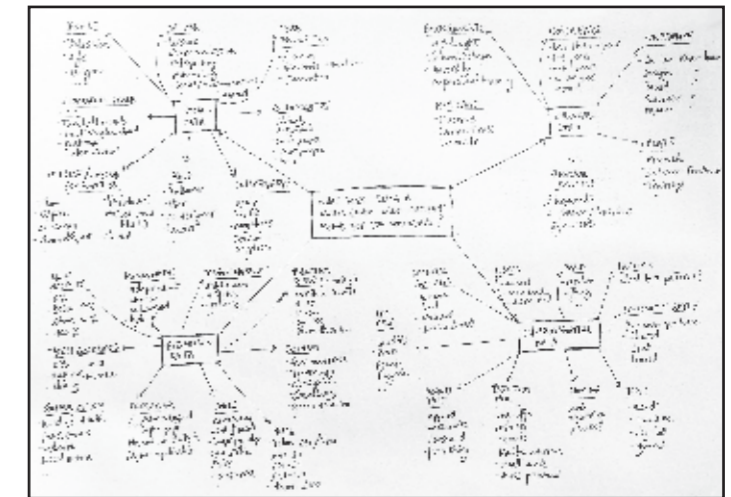
scoping a meaningful intervention



field notes

ARTISANS		
Name	Website/Email	Reference Contact
AKJP	keith@adriaankuiters.com	Keith Henning
ALoveSupreme	leanne@alovesupreme.co.za	Leanne Botha
Andrea Brand	abart@mweb.co.za	Andrea Brand
Bbellamy & Bbellamy	bellamydavid@hotmail.com	David Bbellamy
Chic Fusion	http://www.chicfusion.co.za/welcome	Razaan Jakoet
Chularp	suwannapha2805@gmail.com	Chularp Suwannapha
Cowgirlblues	bridget@cowgirlblues.co.za	Bridget Henderson
Erin Frances Creative	erincowie@mweb.co.za	Erin Frances
Fabricnation	f.nation@gmail.com	Jane Solomon
Gord	ramofolon@yahoo.com	Tsidi Ramafolo
Heartworks	woermann@iafrica.com	Margaret Woermann
Hemporium	philippa@hemporium.com	Philippa Mohr
Hemporium	Tony@hemporium.com	Tony Budden
I Scream & Red	zap@iscreamandred.co.za	Zaid Philander
Imprint ZA	swaggerdiaz@gmail.com	Mzukisi Mbane
Indigi Designs	natalie@indigidesigns.co.za	Natalie du Toit
Jaqueline Kolbe Millinery	info@kmillinery.com	Jaqueline Kolbe
Jesse Breytenbach	jezze@tiscali.co.za	Jesse Breutenbach
Krafthaus	info@krafthaus.co.za	
Laduma Maxhosa	http://www.maxhosa.co.za/ - info@maxhosa.co.za	Laduma Ngxokolo
Lalesso	info@lalesso.com	Alice Heusser & Olivia Kennaway
Lichen & Leaf	cynthedw@gmail.com	Cynthia Edwards
LO Studio	elzanne@lo-studio.biz	Elzanne Louw
Lula Fabrics	melissa@lulafabrics.com	
Mark Rautenbach		
Mielie	info@mielie.com	Adri Schutz
Mungo	retail@mungo.co.za	Stuart Holding
Philani	info@philani.org.za	Marielle Graham
Photoganic	victoria@photoganic.co.za	Victoria Romburgh

contacts list



data map

story-listening & -telling

eliciting tacit knowledge into new narratives

society

1. How do you describe yourself and your business?
2. What drives you to pursue your textile artisanal business?
3. What is the value proposition behind your artisanal business?
4. How many people do you work with, and what kind of collaborators are they?
5. What factors have driven the formation of your collaborations?
6. What are the key features of your community of practice?
7. What is your role within the community?
8. Where do you collaborate with your community?
9. Are you part of any digital community of textile artisans?
10. What is the geographical scale of your community of practice?

culture

1. How did you learn your textile practice?
2. How long have you worked in this sector?
3. How much confident do you consider yourself in this practice?
4. How do you keep your skills up to date?
5. Which keywords could you use to define your own product identity?
6. What cultural values do your products convey?
7. To which extent do your products reflect a local aesthetic?
8. To which extent do your products respond to international consumer tastes?
9. How do you approach local textile traditions?
10. How do you innovate your practice?

