



FUTURE CRAFT

CHINA



Tongji + ArtCenter
students design with
artisans to revive
traditional crafts and
create social impact.

FUTURE CRAFT CHINA 2018

Co-Creation Across Cultures

In FUTURE CRAFT China, a collaboration between Tongji University College of Design & Innovation in Shanghai and ArtCenter College of Design in California, student teams collaborate to envision new opportunities for design to revive craft traditions and create social impact with artisan communities in Shanghai, Jiangsu and Zhejiang provinces.



DXI TONGJI UNIVERSITY
COLLEGE OF DESIGN
AND INNOVATION



Designmatters
at ArtCenter

Shang Xia



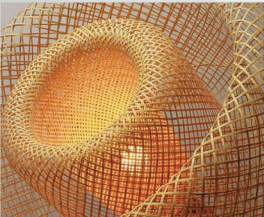
PINWU paper chair



Shang Xia by Kengo Kuma



Design x Craft



un_cm_mn

projectbrief

Opportunity: Keep Heritage Vital

China has achieved extraordinary levels of economic growth + development; yet with such stunning gains, what risks being lost? As China continues to advance, how might we bring traditional Chinese craft into daily life?

Co-Creation: With Artisan Communities

Co-creation is the heart of the FutureCraft project. Collaborate with artisans to understand their needs & aspirations, and how design can best make an impact.

Outcomes: Preservation through Innovation

Design lifestyle products, lighting, furnishings, home goods, brands & spaces that extend craft traditions to new sectors, contemporary Chinese & global markets.

Social Impact: Next Generation | Urban+Rural

Envision new opportunities to connect urban and rural, to make cultural heritage relevant to the next generation, and to create new markets that sustain communities.

Tongji Faculty

Dr. LOU Yongqi
Dean, College of D&I

YANG Hao

MO Jiao

ZHOU Hongtao

LIU Zhenyuan

LI Yingtong

ArtCenter Faculty

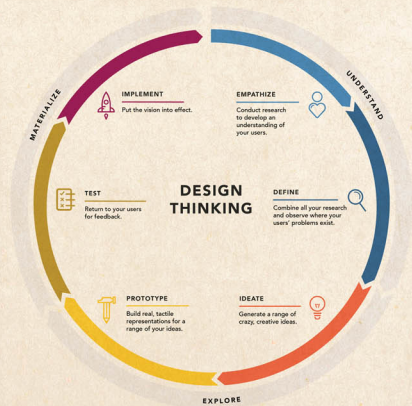
David MocarSKI, Chair
Grad & Undergrad
Environmental Design

Designmatters

Penny Herscovitch

Dan Gottlieb

IMPACT



nngroup.com/articles/design-thinking

Image credit: d. School

Social Impact Design Process

"Design thinking is a human-centered approach to innovation that draws from the designer's toolkit to integrate the needs of people, the possibilities of technology, and the requirements for business success." - Tim Brown, CEO of IDEO

Starts with empathy & understanding:

Human connections and empathy are the heart of the design process to create social impact.

Co-Creation: Design WITH, not FOR

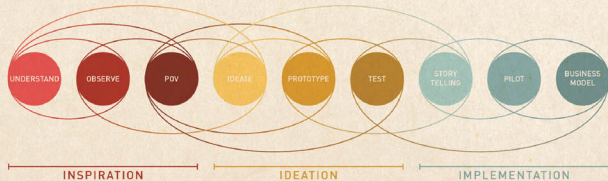
Understand challenges, envision opportunities & ideate together WITH our partner community.

Seek Key Opportunities for Impact:

Shift from a mind set of problem to opportunity, and from scarcity to abundance.

Human-Centered Experience Design:

Consider both the needs of the artisan and the end user's total experience to create an emotive impact.



