



COMMUNITY
COUTURE

make & mark

**Craft, Co-Creation and Communication
in digital and analogue spaces**

Crafting Futures
| Digital Collaboration Grant



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COMMUNITY
COUTURE

make
A mark

Coat/Dress/Vest

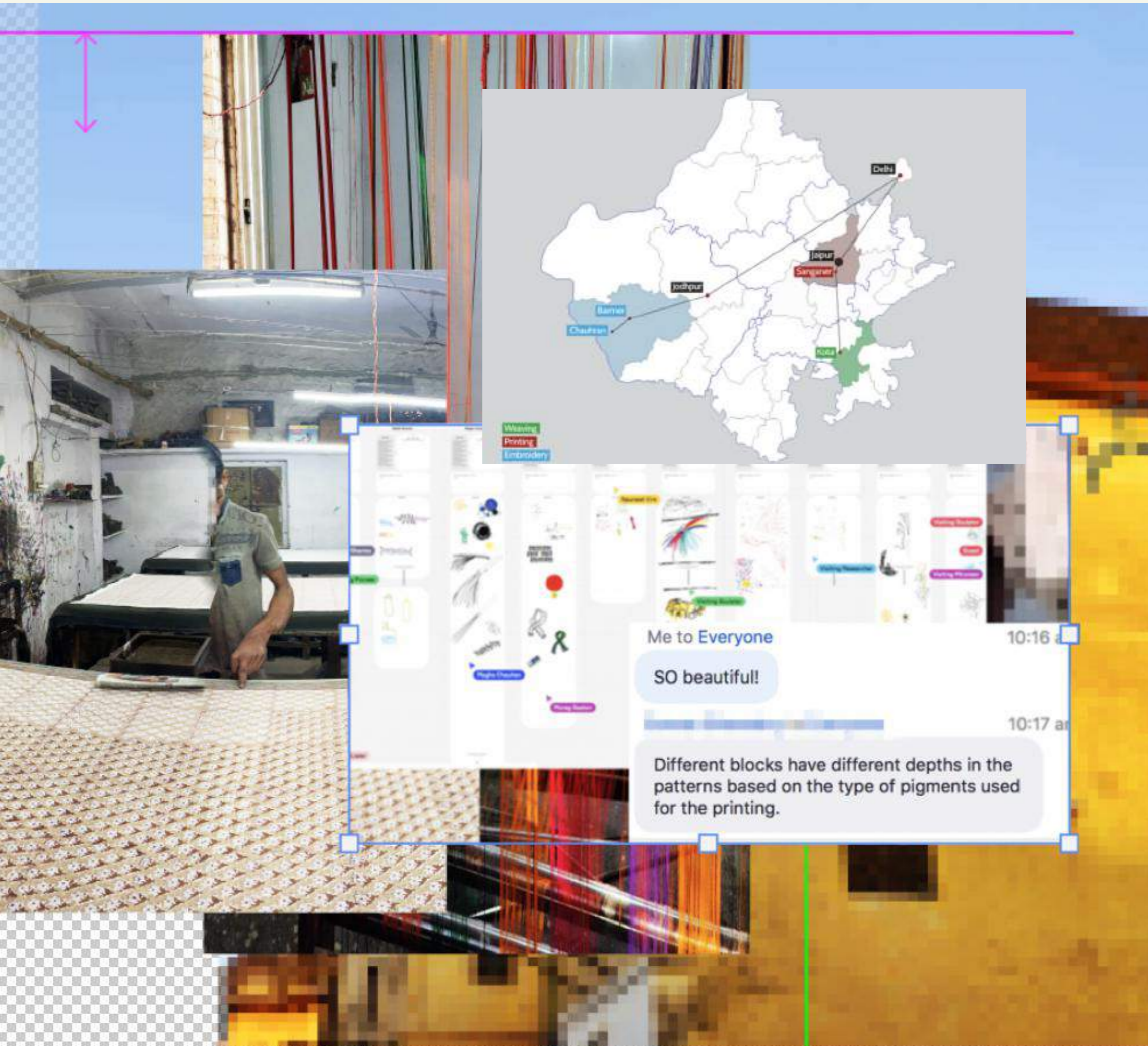
> What's your Mark?<

2021-2022

18 Project Participants

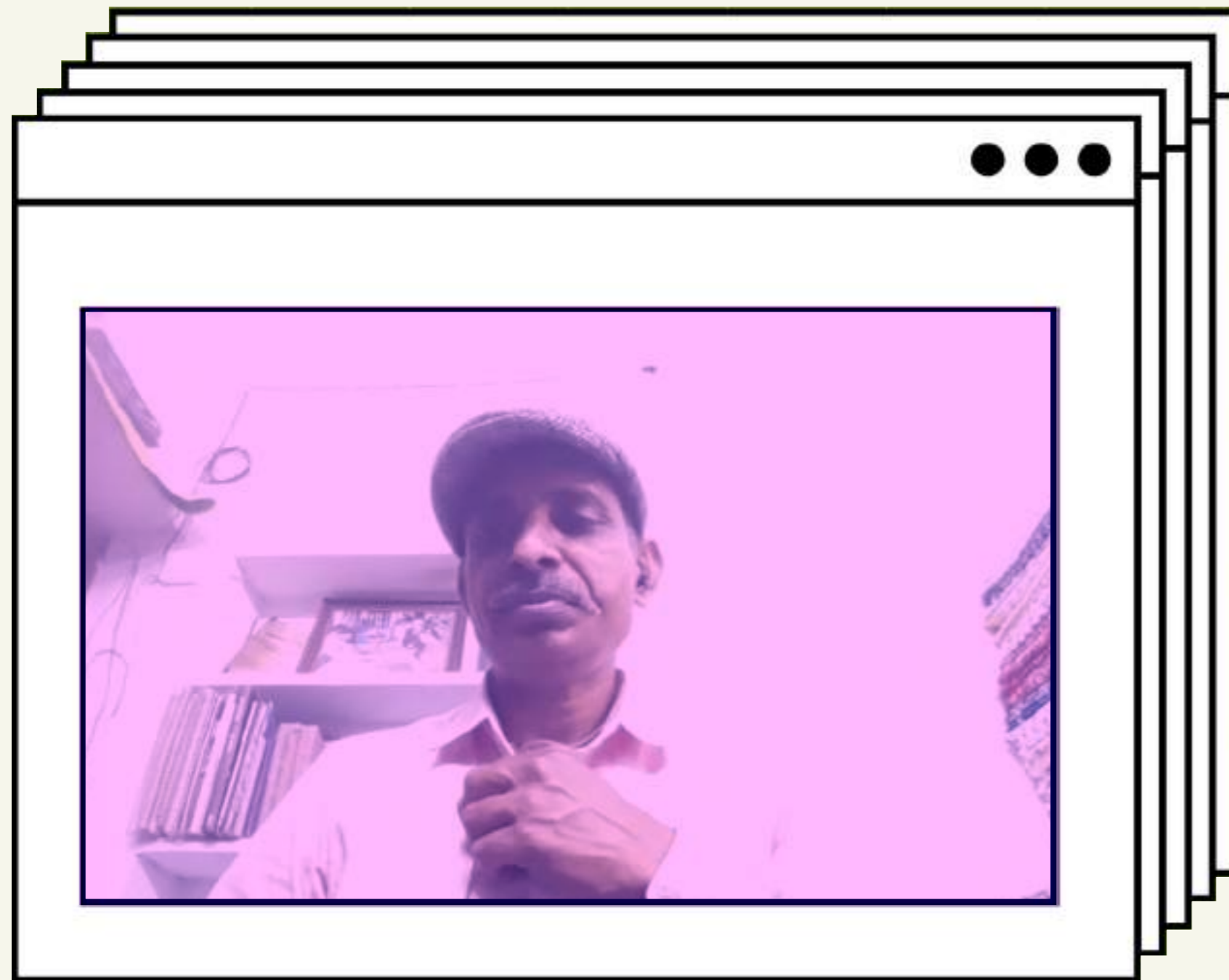
4 Project Facilitators

6+ Artisans

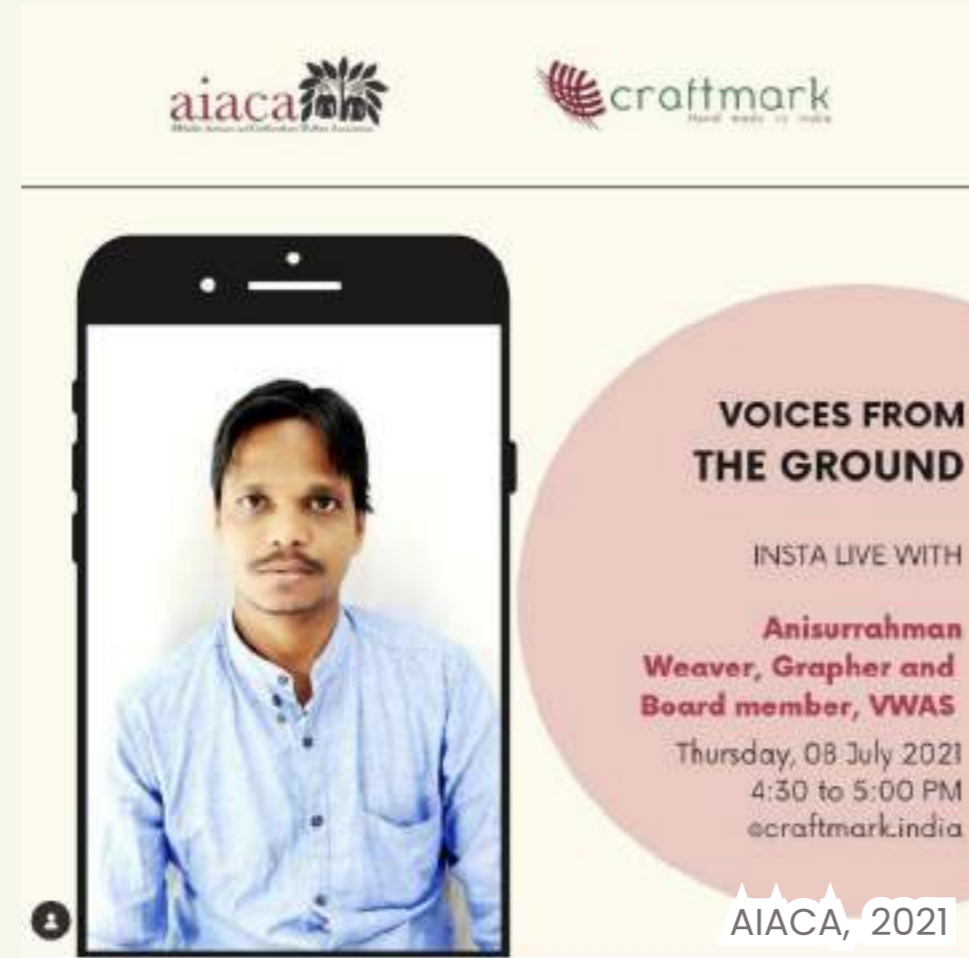


OBJECTIVES

- To make an artifact. To bring together different stakeholders in co-creation to foster mutual understanding.
- To build an understanding of ways technology enhances or acts as a barrier to the artisans' skills
- To investigate new ways of collaborative making that may emerge from artisans' use of digital tools



Artisan-led
storytelling



AIACA, 2021



Shakil Ahmed, 2021



Sudhansumohan Das, 2022

Online
Haats



GoCoop, 2021



Amazon, 2021

Training
and Upskilling



Photography Session (1/4)
फोटोग्राफी अधिवेशन

585 views • 2 years ago



How to Tell Your Story on
Social Media? सोशल मीडिया पे...

