

# OUTLOOK

## —INSIGHTS

AFTER CLOSELY OBSERVING THE LEATHER ARTISANS FROM THE MEGHWAL COMMUNITY OF BHUJ, KUTCH, WE REALISED THAT THEY HAVE A SHARP EYE FOR DETAILS AND A PRETTY EVOLVED SENSE OF DESIGN. WHAT WE FELT LACKING WAS JUST A LITTLE AWARENESS ABOUT THE CURRENT TRENDS AND THE PREFERENCES OF THE URBAN MARKET. WE COULD CLEARLY SEE THAT THEY HAVE A DEEP PASSION FOR CREATING NEW DESIGNS AND PATTERNS BUT DUE TO LIMITED RESOURCES THEY OFTEN HAVE TO MAKE DO WITH WHATEVER IS AVAILABLE TO THEM. AFTER LOOKING AT THEIR DESIGNS IN A CRITICAL MANNER WE FELT THEY HAD VERY BEAUTIFUL DESIGNS AND TECHNIQUES TO OFFER TO THE CUSTOMERS BUT SOMEWHERE THEY NEEDED HELP IN TRANSLATING THOSE INTO DESIGNS THAT WOULD APPEAL MORE TO TODAY’S CUSTOMERS.

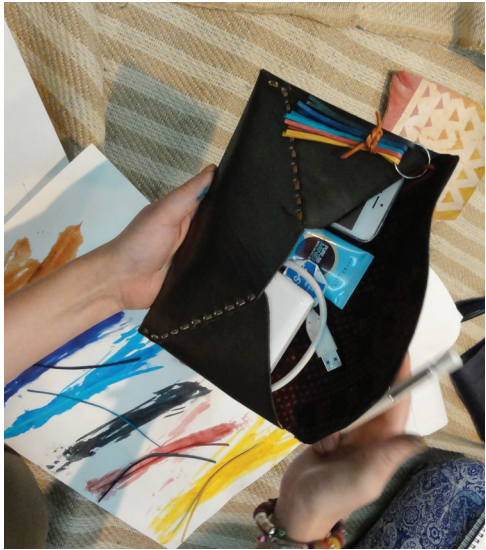
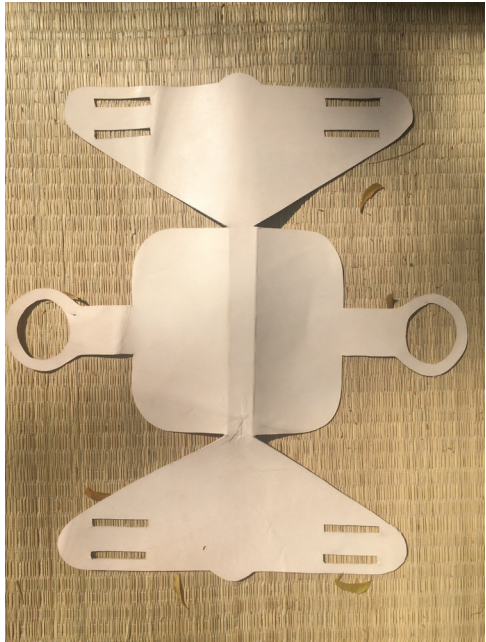
## —THOUGHTS ON A POSSIBLE FUTURE OF THE PROJECT

IN ORDER TO SUSTAIN A CRAFT IT IS EXTREMELY NECESSARY FOR IT TO KEEP EVOLVING WITH TIMES. THIS IS WHERE THE ROLE OF THE DESIGNER COMES IN. WE BELIEVE IT IS OUR DUTY TO GIVE THEM MORE MARKET TRENDY DESIGNS YET KEEP THE VERY ESSENCE OF THE CRAFT ALIVE. WE BELIEVE THIS DIRECT INTERACTION BETWEEN THE CRAFTSMAN AND THE DESIGNER IS EXTREMELY NECESSARY TO PROPAGATE THESE CRAFTS. WE TRIED OUT DIFFERENT TECHNIQUES AND TEMPLATES ON REALLY SIMPLE PRODUCTS WITH DIFFERENT COLOUR

COMBINATIONS SO THAT LATER THEY COULD DECIDE WHICH TECHNIQUE AND COLOURS THEY WOULD LIKE TO COMBINE TO OBTAIN EASY TO MAKE YET APPEALING PRODUCTS.

## — REFLECTION ON ENCOUNTERED CHALLENGES

WHILE WORKING ON OUR DESIGN BRIEF THE BIGGEST CHALLENGE WE FACED WAS OF THE LIMITED RESOURCES IN HAND. WE HAD TO ALWAYS KEEP IN MIND THE LIMITATIONS IN TERMS OF RAW MATERIALS, TOOLS AND TIME ALLOTTED TO EACH PIECE PRODUCED BY THE ARTISANS. IF WE HAD TO CREATE PRACTICALLY VIABLE DESIGNS FOR THEM WE HAD TO ALWAYS WORK WITHIN THIS FRAME OF GUIDELINES. THUS WE CAME UP WITH NEW COLOURS FROM ALREADY AVAILABLE DYES AND NEW PATTERNS WITH EXISTING PUNCHES AND TOOLS THEY HAD. ANOTHER CHALLENGE WE FACED WAS DISCUSSING THE DESIGN AND MAKING SURE THAT THEY AGREED WITH IT AT EACH STEP. THE WHOLE PURPOSE OF THE WORKSHOP WOULD NOT BE ACHIEVED IF THE CRAFTSMEN DID NOT FIND THE DESIGNS VIABLE TO REPLICATE IN THE FUTURE OR INCORPORATE OUR IDEAS TO THEIR ADVANTAGE.



