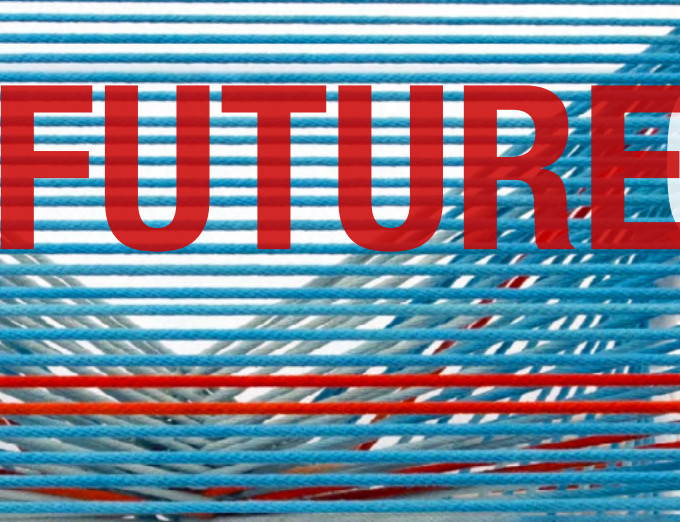


FUTURECRAFT



PACIFIC RIM FALL 2016

Connecting across the Pacific

In FUTURE CRAFT Japan+Thailand, the 11th annual Pacific Rim collaboration between ArtCenter College of Design in California and Tama Art University in Tokyo, Japan, students and faculty from both schools collaborate to envision new opportunities for design to create social impact with artisans in Northern Thailand, in partnership with the Lanna Culture & Crafts Association and the Thai Ministry of Industry.





FUTURE CRAFT:

Contemporary Design Meets Thai Craft

How can design extend Northern Thai “Lanna” craft traditions to global markets? How might handcraft & digital technology intersect? How can we embrace natural materials innovation?

Cross-cultural student teams design contemporary home goods—small-scale furnishings, lighting, tableware & soft goods—driven by new applications of eco-fiber and Lanna craft techniques.

A two week field research trip to experience Northern Thailand’s rich craft heritage—including weaving, metal, lantern-making, natural fiber & wood artisans—lays the foundation for fresh design.

pad@padlab.com

www.designmattersatartcenter.org/proj/future-craft-japan-thailand

Leadership

Tatsuya Wada

David MocarSKI

Mariana Amatullo

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Studio Faculty

Penny Herscovitch

Dan Gottlieb

Charles Tsunashima

Hayakawa Kazuhiko



METHODS



PR9: Connie Bakshi

eachday

How might we:

Cross-pollinate design X craft?
Build empathy & understanding?
Create value for stakeholders?

Sketchbook

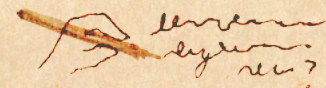
Draw, collage, write ideas and questions so that your sketchbook becomes a tool for inspiration and inquiry.

Collect Materials

Gather samples of materials, textures, patterns and colors.

Reflect

Each evening, reflect on the day, catalog your field research notes and back up your photographs. Based on your collected observations, what is your key insight?



RECORD

HOW CAN WE BRING OUT THE SOUL OF A MATERIAL?

* REVEALS LAYERS OF
PROCESS, TIME
* REVEALS INVISIBLE/
CONCEALS VISIBLE

"COURTESY LAYERS OF DAREQUIES"
* LAYERS CREATE DEPTH, SHADOW CREATES MYSTERY

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PR9: Connie Bakshi / PR7: Mel Hung

Observe + Document a Craft

What is the essence of a craft process?
Note the individual steps, materials, and
properties in each stage of the making
process.

format:

Dimensional Sketchbook

Capture the essence of the craft with a
2D/3D interpretation that fits into your
sketchbook. For example, explore layerer
drawing, collage, folding, carving away,
stitching...

due: _____

Three sketchbook spreads

one spread/artisan, for three (3) artisans.

exercise 1



MAKING



exercise 2

Materials & Making Exploration

Explore the unique qualities of a material or process with the intention of expressing something new.

format:

Hand-held Object

Construct a hand-held object that expresses the essence of a craft/material from your perspective as a designer. Your object may be functional, conceptual, or push materials innovation.

explore:

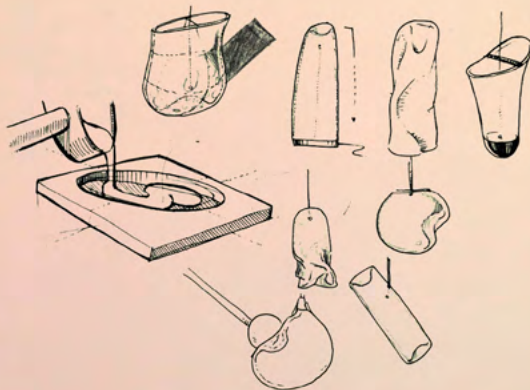
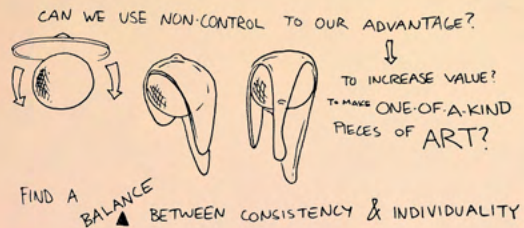
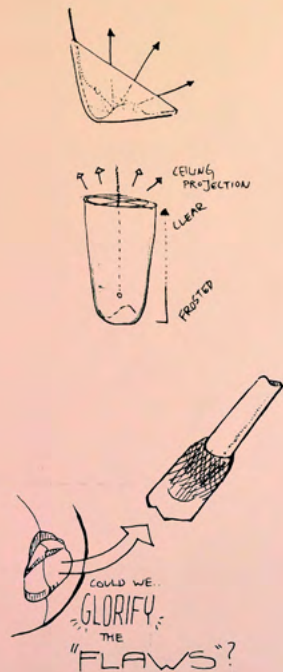
Use material(s) you've gathered. Consider form & tactility. Try to: join different materials; invent a tool to manipulate a material differently; combine a manufactured object with a craft technique (weaving / folding / etc).

due: _____



"Made by hand, the craft object bears the fingerprints, real or metaphorical, of the person who fashioned it... Made *by* hand, the craft object is made *for* hands."