322 views • 3 years ago



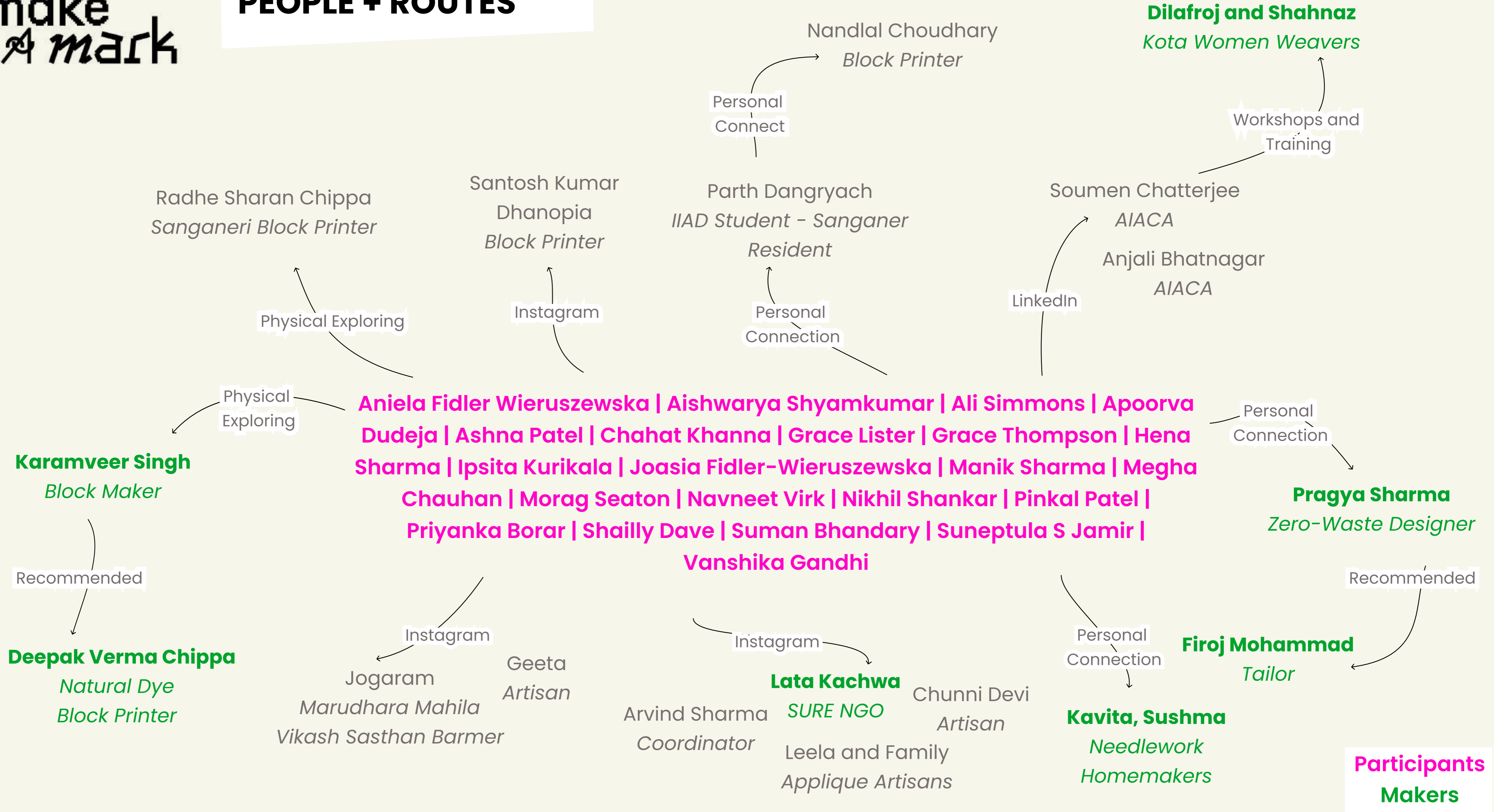
Introduction to Social Media
(सोशल मीडिया क्या है ? _भाग १)