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designprocess

2018 Spring Schedule

overview

1

Jan 8-14

2

Jan 15-21

3

Jan 22-28

4

Jan 29 -Feb 4

5

Feb 5-11

6

Feb 12-18

7

Feb 19-25

8

Feb 26 - Mar 4

9

Mar 5-11

10

Mar 12-18

11

Mar 19-25

12

Mar 26-Apr 1

13

Apr 2-8

14

April 9-15

Crafts Field Research

KickOff &
Research

Opportunity
& Direction

Synthesis & Direction

Project Review 1

Ideation

Narrative
Experience

Spring Festival

Feb 13pm - Feb 21
AC Student Break

Feb 22-24
AC - Culture

Develop Designs

Project Review 2

Refine Design

Final Design Implementation

Final W April 11

TRIP 1: Jan 9-14 Hangzhou Area

- _ Design/Materials
Library by Pinwu
- _ Bamboo, Paper,
Metal, Wood

TRIP 2: Jan 17-20 Suzhou Area

- _ Ceramics,
Silk textile
- _ Gardens,
museums

PROJECT REVIEW 1:

- _ Research synthesis & insights
- _ Opportunity Area / Mission
- _ Concept / Design Story
- _ Initial Design Direction

PROJECT REVIEW 2:

- _ Design ready for fabrication
- _ 25% scale model of furniture
or 100% scale lighting/object model
- _ Visuals & Fabrication Files

- TUES APRIL 10 - REHEARSAL
- WED APRIL 11 - PUBLIC FINAL
- Model / prototype of final design_
- Presentation: visual + verbal storytelling_
- Exhibition / Wall graphics_
- Implementation strategy_

CRAFTS

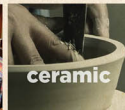


crafttrip

Research traditional artisans, as well as innovative design studios, spaces & brands, to understand the depth of Chinese craft.



5 nights (Jan 9-14) in Hangzhou & Zhejiang province: Design X Craft forum at Pinwu's Design Library; Kengo Kuma's Folk Art Museum; traditional crafts from tin & copper, to wood & bamboo, to natural dyes, parasol & paper-making



3 nights (Jan 17-20) in Suzhou and Yixing, where traditional gardens, silk textile & ceramic crafts flourish
Field trips in and around Shanghai to see both cultural heritage & cutting-edge brands such as Shang Xia







GOALS



PINWU paper chair

researchgoals

Research question: How to bring crafts back to daily life? How to reconnect with cultural heritage?

4 Lenses

Cross-Pollinate: Seek opportunities for cross sector collaboration, for connecting rural + urban, younger + older generations.

Amplify Impact: How can design create value for artisans & their communities?

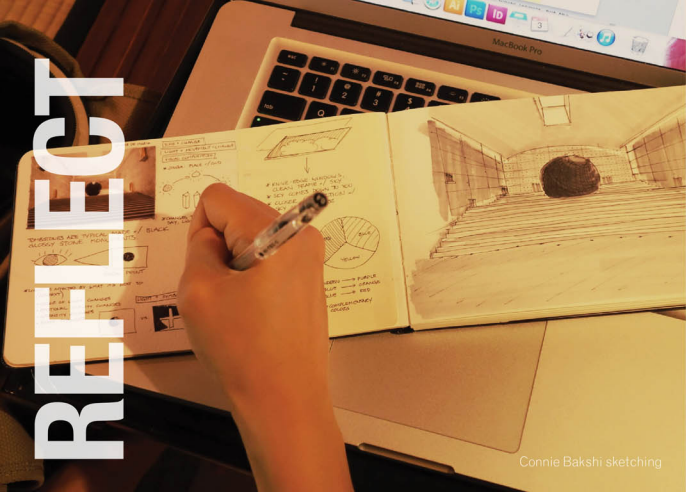
Digital X Craft: What can handcraft + digital tech bring to each other?

Materials Matter: Seek considered use of natural resources & sustainable materials innovation

"I think the best protection for the preservation of craftsmanship is innovation... Only if traditional culture can become contemporary culture, can the past be reconnected with the young generation."

Jiang Qiong'er, Shang Xia
CEO & creative director

REFLECT



Connie Bakshi sketching

reflectdaily

Take time at the end of each day to write & reflect on what you learned from the research.

Sketchbook

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



Reflect

Each evening, reflect on the day & catalog your field research notes. Based on your collected observations, what is your key question or insight for the day?



Photos

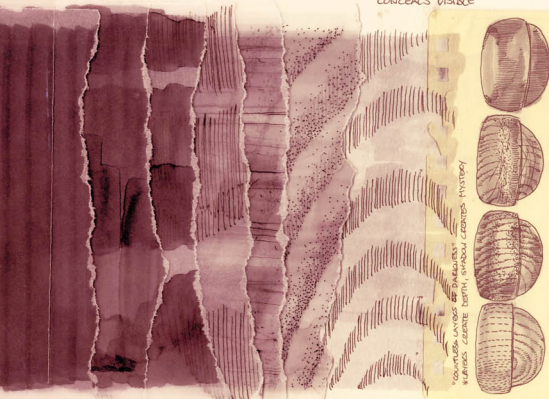
Be sure to back up your photos and organize by craft type.



