

OUTLOOK

— INSIGHTS

TO WORK WITH LEATHER TAKES A LOT OF TIME AND PASSION. THE TWO WEEKS OF WORKSHOP ALLOWED US TO HAVE AN INSIGHT TO THE LEATHER CRAFT OF THE MEGHWALS, WE FELT THAT WE NEED MORE TIME IN ORDER TO GAIN A DEEPER UNDERSTANDING OF THEIR WORK AND THE MATERIAL. THE ARTISANS ARE ALREADY VERY SKILLED WITH LEATHER AND THEY DO HAVE GOOD PRODUCTS.

— THOUGHTS ON A POSSIBLE FUTURE OF THE PROJECT

WE HOPE WE COULD GIVE THEM SOME NEW IDEAS AND INSPIRATION ON HOW TO WORK WITH LEATHER IN A DIFFERENT WAY.

THE OUTCOME OF THE WORKSHOP WILL ONLY BE VISIBLE IN SOME WEEKS OR MONTHS. BUT IT WOULD BE INTERESTING TO SEE HOW WE COULD INSPIRE THE CRAFTSMEN WITH OUR THINKING AND OUR UNDERSTANDING OF DESIGN.

— REFLECTION ON ENCOUNTERED CHALLENGES

TO WORK TOGETHER AS A TEAM COMBINING INDIAN AND SWISS TASTE, TIME MANAGEMENT AND WORK ORGANISATION IS CHALLENGING. BUT IT GIVES A GOOD INSIGHT AND A BETTER UNDERSTANDING FOR A FOREIGN CULTURE AND WILL BE REMEMBERED AS AN ENRICHING EXCHANGE.

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LEATHER CRAFT
OF MEGHWALS
FROM KUTCH
ANIRUDH PRATAP SINGH
SHWETA KUMARI
SIMONA OSWALD

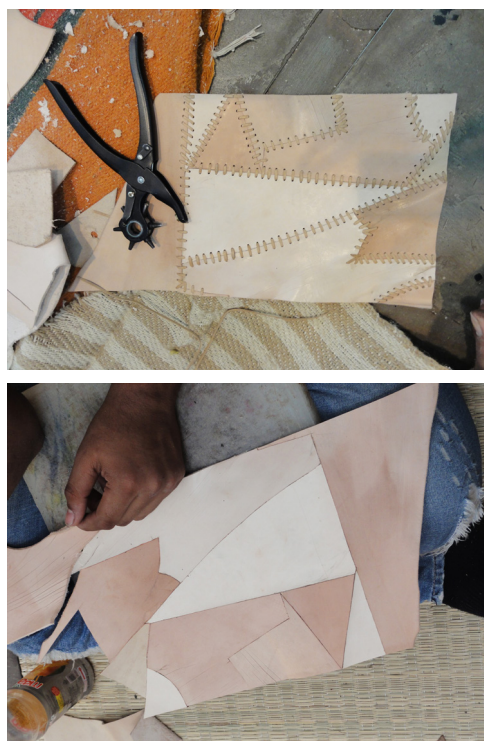


IN A BRAINSTORMING WE SEARCHED FOR IDEAS ON HOW TO RENEW THE LEATHER CRAFT OF KUTCH.

- COMBINATION OF DIFFERENT MATERIALS
- DEVELOP PRODUCTS FOR THE INTERNATIONAL MARKET
- STITCH TOGETHER BITS AND PIECES WITH DIFFERENT STRUCTURES AND PATTERNS
- USE THE INNER SURFACE OF LEATHER
- LIMITED EMBELLISHMENT ON THE PRODUCTS
- USE THEIR CRAFT IN A SMART WAY, FOCUS ON USABILITY
- CREATE SIMPLE AND CONTEMPORARY PRODUCTS

BUT ALTOGETHER THE ESSENCE OF THE CRAFT OF THE MEGHWALS SHOULD NOT BE LOST IN OUR PRODUCTS.

FURTHER WE TALKED TO THE ARTISANS ABOUT THEIR CRAFT, THE COLOURS AND THE SYMBOLS THEY USE AND THE TERMS OF THEIR WORK.



THE RESEARCH SHOWED THAT THE ARTISANS HAVE DIFFICULTIES TO BUY THEIR EXPENSIVE MATERIAL. THE MORE LEATHER THEY USE FOR A PRODUCT, THE MORE EXPENSIVE IT GETS. BUT THE CUSTOMERS ARE NOT WILLING TO PAY THE HIGH PRICES. AS A RESULT THE ARTISANS CAN'T SELL THEIR PRODUCTS AND DO NOT HAVE MONEY FOR NEW LEATHER.

DESPITE THAT FACT WE DECIDED TO FOCUS ON THE MEGHWALS MAIN MATERIAL: THE LEATHER.

BUT TO MINIMIZE THE COST FOR NEW MATERIAL, WE WANT TO WORK WITH THEIR WASTE LEATHER.

BY USING THE WASTE MATERIAL AND STITCHING TOGETHER SMALL PIECES WE CAN CREATE A BIGGER SURFACE. WE WOULD LIKE TO INTRODUCE THE ARTISANS TO THIS TECHNIC AND GIVE THEM SOME EXAMPLES OF SIMPLE PRODUCTS.

DESIGN BRIEF : CREATION OF NEW SURFACE

IDEATION