271 views • 3 years ago

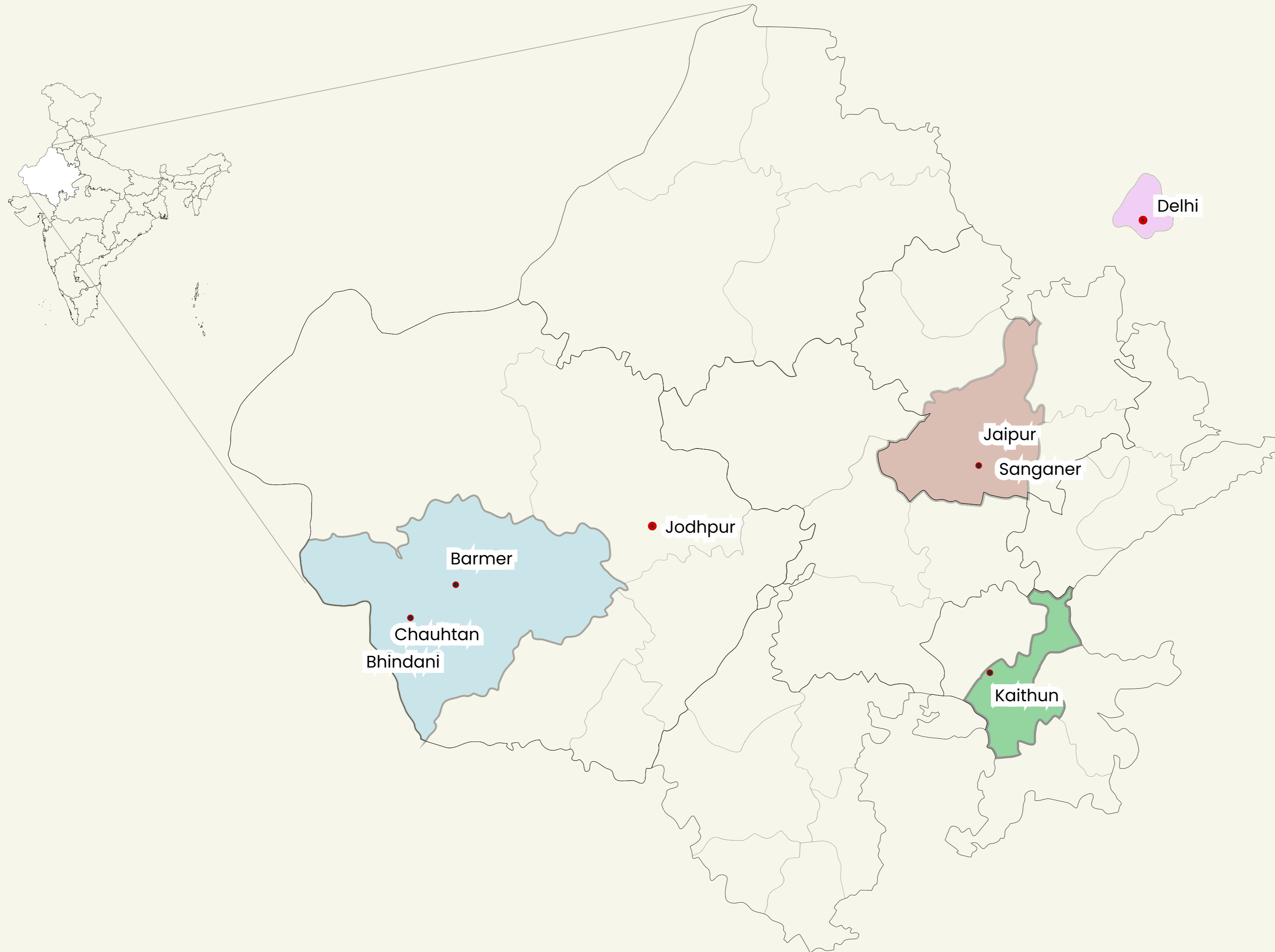


Creative Dignity, 2020

PEOPLE + ROUTES



PHYSICAL SPACE



CRAFT 1

Kota Fabric Weaving

Kaithun, Rajasthan

CRAFT 2

Block Making

Sanganer, Rajasthan

CRAFT 03

Sanganeri Block Printing

Jaipur, Rajasthan

CRAFT 4

Applique

Barmer, Rajasthan and Delhi

CRAFT 5

Pattern Making + Tailoring

New Delhi



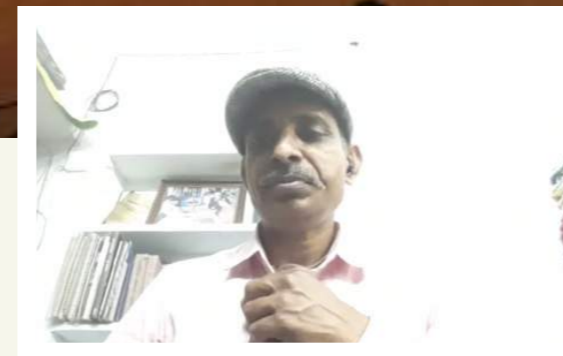
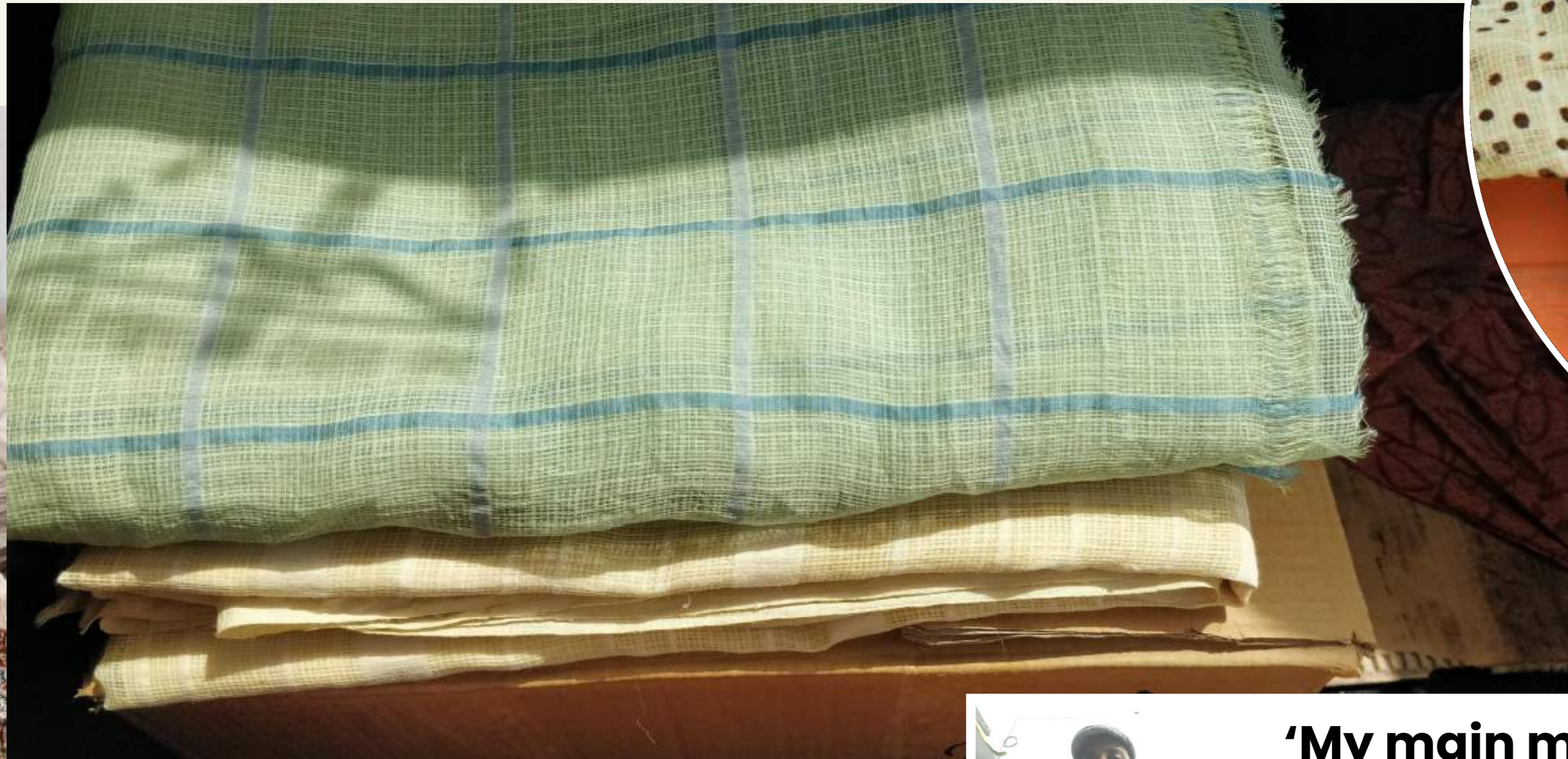
'Our focus is not on orders. Our focus is mostly to spread our art to as many people as possible.'

Shahnaaz and Dilafroj, 2022



'We work in a small community not a big label, not able to go to many places ourselves. But it feels great to meet people through Zoom meeting or WhatsApp or Instagram. If people join us or like our craft, then we also think that we should do something new and people will like it.'

Karamveer Singh, 2022



'My main motive is that the more people join and connect with this craft, the more employment they get, so that makes me maybe the happiest person.'

