OUTLOOK

-INSIGHTS

MEGHWAL LEATHER CRAFT IS AN OLD TRA-DITIONAL HANDCRAFT FROM THE REGION OF KUTCH, GUJRAT IN INDIA. TRADITIONALLY THE ARTISANS PROCESSED THEIR OWN LEATH-ER FROM THE CATTLE AROUND THE VILLAGES AND MADE PRODUCTS FOR DAILY USE. WITH THE NEW AGE ALTERNATIVE MASS PRODUCED PRODUCTS TOOK THE PLACE OF HANDCRAFT-ED DAILY ITEMS. THE ARTISANS STOPPED PROCESSING THEIR OWN LEATHER AND SOME INNOVATIVE CRAFTSMEN STARTED PRODUC-ING LIFESTYLE ACCESSORIES WITH THE TOOLS AND THE KNOWLEDGE AVAILABLE TO THEM. THEY EXTESIVELY USED THEIR STYLE OF PUNCING AND LEATHER EMBROIDERY TO PRODUCE BEAUTIFUL MODERN DAY ACCESS-SORIES. BUT NOW THE LEATHER THEY SOURCE FROM THE MARKETS IS EXPENSIVE AND THE CRAFT TIME CONSUMING. THESE THINGS HAVE FORCED A LOT OF THEM TO LOOK FOR ALTER-NATIVE SOURCES OF INCOME.

— THOUGHTS ON A POSSIBLE FUTURE OF THE PROJECT

CREATING AWARENESS ABOUT THE CRAFT AND MAKING IT AVAILABLE TO A WIDER AUDIENCE THROUGH DIFFERENT MEDIUMS LIKE WORKSHOPS, LIVE DEMOS AND CONTEMPORARY PRODUCTS. BRING DESIGNERS AND CRAFTSMEN TOGETHER TO CO-CREATE A NEW RANGE OF PRODUCTS AND SYSTEMS AROUND THE TRADITION OF LEATHER CRAFT AND OPEN NEW PATHWAYS FOR THE ARTISANS.

— REFLECTION ON ENCOUNTERED CHALLENGES

LEATHER AS A MATERIAL WAS NEW TO ALL OF US. IT TOOK US A LITTLE WHILE TO FIGURE OUT THE DYNAMICS OF LEATHER AND THE TOOLS USED TO ALTER IT.

THE ARTISANS COME FROM A RICH HERITAGE AND POSSESS A LOT OF KNOW HOW ABOUT LEATHER, THE PRODUCTS AND THE MARKET. THEY ALSO HAVE AN IDENTITY OF THEIR OWN IN THE PRODUCTS THEY MAKE. IT WAS A CHALLENGE TO THINK WITH ALL OF THESE THINGS IN MIND.



INTERNATIONAL DESIGN STUDIO 02.—13.02 2015

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JIANGNAN UNIVERSITY

— WUXHI, JIANGSU

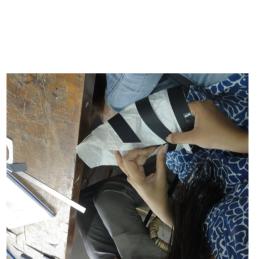
ZURICH UNIVERSITY OF THE ARTS

— ZURICH

SRISHTI SCHOOL OF ART, DESIGN AND TECHNOLOGY

— BANGALORE

MEGHWAL LEATHER PALATINATOSHI ADITIVATOSHI





BRIEF.

BRODUCTS THAT COMPLEMENT OUR DESIGN CULT TO ACHIEVE FOR INEXPERIENCED PEOFERBRIC COMBINATION CAN BE QUIET DIFFIELD.

FARRIC THAT MODELS WE REALISED THAT EMENT.

THROUGH OUR PRODUCTS.

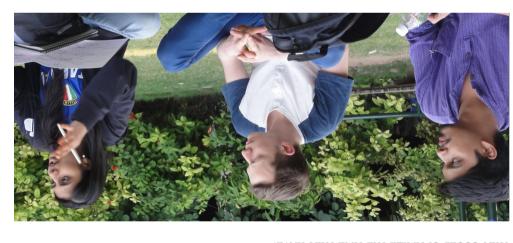
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NOMIC AND FUNCTIONAL WAY.

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A WAY THAT COULD BE APPEALING. OUR MAIN THE DESIGN BRIEF AND RESEARCH WE AMPETED TO USE LEATHER IN AN ECO-

INITIALLY WE THOUGHT OF USING THE WASTE



THEY COULD OPTIMIZE THE TIME THEY HAVE.

THEIR TIME, PEOPLE, WORK DISTRIBUTION, USAGE
OF TOOLS AND ALSO THE WASTE GENERATED.

WE STUDIED THE WAY THE ARTISANS MANAGE
THER TIME, PEOPLE, WORK DISTRIBUTION, USAGE
OF TOOLS AND ALSO THE MASTE GENERATED.

I. MANAGEMENT:

COULD WORK IN WERE:

THE PROBLEM AREAS THAT WE THOUGHT WE

OF THE SITUATION.

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IDENLILK''

ING THE MEHWAL LEATHER CRAFT SUMER GROUPS WHILE MAINTAIN-COST EFFECTIVE, UTILITARIAN UCTS WHICH ARE INNOVATIVE, DEVELOPING A RANGE OF PROP-

OUR MAIN GOALS.

3. IDENTITY:

THE RICH HERITAGE THE ARTISANS COME OF PROM, GIVES AN INTERESTING IDENTITY TO OURFUL CLOTH LINING IS FOUND IN ALMOST THEIR PRODUCTS. MAINTING THEOR IDENTHEY, COLOURFUL EMBROIDERY, USE OF COLOURFUL CLOTH LINING IS FOUND IN ALMOST THEIR PRODUCTS. MAINTING THEOR IDENTHEY IN A CONTEMPORARY WAY WAS ONE OF

EŁŁECLINE:

TIVE WAS TO MAKE THE PRODUCTION, COST OCSTING IS A DECISIVE FACTOR IN TERMS OF THE MECHWAL LEATH-PRODUCTS. IN CASE OF THE PRODUCTS. OUR OBJECT.

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DEZICH BKIEŁ















