



## co-design

"If you could create a product with a story: what product/story would it be?"





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## **Starter Kit**

Through the process of co-creation we invite the participants to tell their own story and develop a product according to their input.

#### Learning aims

- Creative thinking
- Working in a group
- Working individually
- Expressing preferences
- Developing sense of design
- Developing input for a product
- Involving the participants in the process of creating this product

#### Skills needed

The participants are asked to actively join in the co-creation workshop. There are no skills like sewing or drawing needed. Motivation and creativity are a must.

## Workshop layout with partecipants

Pre-co-creation about the session with the core group of participants in order to structure the outline of the workshop and to have them assist during the workshop



#### Staff

-Fashion & textile designer as lead of the workshop

-**Program lead** to connect the outcomes of the workshop to targets -**Creative director** to connect the outcomes of the workshop to business opportunities

-Senior pattern-maker to transform creative concept into a viable product

-Design and pattern-making trainees with a vocational school background as participant/facilitators of the workshop

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## Examples of products with a story



#### Tony chocolonely

The chocolate bar of Tony chocolonely is divided unevenly, to pressure the fact that things in the chocolate industry are uneven and unfair. Inside the wrapper there's a more detailed story.

#### Waka Waka lamp

The world's greatest natural energy resource is the sun. It's a solution for everyone in need of power without access to electricity. With WakaWaka, everyone is able to tap into the sun. From earthquake survivors and rural farmers to office commuters and outdoor enthusiasts, all make use of solar products with the exact same WakaWaka design and quality. The WakaWaka Foundation, which is supported by your WakaWaka products purchase, donates for emergency aid, and offers WakaWakas to more stable developing areas at a subsidized price or in exchange for community work.



#### Patagonia



Patagonia grew out of a small company that made tools for climbers. Alpinism remains at the heart of a worldwide business that still makes clothes for climbing—as well as for skiing, snowboarding, surfing, fly fishing, mountain biking and trail running. As the climate crisis deepens, they see a potential, even probable end to such moments, and so we're fighting to save them. They donate time, services and at least 1 percent of their sales to help hundreds of grassroots organizations all over the world so that they can remain vigilant, and protect what's irreplaceable.







## Goal

## To co-create a product that will tell the story of a project/ organisation and raise awareness about themes indirectly linked to humanitarian issues.

## Workshop structure

## Expressing personality through what one carries with themselves or on their body

A creative session with the goal to get inspiration for a product that one can create with a project/ organisation, as part of the program. It will be a product that represents CRISALIS.

Through different design exercises or through Creative Expression Workshops facilitators will collect ideas and input about shapes, styling, colors and details. These elements will later be used to create the final product.

A fashion photographer (or/and fashion illustrator) will document the day and create imagery that later can be used for graphics or promotional purpose.

#### Defining essentials: What's in one's bag?

What are those items one always carry with oneself and why? What items or more special than others? The group of co-designers will share what is in our bags and the stories attached to it.

Through this exercise, it's possible to define some essentials and get inspiration on what could be a possible product. It is not necessary to share everything, everyone is free to share what they want to share or don't want to share.

During the unpacking of the bags, a facilitator will track their findings on post-its. What are the most common items, what are the most special items and what are personal items, and what makes them special. Is there anything the participants would like to improve in one of these items, or replace, or redesign? Here are some guiding questions:

- What is the story the organisation/ project want to tell?
- What should the product be?
- What do you want people to know about you
- What does power mean to you
- When do you feel strong
- How can you face your challenges
- What represents being a women
- How can you express that
- Choose 3 items that tell something about you





#### Design session: No cutting no sewing design

Through playful and no-thinking design one can create different outfits that convey more about the personality of the participants. It's possible to zoom in on details, colors, style and silhouettes later for the product. It's important to not think too much and tp be guided by creativity, not to hold back and to help others. After 5 minutes "lookbook" photo's of front back and side will be taken.