Deepak Verma Chippa, 2022

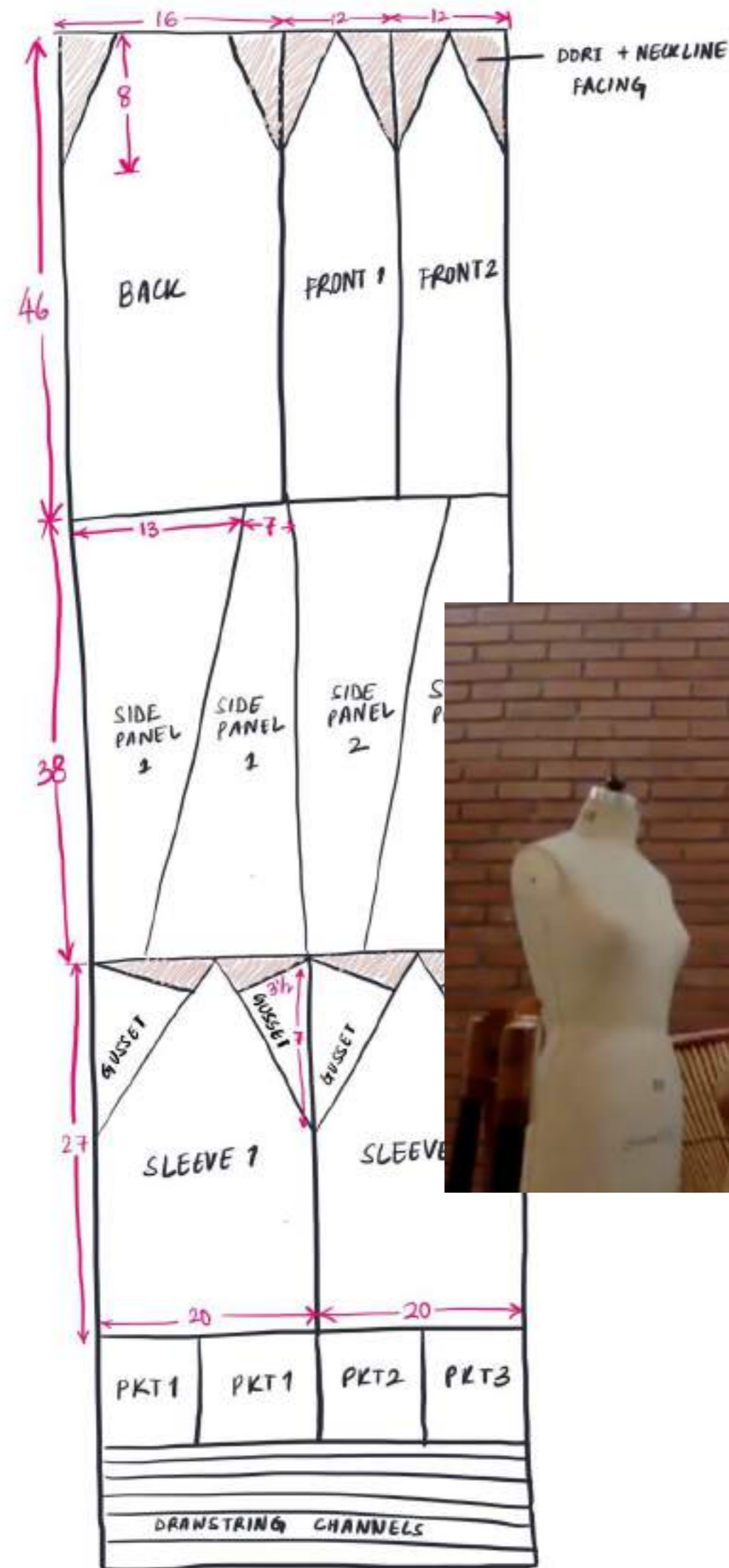
make
A mark

4 Barmer Applique



make
A mark

5 Delhi/Hybrid, Pattern Making + Tailoring + Applique



make
A mark

DIGITAL SPACE



DIGITAL GRAPHIC
MIRO
Participants



AUDIO-VIDEO GRAPHIC
SLACK