environment

1. Where do you get your material supplies?
2. What kind of fibres do you use?
3. What kind of yarns do you use?
4. What kind of fabrics do you use?
5. Where did you get your production equipment?
6. What kind of making tools do you use?
7. What production phases do you manage?
8. What type of products do you manufacture?
9. What is the designed life cycle of your products?
10. What end-of-life practices do you pursue?

economy

1. Is textile making your main activity? If not, what is your main activity?
2. How do you manage your business?
3. How many products do you manufacture monthly, on average?
4. What are your main expenses?
5. What is the average range of price of your products?
6. Is your business economically self-sustainable?
7. Where do you sell your products?
8. What type of packaging do you use?
9. How do you communicate your business?
10. What is your main target customer?

contextual interview cards



photo-story

sensemaking

making sense of sustainable futures

what may a sustainable future look like for you ?

Francesco Mazarella
@FMazarellaBoro.ac.uk

#mysustainablefuture

DESIGN SCHOOL

framing

what if... ?

manufacturing gets redistributed production scale becomes flexible supply chains contribute to a circular economy

innovations are sustained by enabling ecosystems resilient business models shape alternative economies

designers become micro-entrepreneurs product types become advanced consumption shifts towards slow fashion

Francesco Mazarella
@FMazarellaBoro.ac.uk

for 10 minutes, explore the future trends here presented, by answering the question 'what would happen to your textile artisanal business if such trends occurred?'

DESIGN SCHOOL

what if...

any ideas ?

Francesco Mazarella
@FMazarellaBoro.ac.uk

for 30 minutes, brainstorm around the mind-map here outlined and be dreamer/critique/realistic to assess strengths, weaknesses, opportunities and threats of your ideas.

DESIGN SCHOOL

ideas generation

<p>manufacturing gets redistributed</p>	<p>networked, fluid businesses platforms for sharing</p> <p>upskilling open studios</p> <p>communities of practice process specialisation</p> <p>re-localised manufacturing open access database</p>	<p>consumption shifts towards slow fashion</p>	<p>ethical couture critical consumption</p> <p>behaviour change value co-creation</p> <p>certifications storytelling</p>	<p>supply chains contribute to a circular economy</p>	<p>local supplies waste minimisation</p> <p>repairing</p> <p>natural fibres & dyes cradle2cradle (reuse, remanufacture, upcycle) waste collection</p> <p>traceable supply chains transparent environmental information</p>	<p>designers become micro-entrepreneurs</p>	<p>understanding envisioning</p> <p>value co-creating</p> <p>connecting prototyping</p> <p>assessing sense making storytelling</p>
<p>production scale becomes flexible</p>	<p>on demand management of production</p> <p>customisation lean manufacturing</p> <p>limited collections long tail</p>	<p>product types become advanced</p>	<p>heritage textiles smart textiles</p> <p>do-it-yourself creative commons</p> <p>unique status quality</p>	<p>resilient business models shape alternative economies</p>	<p>social enterprises sharing economy</p> <p>emerging markets complementary currencies fair trade</p> <p>social media crowdfunding campaigns</p>	<p>innovations are sustained by enabling ecosystems</p>	<p>activism policies</p> <p>empowerment scaling up</p> <p>multidisciplinary events networks platforms</p>

future trends cards

co-creation

co-creating situated services

weaving the threads

- responsibility
- trust
- sharing
- collaboration
- diversity
- meaning
- flourishing
- slowness
- self-sustainment
- inclusivity



informed consent
(creative commons)



contact list
(google+)



open database
(website, print-outs)



admin support
(CPUT apprentice)



collective blog
(photos, web links)