HOW CAN WE BRING OUT THE SOUL OF A MATERIAL ?

RECORD

- * REVEALS LAYERS of PROCESS, TIME
- * REVEALS INVISIBLE/ CONCERNS VISIBLE



"COUNTLESS LAYERS OF DARKNESS"
 * LAYERS CREATE DEPTH, SHADOW CREATES MYSTERY

Connie Bakshi collage; Mel Hung sketches (r)

Document the craft process.
Seek to understand the craft's cultural significance.

Step 1) Document the Craft

Diagram each step, from raw materials to making process. Use drawing + photos.

Step 2) Interpret

What properties make this craft unique?
 How does it connect with cultural heritage?

Capture the essence of the craft with your own collage interpretation in your sketchbook. Try techniques of: collage with craft materials, photo montage, translucent layered paper, folding or stitching...

documentinterpret



CATALOG



As a class, collectively create a physical catalogue of the crafts, materials & processes.

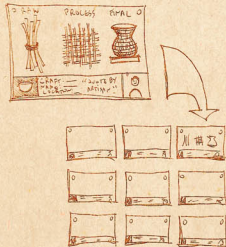
Raw Materials: Collect raw material samples. **Note:** what are their special properties? where do they come from?

Process Samples: Collect samples of the craft in process. **Note:** diagram the steps of the making process

Craft Object: Purchase a small example of the final craft object. **Note:** How is this object uses in daily life? What is its cultural/historical significance?

Artisan: Photo of the artisan at work. **Note:** a direct quote from the artisan (what they love about the craft? hopes for future?)

craftcatalog





PINWU, Yuhang Rong Design Library
www.handmadeinhangzhou.com

Design X Craft Forum

Yuhang Róng Design & Material Library:
 Róng in Chinese means to fuse. PINWU's
 'Handmade In Hangzhou' core philosophy is
 fusing traditional crafts & contemporary design.

One-Day Symposium

A symposium to interact with Hangzhou
 designers & artisans, learn about PINWU's craft
 research & collaborations, and share curiosity
 about crafts/design/material.

Collective brainstorm/mindmap:

As a group, explore a range of ideas around a
 key question: How to embrace craft into design
 thinking? How to guide a creative process from
 the craft to contemporary objects?

With special thanks to:

Hosted by PINWU's Zhang Lei & Jovana Zhang
 Co-organized by Richard Hsu, Faculty, Tongji



陶瓷
Ceramic



竹木
Bamboo & Wood



纸
Paper



玻璃
Glass



建筑材料
Construction Material



漆艺
Lacquer



纺织品
Textile



自然物
Natural



金属
Metal

WKSHP



workshop

Whole Studio Opportunity Workshop

Sketch & write on large paper & post-its:

- Share research observations, insights and challenges
- Define opportunity areas
- Crossing exercise:
- Pair Challenges x Resources to generate possibilities
- Ask "What If?"
- Select potential artisan(s) to focus on



Opportunity Areas

- An opportunity area is a stepping stone to idea generation.
- An opportunity is a rearticulation of problems or needs in a generative, future facing way.
- An opportunity area is not a solution. Rather, it suggests more than one solution. It defines a space of possibility in which to generate solutions.
- Opportunities start with the phrase "HOW MIGHT WE...?" to suggest a mindset of possibility.

Source: IDEO Toolkit for Human Centered Design



EMPATHY



Team Hina+Anna w/Thai artisans; Lori Nishikawa sketch (r)

empathy

What are craftspeople's main aspirations and challenges?

Photo Sharing:

Ask craftspeople to share their photos, as a tool to talk about their hopes for the future.

Aspiration Cards:

Print a set of images ahead of time & gather aspirational images from magazines. Ask participants to choose 3 cards that represent what you hope for your future. Ask, what did you choose and why?

Tips:

Gather direct, unfiltered quotes.
Ask "why" 5 times, to get to the real why.

WHAT DOES
CRAFTSMANSHIP
BRING TO A PRODUCT?



IT ADDS
SOMETHING
HUMAN
人間の本质

CO-CREATE



Intergenerational palm weaving, Chiang Mai

CO-create

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

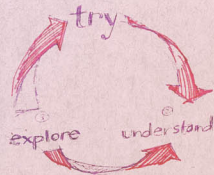
Share "What if" ideas & sketches with the artisan, and sketch ideas together.