Participants



VIDEO
Zoom
Participants and Artisans



AUDIO-TEXT-VISUAL
Whatsapp
Artisans

miro

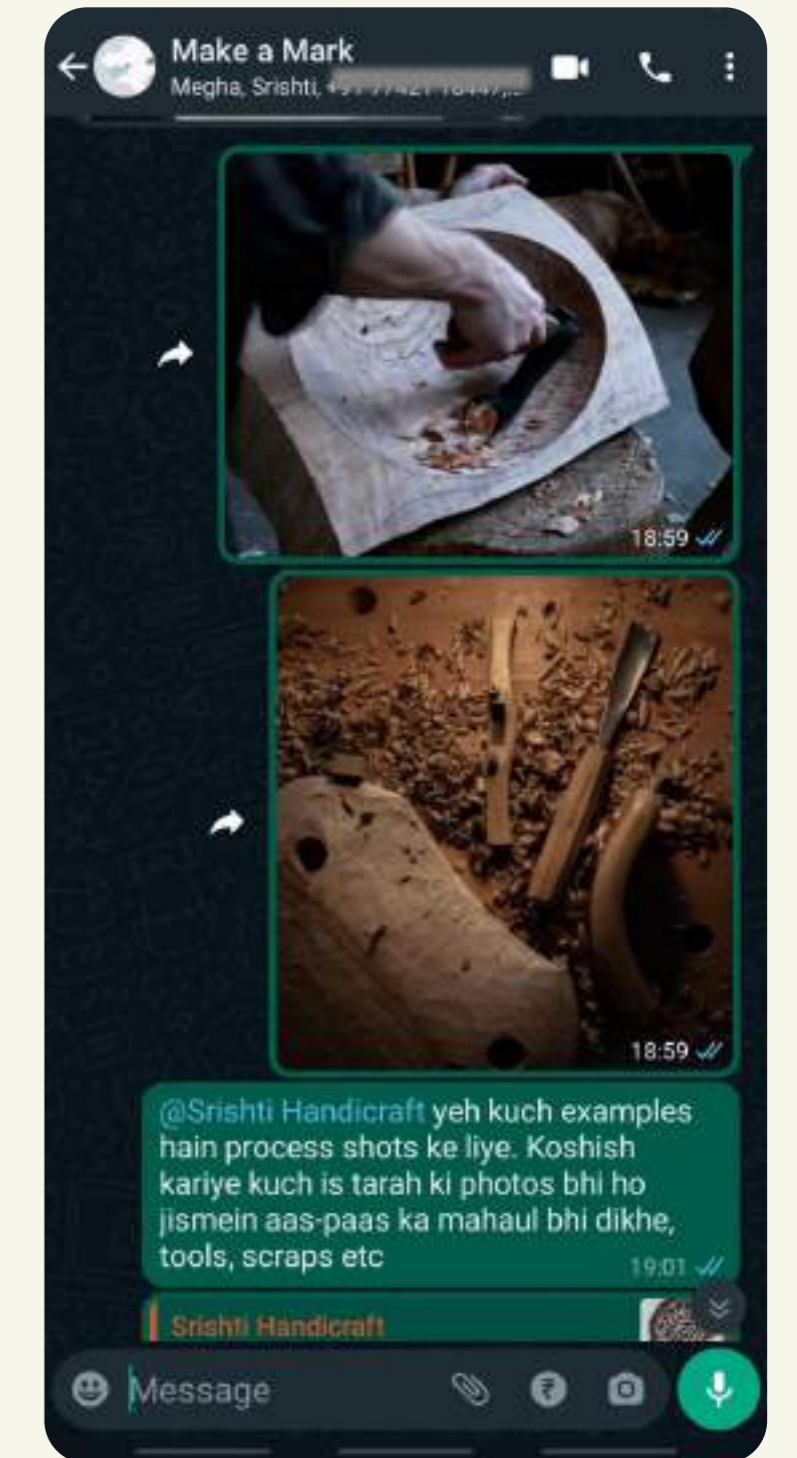
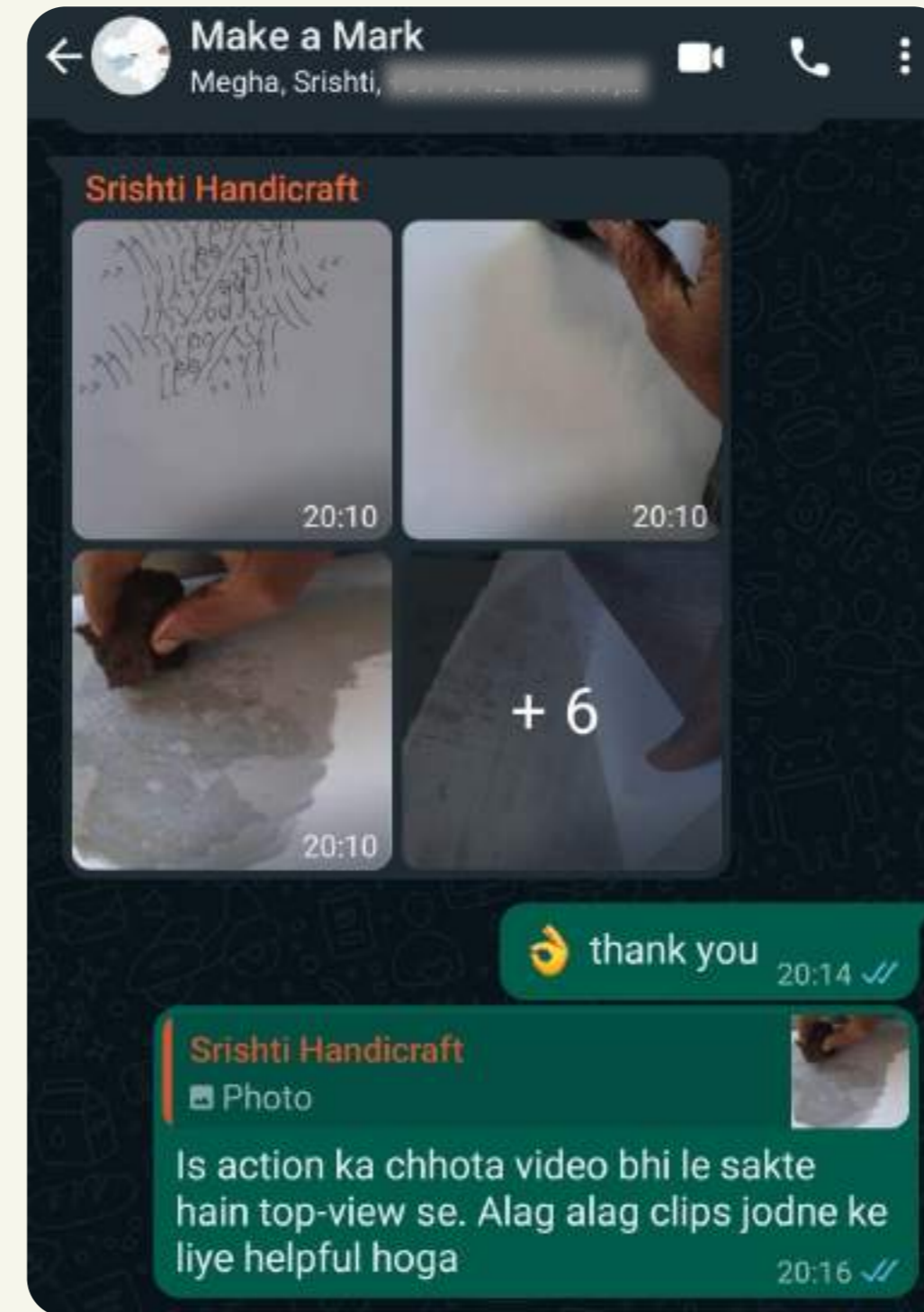
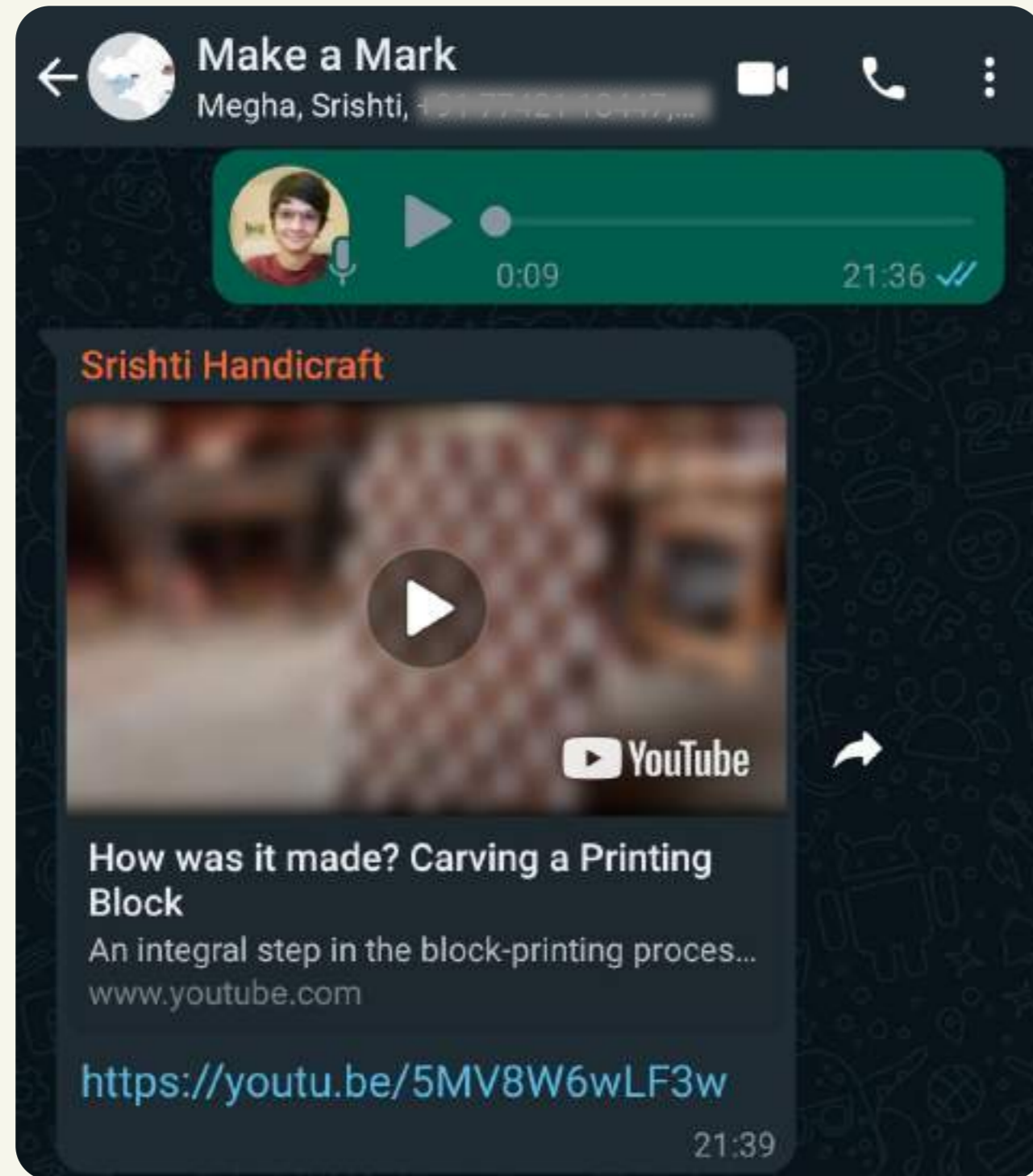
'Make a Mark' Introduction and Project Planing