## Advanced session: zoom in on things created in the first session

In 30 minutes the group will create a "collection", resulting in full outfits with styling elements that form a family as "sisters": with same or similar colours, silhouettes but in different variations and shapes - from bags to scarves to other smaller personal items found in the "what's in my bag"-session. The focus of the challenge shifts from an individual level to a group level. The whole group should work together to create a coherent collection.

#### Rounding up: Outcome of the day

Lookbook photo and collection photos are displayed and selected. Which one is one's favourite and why? Preferences, items, colours, experiments, and assignments can be organized and ranked by writing down thoughts on post-its.





### **Co-designed foulard & jackets**

In 2021 Quid had the opportunity to run a second pilot of the CRISALIS scheme, including a new series workshops involving new co-design a n d o f past work participants alike.The carried out b y based subcontractor D-Hub the curriculum o n developed in the course of the pilot. They led to the co-creation of a multi-medial installation and sales campaign.

After an introductory Creative Expression Workshops led in April 2021, the group continued to work on the revisitation of a jacket. The work started with a Photolanguage technique which allowed each participant, starting from the choice of some photos that inspired her, to arrive at the graphic representation of a personal uniform.





## Group work: together with the trainers to redesign jackets

From individual work we moved on to group work, this time focusing on the outline of the jacket. Each group - comprising beneficiaries and their trainers - was thus able to experiment with the creative reelaboration of a classic garment. The activity created new connections among the participants and their trainers through artistic co-creation,

Transforming a jacket that already has a strong personality is no small feat. One might be afraid to ruin it and make minimal mutations. Participants were enthusiastic about doing this work by integrating their personal taste, first of all within the group by making choices and then in the practical work where they brought out the desire for colour, elegance, the union of different elements, the desire to express themselves and to express their personal creativity as a trace of themselves.

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## CRISALIS foulard

The CRISALIS foulard, available in both bandana-size in cotton and foulard-size in silk, was inspired by the many art crafts realized during the creative and co-design workshops.

The CRISALIS foulard tells a story of courage, redemption, and beauty. The story of women who have survived trafficking has found in CRISALIS a space and time of transformation, and that of women and workers who have been able to welcome, train, and support them.



The images, symbols, and words that populate the wefts of this accessory come from the many moments of creative work and the artistic reworking of the beneficiaries, their tutor, and the staff of Quid's Style and Marketing Office.

The words - loose and enclosed in leaves - form a manifesto of appreciation, incitement, and inspiration from woman to woman. These words are part of the four Manifestos drafted by participants in Amsterdam and Verona in the Creative Expression Workshops n.1, led by The Language Project.

The ADVICE TO ALL WOMEN Manifesto became first a shop banner in Quid's Milan flagship store, where our customers are invited by sales assistants to add their piece of advice to other women.

Sentences and keywords from the shop banner - co-created and codesigned by beneficiaries and customers alike - have found a legacy in the foulard.







The symbols stem from the graphic storytelling exercise that opened the photovoice workshops. The stars represent one's wishing and longing, the sky that extends over the migratory journey - as if to protect it. The hand encloses a heart in a gesture of care. The hen is an important symbol of economic independence for those coming from rural contexts.



The self-portraits stem from a new graphic and photographic look at oneself, developed in Creative Expression Workshop n. 3 led by The Language Project in collaboration with AMAKA.





# CRISALIS installation & sales campaign

#### From imagination to creation

Creating was the last step of the workshop: the jacket is a chrysalis place and shell of transformation - the foulard the butterfly's wings.

On the occasion of the 21 EU anti-trafficking day, the 18th of October, to celebrate every one of the beneficiaries of CRISALIS project and their stories, the shop windows of Quid's stores in Verona and Milan hosted an installation of the creatively repurposed jackets made by our colleagues and their trainers symbolizing the transformative power of fair and inclusive employment. On this day the sales campaign of the CRISALIS foulard was launched.







# CRISALIS visual merchandising





#### MEET THE CONSORTIUM AND THE PARTNERS

These are our amazing multicultural team, who worked together for 22 months



If you want to replicate this activity or another onein your organization, check out the dedicated Report & How To Guide.