Octavio Paz, Convergences



PR9: Devin Montes

exercise 3

Speculate thru Drawing

Choose one material/craft and ask:

- What are the unique properties of this craft process or material? (For example, flexible, waterproof, compostable, soft).
- In what new applications could this material be most compelling?
- Based on your observations, what can you create with this craft/material that relates to the body?

format:

Draw, Ideate, Collage ideas at the scale of the body, for example interior elements, soft goods, illuminated or functional objects. Fill two sketchbook spreads with ideas.

due: _____



Design Opportunity Mind Map

Sketch & write on large paper & post-its:

- **Step 1 - Attributes:** For 6 materials/crafts: unique qualities, limitations & insights.
- **Step 2 - Ideate:** draw ideas that grow out of the unique attributes and insights from each craft. How might we add value?

Select 3 Potential Artisans

Discuss criteria to filter down to 1 craft with faculty.

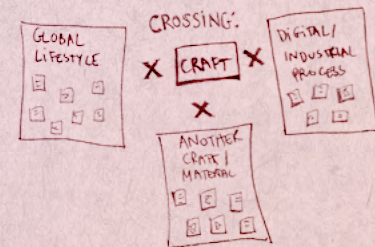
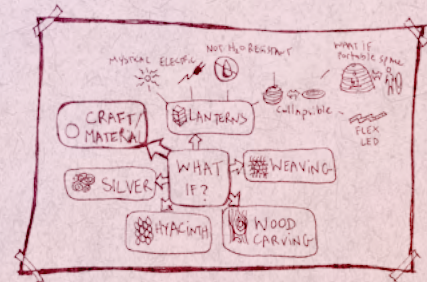
"Re-Mix" Ideation

To generate new ideas, cross your craft with:

- another material/craft
- a digital or industrial process
- new market, global lifestyle, scenarios

format:

BrainWriting: Write/sketch on post-its solo > Discuss & build on ideas > Post on large paper > Repeat





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PR9: AustEN process / LiTA drawings

prepare

Sketch Ideas for Co-Creation

From your “What-If” mind-map, develop the ideas you’d like to test in collaboration with your artisan partner. Sketch ideas for:

- forms to explore
- material innovations to try
- designs for home goods & lighting furnishings & soft goods ideas etc.

Get & Assemble Making Supplies

Prepare: any materials, tools, supplies. You may want to mock-up a mold, buck, or framework to use during the making process.





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PR9: Urushi Master w/Connie Bakshi; Drawing by LiTA

Exchange

Share a small gift with the artisan & show your portfolio if appropriate.

Try

With the artisan's guidance, try different craft techniques hands-on.

Make Together

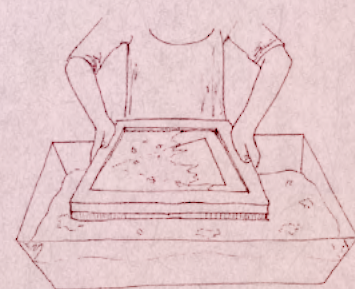
Share your sketches with the artisan, and sketch ideas together.

Understand

Understand how the artisan learned their craft, and its history & cultural significance.

Value

How can we help create value for the artisan? (Increased income, recognition, international markets, new ideas, etc)



SHARE

LIGHT x SHADOW
KELLY KIM SAYAKA NAKADA

SONY

Tama Art University

Art Center College of Design

PR9: Kelly Kim

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present

Present to Artisans Sat Sept 17 in Chiang Mai

Distill the past two weeks into a compelling presentation defining your team's FUTURE CRAFT project direction.

- **Your take on Design X Craft**
- **Research Insights**
- **Design Opportunities**


Please be sure to connect the craft process to the design future you envision.

format:

- **Keynote Presentation** (6 min)
- **Display Materials & Making**
- **Dimensional Sketchbook**

This presentation will become the foundation of your **Concept Pitch, Tu Sept 27 at Tama** along with first draft of team process book - printed.



 **Designmatters at ArtCenter**

hosted by:

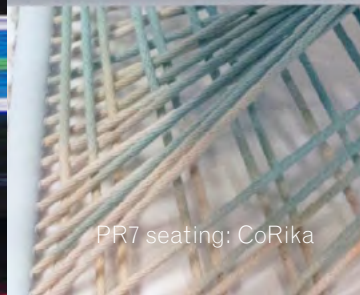
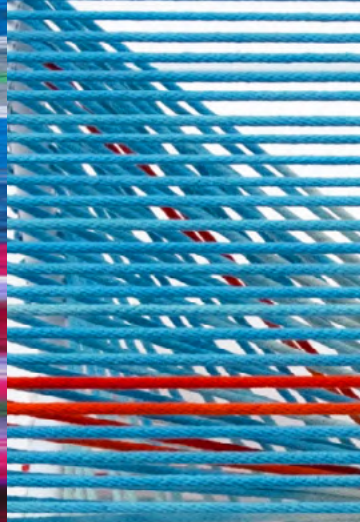
Environmental Design



Tama Art University



ສະພາຄະວັດຊະທັດສະດີລຳພູ
Lanna Culture & Crafts Association



PR7 seating: CoRika