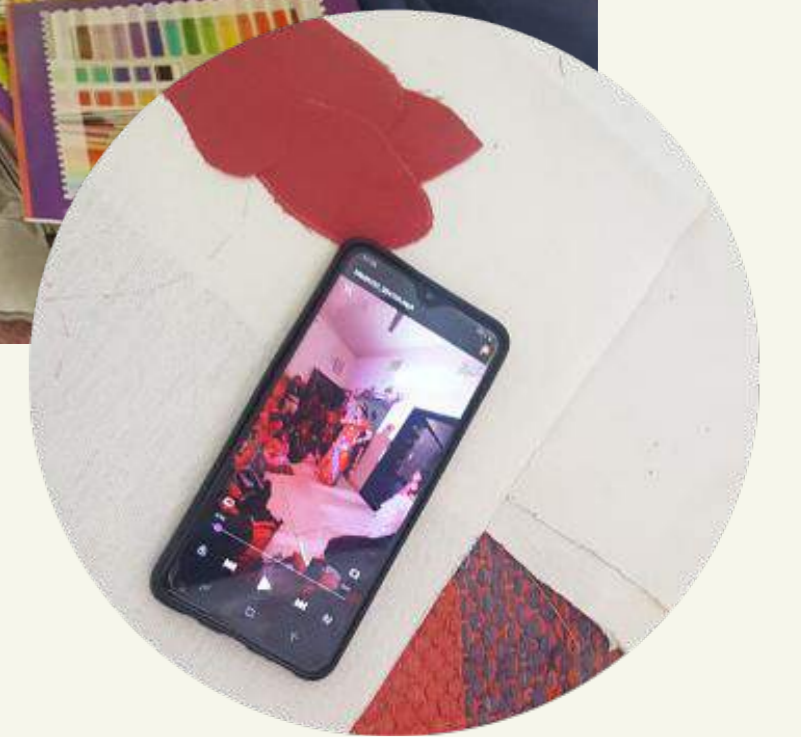




FINDINGS: DIGITAL INTERACTION WITH KARAMVEER SINGH



FINDINGS: PHYSICAL CONVERSATION WITH LEELA & COMMUNITY



TIME

Spent on Field - Researcher

Spent on Craft and other activities - Artisans

PERCEIVED VALUE

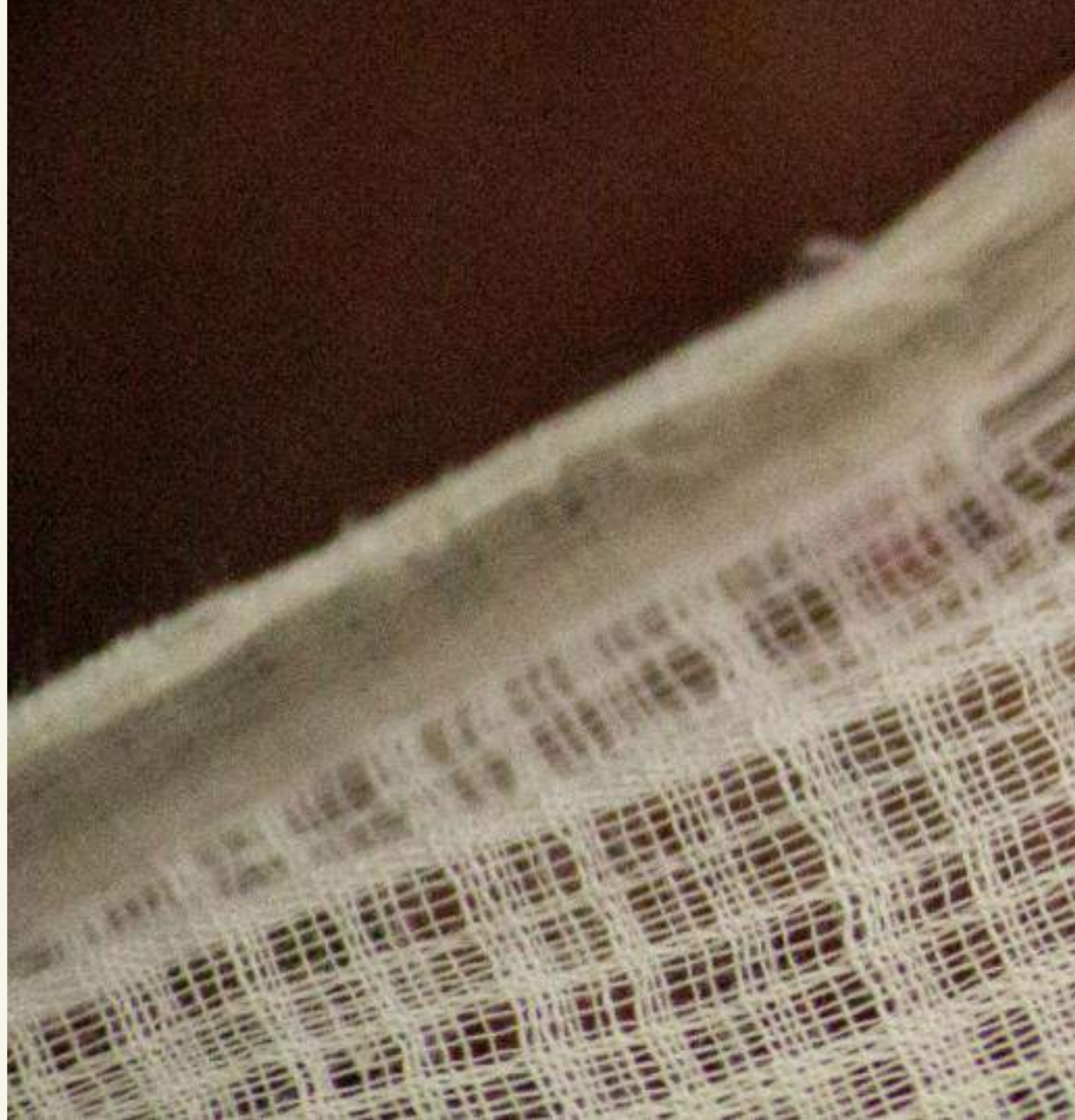
Business Tool

Recreational Medium

SOCIO-CULTURAL BARRIERS

Privacy and Safety

Connotations



DEVELOPMENT OF A RECORDING KIT

आप कार्ड के दिए गए मौजूदा क्रम का पालन कर सकते हैं या आप जिस भी क्रम में चाहते हैं उनका उपयोग करें

