

OUTLOOK

—INSIGHTS

THE ARTISANS DON'T REALLY NEED MORE PRODUCTS OR SKILLS. BROADENING HORIZONS ALREADY HELPS THEM TO GET NEW IDEAS AND INPUTS, SIMPLE TRICKS TO WORK SMARTER AND EFFICIENT. THEY ARE OPEN TO LEARN FROM YOUNGER ONE'S AND TAKE ADVANCES FROM DIFFERENT CULTURES. THEIR SKILLS ARE EXEMPLARY AND THEY ARE PASSIONATE ABOUT THEIR WORK WHICH ADDS TO THE GOOD WORK THEY DO.



—THOUGHTS ON A POSSIBLE FUTURE OF THE PROJECT

THE WAY WE CHOSE TO USE WASTE MATERIAL AND CREATE A NEW FORM FROM THE 'PUNCHES' TO GIVE THE PRODUCT A CONTEMPORARY TOUCH IS SOMETHING THEY CAN USE IN THEIR OWN WORK. THEY CAN SAVE MATERIAL COST AS WELL AND THE DESIGNS HAVE A MODERN TOUCH AND THEY ARE USEFUL AND CONVENIENT.

— REFLECTION ON ENCOUNTERED CHALLENGES

TO WORK WITH THREE DIFFERENT CULTURES, DIFFERENT WAY OF WORKING AND THE LANGUAGE BARRIER IS VERY DIFFICULT. BUT IT OPENS YOUR MIND A LOT AND LEARN HOW TO COMMUNICATE WITH EACH OTHER HOW TO ACT AND ALSO THE WORK WITH THE ARTISANS WITH A COMPLETELY DIFFERENT POINT OF VIEW.

ALSO, ADAPTING TO NEW SKILLS ACQUIRED IN SUCH AND TRYING TO EXCEL WASN'T POSSIBLE IN SUCH A SHORT TIME WITHOUT THE HELP OF



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IDEATION

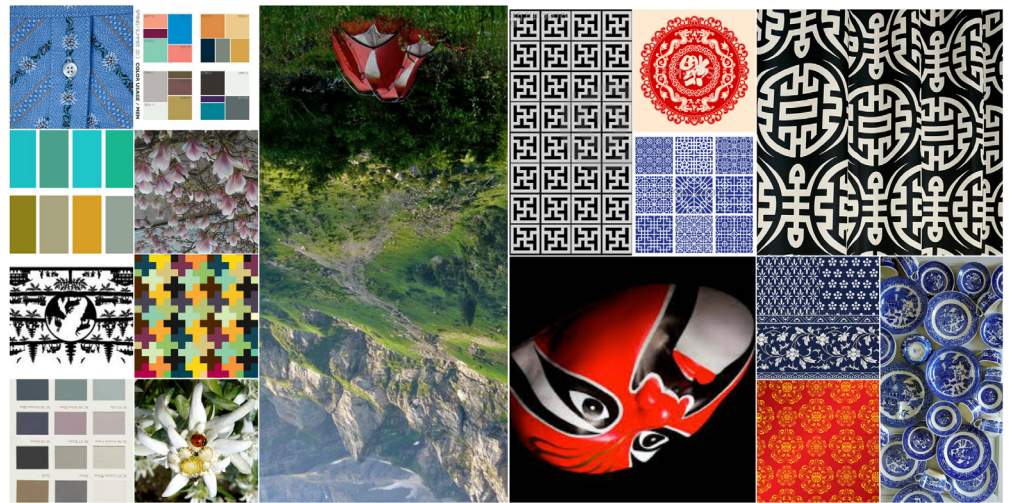
WE WERE SUCCESSFUL IN GIVING THEM SMALL TRICKS TO SIMPLIFY THE WORK.

WE FOCUSED MORE ON UTILIZING

CRAFT.

THE STYLE OF THE TYPICAL KUTCH LEATHER-POKARY DESIGN WITH THE HANDICRAFT AND WAY TO CONNECT OUR SENSE OF CONTEMPORARY DESIGN AND WORKING WITH THE ARTISANS AND SHOWING THEM INPUTS, WE FOUND A

WITH DISCUSSIONS AND MOOD BOARDS WE IDENTIFIED WHICH KIND OF COLORS ARE LIKED AND IN TREND. THE FOCUS WAS ON THE THREE COUNTRIES, SWITZERLAND, CHINA AND INDIA. SKETCHES, PAPER PROTOTYPES AND SMALL SAMPLES OUT OF LEATHER BROUGHT TOGETHER EVERY ONE'S IDEAS OF COLORS, STYLE, CONTEMPORARY DESIGN AND TASTE.



WE FOCUSED ON THE BESTSELLING PRODUCTS, BAGS AND FOOTWEAR

FUNCTIONAL VALUE

LIKINGS OF THESE CULTURES.

COUNTRIES WITH STUDYING THE VALUES AND VARIETY OF SAME PRODUCT RANGE FOR 3

OR YOUNG LOCALS VISITING KUTCH.

IT WAS IMPORTANT TO KEEP THE RIGHT MARKET IN MIND. TARGET USER WAS THE TOURIST

TO FIND A WAY TO USE WASTE MATERIAL TO LOWER THE COST PER PRODUCT.

HOW CAN WE GIVE IN ADDITION TO THEIR ALREADY EXISTING IDENTITY?

DESIGN TRANSFER

IN THE DURATION OF TWO WEEKS OF WORKSHOP WE BEGAN WITH EXPLORATIONS AND GOT AN IDEA OF THE SKILLS AND TECHNIQUES REQUIRED FOR WORKING WITH LEATHER. BEGINNING FROM IDEA-TION TO IMPLEMENTATION OF IDEAS, WE MADE OUR DESIGN BRIEF'S AND PUT IN EFFORTS TO ADD OUR IDEAS INTO THE ALREADY EXISTING PRODUCTS.