WE STARTED BY POLISHING OUR HAND ON DYEING LEATHER. THEN WE TRIED DIFFERENT SWATCHES WITH THE EXISTING DYES. WE ALSO TRIED TO CREATE PATTERNS AND TESSELLATIONS FROM THE LIMITED NUMBER OF PUNCHES THEY HAVE. WE TRANSFERRED THESE PATTERNS ONTO LEATHER. WE ALSO TRIED RESIST DYEING AND OMBRE. ONCE WE FIGURED OUT OUR SURFACE TECHNIQUES, WE DESIGNED SOME INTERESTING BAGS AND POUCHES. THE TEMPLATES FOR THESE WERE PRESERVED FOR FUTURE USE BY THE ARTISANS. THE DESIGNS THAT WE DEVELOPED FOR THE POUCHES WERE SIMPLE AND EASY TO REPLICATE. THE DESIGN FOR OUR FINAL HANDBAG WAS BASED ON THE IDEA OF USING A SINGLE PIECE OF LEATHER TO MAKE A BAG WHICH DOES NOT REQUIRE ANY STITCHING OR BUTTONS.

# IDEATION

# INTERNATIONAL DESIGN STUDIO 02.—13.02 2015

NATIONAL INSTITUTE OF DESIGN

— AHMEDABAD

JIANGNAN UNIVERSITY

— WUXHI, JIANGSU

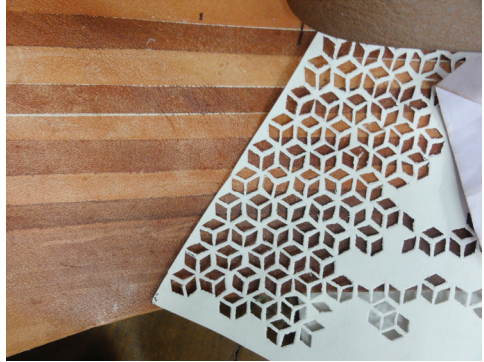
ZURICH UNIVERSITY OF THE ARTS

— ZURICH

SRISHTI SCHOOL OF ART, DESIGN AND TECHNOLOGY

— BANGALORE

MEGHWAL  
LEATHER  
CRAFT  
SRIROSE MEVAWALA  
KOMAL SINGH  
NICOLE VIZCARDO



WORKING CLOSELY WITH ARTISANS TO UTILISE THEIR RESOURCES IN THE SMARTEST POSSIBLE WAYS AND TO CREATE UNIQUE PATTERNS AND COLOUR WAYS THAT GIVE THIS COMMUNITY A DISTINCT IDENTITY THAT SPEAKS THROUGH THEIR DESIGNS.

OUR BASIC REFERENCE POINT WAS TO TAKE OFF FROM WHATEVER WAS AVAILABLE WITH THE CRAFTSMEN. SINCE THEY PROCURE ALL THEIR MATERIALS AND TOOLS THEMSELVES, WE DECIDED TO MAKE THE MOST OF IT. FROM THE DYES THEY USE FOR COLOURING LEATHER, WE MIXED AND CAME UP WITH NEW SHADES THAT WOULD GIVE THEM A LARGER VARIETY IN TERM OF COLOURS. WITH THESE WE ALSO TRIED SOME SURFACE TECHNIQUES THAT WOULD NOT REQUIRE MUCH OF THEIR TIME BUT ACT AS A VALUE ADDITION TO THEIR PRODUCTS WITHOUT INCREASING THE COST OF MATERIALS ETC. WE CAREFULLY LISTED DOWN ALL THEIR EXISTING TECHNIQUES AND DEVELOPED ON EACH OF THOSE IN OUR OWN WAY. WE DECIDED TO COME UP WITH SAMPLES THAT WOULD EXPLORE THE BEAUTY OF THE INDIVIDUAL TECHNIQUES. THIS WOULD SAVE THEM A LOT OF PRODUCTION TIME AND USE OF MULTIPLE MATERIALS IN ONE PRODUCT. OFTEN A BUYER LIKES A PRODUCT BUT ENDS UP NOT BUYING IT BECAUSE HE/SHE MAY NOT LIKE ONE OF THE MANY TECHNIQUES OF SURFACE ORNAMENTATION. HENCE TO COME UP WITH PRODUCTS THAT HIGHLIGHT SINGLE OR AT THE MOST TWO TECHNIQUES WOULD GIVE THE CUSTOMER A WIDER OPTION TO CHOOSE FROM AND ALSO A RANGE OF DESIGNS THAT CATER TO EVERYONE’S TASTES. ALSO, TO EXPLORE EACH TECHNIQUE TO THE FULLEST WOULD MEAN A WIDER RANGE OF EXPLORATIONS BEFORE THEIR DESIGNS GET EXHAUSTED.



FINAL PRODUCTS