आप कार्ड के दिए गए मौजूदा क्रम का पालन कर सकते हैं या आप जिस भी क्रम में चाहते हैं उनका उपयोग करें

TRY
अपना प्रोफाइल बायो अपडेट करना
समय : 2 मिनट

TRY
स्टोरीज़ + हाईलाइट अपलोड करना
समय : 3 मिनट

LEARN
फोटो + वीडियो लेना
समय : मिनट से घटे

USE
उपकरण + साधन
समय : 15 मिनट

TRY
कैटालॉग तस्वीरें क्लिक करना
समय : 20 - 30 मिनट

TRY
क्लोज़-अप तस्वीरें क्लिक करना
समय : 10 मिनट

USE
हैशटैग
समय : 1 मिनट

LOOK
अपने विषय को पहचाने
समय : 5 मिनट

TRY
रॉ मटीरियल की फोटो लेना और शेयर करना
समय : 10 मिनट

TRY
शिल्प क्रिया की वीडियो लेना और शेयर करना
समय : 15 मिनट

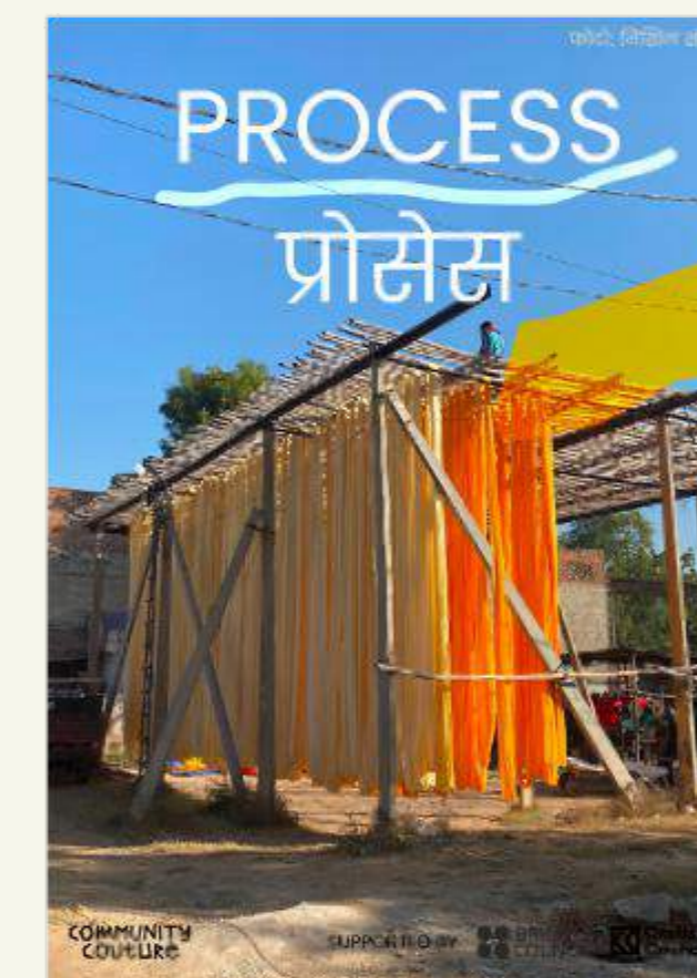
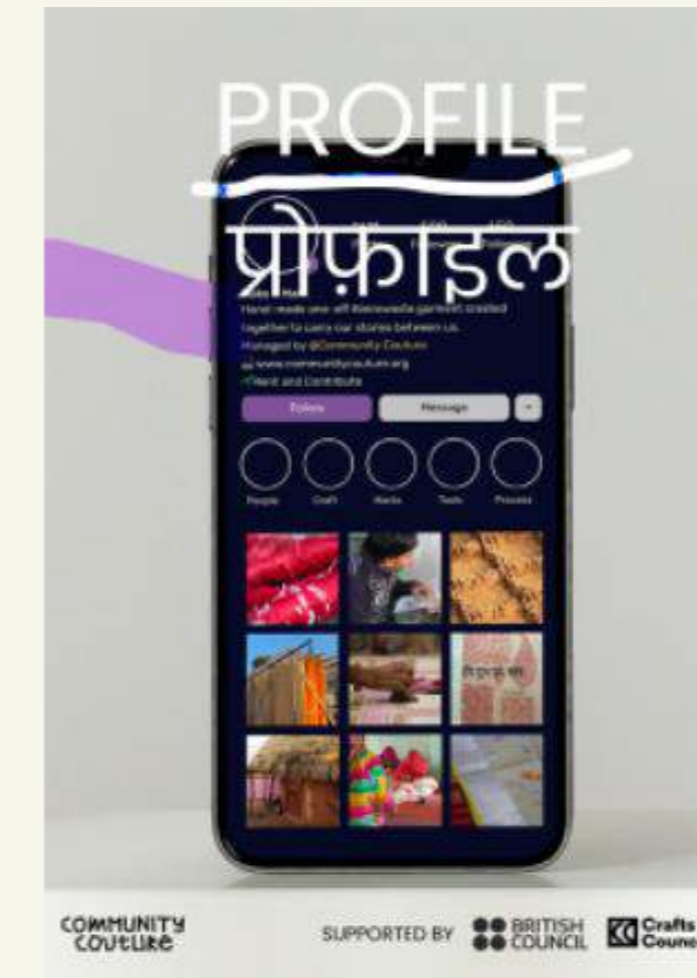
USE और LEARN
कार्ड सारे भागो के लिए उपयोग हो सकते हैं।

LEARN
वांड्स नोट/रिकॉर्डिंग का उपयोग करना
समय : मिनट से घटे

LOOK
आपके संस्कृति को अन्य हिस्सों में
समय : 5 - 20 मिनट

USE
स्टोरी कार्ड
समय : 5 मिनट

TRY
कारीगरों/ फेमिली के बारे में शेयर करना
समय : 15 मिनट



WAY FORWARD

We started out this project as an experimental garment-making process bringing designers and artisans together in a co-creation activity using digital platforms. During our interactions with the artisans we gathered insights about their everyday practices and their attitudes and approaches to using digital media for work.

We propose that this engagement has the potential to be developed into an approach to participatory design for designing digital interactions for the craft community. By introducing elements of digital collaboration or digital skill sharing to their existing practices we can create room for designing for them, with them in their everyday environment.

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COUTURE

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THANK YOU

CONNECT WITH US AND OUR MAKERS:

@srishtihandicraft

@kotawomenweavers

@deepak_handicrafts_ | @deepak_organic_crafts

@sure.bmr

@community_couture

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