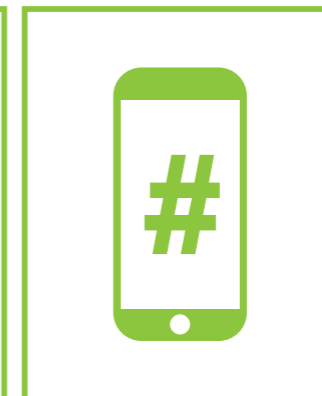
quarterly meeting
(open studios)



collective show
(talks, sales)



shared REP
(travels)



activism campaign
(social media)



annual review
(action plan)

roundtable discussion

activating a legacy



outlining an action plan



showcasing the efforts



scaling up the impact



crafting situated services

roles

- cultural insider
- sensemaker
- storyteller

● facilitator

● activist

purposes

locale

situate

- scoping a meaningful intervention
- eliciting tacit knowledge & interweaving new narratives

make sense

- framing meaningful visions for a sustainable future

sustainable futures

co-design

- co-designing situated services & embedding values into service innovation

activate

- activating a legacy for community resilience & outlining actionable routes

situated services

methods & tools

- **design ethnography**
 - field notes

- **storytelling**
 - interview cards
 - photo-stories

- **sensemaking**
 - framing
 - what if...
 - ideas generation
 - future trends cards

- **co-creation workshops**
 - chall./oppor.
 - design direction
 - future strategy
 - stakeholders map
 - service storyboard
 - social business model canvas
 - manifesto

- **roundtable discussion**
 - action plan

evaluation study



interviews

contribution

- **Roles** of service designer for social innovation
- **Anthropological** approach to service design
- **Situated** services
- **Bridge** between two service design domains
- Application of service design to **artisanship**

relevance

- Alleviating the designer's '**parachuting**' approach
- Crafting sustainable **futures**
- Activating local **legacies**

limitations

- Going beyond the **toolkit**
- **Implementing** the services
- **Evaluating** the social innovations
- **Adopting** and diffusing the framework

transferability

- Any vulnerable **community**
- Public service **organisations**

contribution



to further understand the cultural and critical **value** of an anthropological approach to service design for social innovation and sustainability



to adopt and adapt an anthropological **framework** for crafting situated services for sustainable futures

dissemination



publications

collaborations



memberships

professional development

what have I experienced?

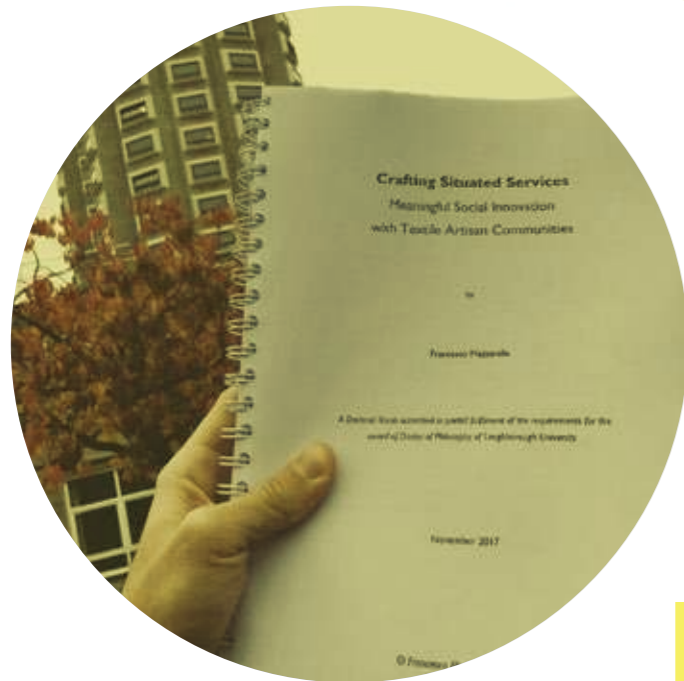
- ambition be ambitious, at least you will get somewhere
- curiosity the more you know, the more you want to know
- flexibility be resilient, things never go to plan
- relations we are not alone navigating this journey, be grateful
- wellbeing be mindful, meditate
- quality aim high, but accept it when it is good enough
- FOMO vs. JOMO..... enjoy, and let it go...

where am I now?



July
graduation

April
Viva



February
thesis submission

what's next?

**teaching
LU LDN**

**Post Doc
Lancaster**

fingers crossed ;-)



Francesco Mazzarella

✉ F.Mazzarella@lboro.ac.uk

LOUGHBOROUGH
DESIGN
SCHOOL

 design
star
Arts & Humanities
Research Council Centre for Doctoral Training