

OUTLOOK

— INSIGHTS

We appreciated the chance of working together in three different cultures or more. In the beginning we thought in three different directions. With time and many discussions we could bring these together to a Common Sense of the group. The constant presence of the artisans was a really good contrast to the daily business with faculties. The campus of NID was the perfect place for not only working but also being able to experience daily life of students of this school that is really unique in the Field of Traditional Crafts.

— THOUGHTS ON A POSSIBLE FUTURE OF THE PROJECT

We are happy and proud to present our products. At the same time we did not have time to focus on many aspects we had discussions about. One was to bring the products to the global market. For this point we'll try to keep in contact with the artisans and send them a list of little shops in the european market that might be interested in the uniqueness and story of Kutch leathercraft products that are also produced fairtrade and with natural resources. The IDSS also gave us, the

students, the chance to know designers in India, China and Switzerland. Its only a question of time till we need the opinion of the others for our own projects or we'll start working together for some ideas that we came up with in Ahmedabad.

— REFLECTION ON ENCOUNTERED CHALLENGES

The important aspect of working with the artisans was first hard because without knowing them not all questions could be asked. By the time the relationship came closer and both sides were more and more able to speak about their own concerns and also their fascination for the outcome of each others work. More complicated than working between cultures was the the fact that the members of the different universities are schooled in different ideals of what good design is and how a product can be. For our future in designbusiness we should always keep this in mind and work with it with staying open for other designs but also other cultures in working methods.

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NATIONAL INSTITUTE OF DESIGN

— AHMEDABAD

JIANGNAN UNIVERSITY

— WUXHI, JIANGSU

ZURICH UNIVERSITY OF THE ARTS

— ZURICH

SRISHTI SCHOOL OF ART, DESIGN AND TECHNOLOGY

— BANGALORE

LEATHER CRAFT
OF KUTCH
RUPALI SOMKUWAR
SASKIA LANDTWING
RAKESH KUMAR



IDEATION

We created a first series of bags with simple patternmaking, therefore we make sure that traditional crafts, which give the products their finishing are still the most important step. We tried to focus on the most selling products like bags and footwear.

With basic calculating we can give the artisans a first idea what should be their goal in terms of selling prices but also encourage them to develop their own selling skills with always being aware of their unique selling model that can not be done anywhere else in the world.

Giving kutch leathercraft products the preciousness which is already provided in their history and making the production cheaper at the same time.

With using leather only for the most visible parts and the parts that need to be strongest we can save material and money.

Our main focus was simplicity of products and patterns. We tried to use the tools in more nicer way.

Then we wanted to improve their footwear designs so that they can sell their products to people from western market also. We tried to keep simple pattern and subtle colors.

At the same time we create a contrast that gives the unique kutch leather crafts the precious look that its history and the engaged men and women behind deserve.

The artisans from kutch want to preserve their unique handcraft but at the same time they are willing for change and making new contemporary products. With the more simple look of product and the well known finishing of the artisans but using less colors and patterns in one product, these get more interesting for not only craft-conscious indians but also people from western and other markets.

DESIGN BRIEF THAT YOU HAVE COME UP WITH FILL IN HERE

