

British Council CRAFT AND DESIGN CHALLENGE 2017

Workshop Outlines



Photo credit: Nic Shonfeld

Creating New Designs by School of Business, University of Leicester

This workshop will focus on an introduction to developing new ideas for integrating the craft into new product developing by creating new values and new meanings for the design product.

Key topics of the workshop are:

- Designing new meanings
- Using rapid prototype to test ideas
- Short introduction to the role of business models as inspiration for the business plan
- Framing values: the importance of narrating the values to the customers

The School of Business of University of Leicester is a vibrant, international and interdisciplinary community of over 150 academics. Building on over 90 years of experience in delivering business education, it is internationally renowned. It is ranked 14th in the UK for research power reflecting the pioneering work we conduct in partnership with leaders, managers and organisations to promote and strengthen responsible business practice.

Find out more about the School of Business, University of Leicester [here](#).

Design Practice and Process by Work Room Four

This workshop will focus on design process, idea generation and design inspiration alongside product analysis of existing craft originated products available in the current market. What makes good design, how to avoid derivative design and how to research using available resources.

Key topics of the workshop are:

- The design process
- Design inspiration
- Generating ideas
- Product analysis for idea generation
- Design integrity and origination of ideas/inspiration/research

Work Room Four was founded by two English designer/educators who have been living in Vietnam for seven years. Operating since June 2013 the organisation has a commitment to business integrity a passion to push boundaries and create platforms and opportunities for creativity within a rapidly developing social and commercial climate.

The Work Room Four vision is to improve the quality of creative life in Vietnam. We aim to provide the space, resources and support to develop networks and partnerships that will nurture talent and enthusiasm and in doing so have as much fun as possible. We are Work Room Four. We are designers,

makers and creators, we love being part of creative endeavours. Our strap line, our passion and our goal: Create Something New.

Find out more about Work Room Four [here](#).

Design Practice and Entrepreneurship by Kilomet 109

This workshop will focus on how to modernize crafts and integrate traditional methods into contemporary fashion design. Participants will be guided through an exploration of original techniques in considering which to keep and which to change or develop further.

Key topics of the workshop are:

- An overview of the craft scene in Vietnam and understanding the values of it, considering social impacts and environmentally conscious practices through traditional craft skills
- Investigating the relationship between craft and modern design
- Developing ideas to create contemporary designs by adopting/infusing traditional crafts

Kilomet 109 is a high-end fashion label, founded in 2012, by Hanoi designer Thao Vu. The brand's style reflects an elegant interplay between Western and Eastern influences. By blending simple flattering silhouettes with a sophisticated colour palette, and adding in subtle touches of Vietnamese heritage, Thao creates designs that are fresh and innovative.

The brand has an important social element as well. Kilomet 109 has been working with several indigenous groups in the northern region of Viet Nam to source handmade fabrics, create natural dyes, and apply traditional techniques to create modern pieces. This has provided a valuable source of extra income for women in these communities and has helped incentivize the preservation of fading traditions.

Find out more about Kilomet 109 [here](#).

Creative Enterprise Programme by Nesta (TBC)

The Creative Enterprise Programme (CEP) has been developed by Nesta and is delivered in partnership with the British Council. Designed specifically for creative start-up entrepreneurs, this three-day workshop programme brings Nesta's Creative Enterprise Toolkit to life. Alongside local market specialists, expert facilitators lead the workshop and provide face-to-face support to help participants explore business ideas, develop a compelling business plan, and create a business model that reflects their hopes and motivations. This programme equips creative entrepreneurs with the tools and knowledge they need to succeed. **Overall aims of the programme** The Creative Enterprise Toolkit and Programme help participants to learn key skills around developing ideas into a tangible and practical business plan. The content is delivered over three days:

Day 1: You and Your Idea

Focuses on helping participants understand the building blocks that describe and will shape their business opportunity. This is achieved by:

- Exploring Values
- Defining the business
- Vision and Mission statements

Using modelling to demonstrate what impact the business could have.

Day 2: Your Customers

Encourages participants to better understand customers and users. It focuses on exploring how the business will function and grow by:

Learning from established local creative entrepreneurs

Describing customer profiles and needs

Identifying marketing routes appropriate for specific audiences

Day 3: Your Business

Explores the viability of the business idea by bringing together the key elements of participants' business plans. It provides support for:

Defining the business processes and the relationships needed to help realise the business opportunity

Evaluating the business and planning for the future

Prototyping a first draft of a business plan using the Business Model Canvas

Our approach to learning

The participants are facilitated through a series of models, tools and approaches that support critical business thinking. They learn how to use the tools, how to adapt them to their own context and how to apply them to their own business idea.

Nesta is a global innovation foundation. Our mission is to seek out, spark and shape powerful new ideas, joining with others to take on big challenges of our time and shift how the world works for everyone. Nesta provides experts in methods for innovation.

At Nesta we are experts in methods for innovation. We apply these methods in priority fields where there are big challenges and our capacities are suited to the action that's needed: health; education; government innovation; the creative economy, arts and culture; and innovation policy.

Find out more about our areas of work [here](#).