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)



SYSTEM



make bowl



Package and Vacuum Seal



Send to Global Market



Cook food using safety precautions



Give plate to consumer



Consumer eats food

STORY

Refine Focus - Design

Distill the past two weeks of research to begin to develop your project direction. Please be sure to connect the craft process to the design future you envision.

Design Story

What is a compelling story that helps someone understand what drives your design, it may include:

- A big idea ("concept")
- Goals that the design is trying to achieve (pragmatic and emotional)
- Inspiration for form
- Narrative of user experience

designstory

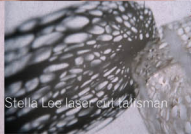
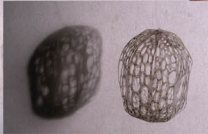
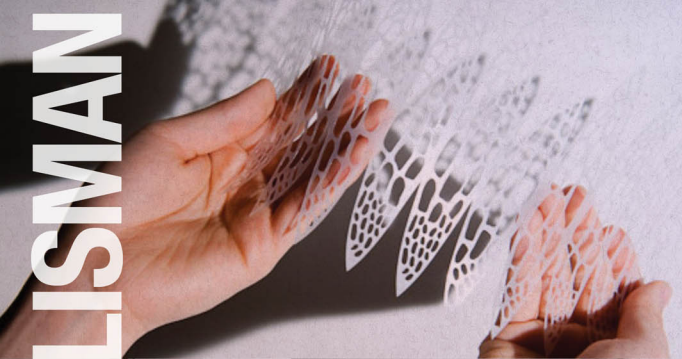


Collect food and ingred



Consumer eats bowl (no waste)

TALISMAN



Stella Lee laser cut talisman

TALISMAN: Digital X Craft

A Talisman is a small object that is thought to have magical powers.

Make a hand-held, sculptural object that expresses your design story and/or the essence of a craft from your perspective as a design team.

Create a beautifully crafted object that is small enough to hold in one hand:

- Cross-pollinate digital + handmade processes
- Explore materials combinations
- Develop form from initial inspiration
- Appeal to your target audience through form & tactility

digitalcraft





Visualize design ideas - though sketching, digitally and mock-ups.

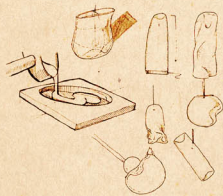
In what new applications could this craft/material be most compelling?

Consider the unique properties of this craft process or material (for example: flexible, waterproof, compostable).

To generate new ideas, cross a craft with:

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

Target Audience Storyboard of how your idea can both support the artisan, as well as the experience of the end user.



Project Review 1 Tues Jan 30 (Week 4)

Digital presentation (6-8min):

- Our Team
- Our FutureCraft Philosophy ("Why")
- Opportunity ("How might we?")
- Research Synthesis, Key Insights & Co-Creation (What inspires you?)
- Design Story / Concept
- Initial Design Direction: Sketches
- Mock-Ups (What will you design?)
- Target Audience/Scenario (consider both craftspeople & end user)

Physical Display:

- Sketchbooks & artifacts from research
- Talisman
- Craft Catalogue





Shang Xia publication

Chinese Innovators

- **Pinwu:** handmadeinhangzhou.com
- **China Handmade:** chinahandmade.com (artisan/design encyclopedia)
- **Shang Xia:** shang-xia.com/home / established by Hermes & Jiang Qiong Er
- **Stellar Works:** stellarworks.com / creative directors **Neri&Hu:** neriandhu.com
- **ZaoZuo:** zaozuo.com / creative director Luca Nichetto

Global Designers Embracing Craft

- **Americas:** Campana Brothers, Artecnic Design with Conscience
- **Europe:** Patricia Urquiola, Werner Aisslinger, Benjamin Hubert, Marcel Wanders
- **Japan:** Issey Miyake, Yamakawa, Isamu Noguchi

Social Impact Design Methods

- **Creative Action Toolkit** by Frog Design: www.frogdesign/CAT
- **Delft Design Guide:** Design Strategies and Methods
- **IDEO.org Fieldguide** to Human Centered Design: www.designkit.org
- **Models of Impact** A Strategic Business-Design Toolkit: www.modelsofimpact.co



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host dept: **ENV**

Suzhou Silk Museum
Cover: Ayuri Tsunoda & Mathew Simon