

Research Cluster: Trans-Form – exploring design, art and social practices for political and eco-social transitions | Timespan: 2016 – 2017

## Make Yourself

Socialising value creation by making clothes differently.

### Team

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Websites: Mode Uncut: <https://modeuncut.wordpress.com/>

BITZ, Unibz FabLab: <https://bitzfablab.unibz.it/>

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Make Yourself was a three-month project bringing together locals and new locals (migrants, refugees, newly arrived residents) to co-create and co-design clothing using recycled or production waste materials at BITZ, Unibz FabLab, Bolzano, Italy. Participants were invited in late November 2016 to co-design a one-week makerspace and pop-up shop, renamed a “makershop”, which took place in early December 2016. Each day the focus was on making something useful, a bag, a hat, a shirt or jumper.



Figure 1. Socialising while making, making while socialising, encourages informal exchange of skills, perspectives, stories and knowledge



Figure 2. Clothing and accessories made by the diverse locals on display in the pop-up shop



Figure 3. Zero-waste woolen outfits from recycled jumpers made by a group of women attending the workshop in December 2016

The focus of the action research project was on socializing value creation through making clothing differently. Bringing together diverse locals generated different clothing concepts (see several blog posts on Mode Uncut. These concepts were analysed retrospectively with a Value Proposition model (Figures 4, 5) where the individual, community, social, environmental and economic value generated could be related to the mode of production.

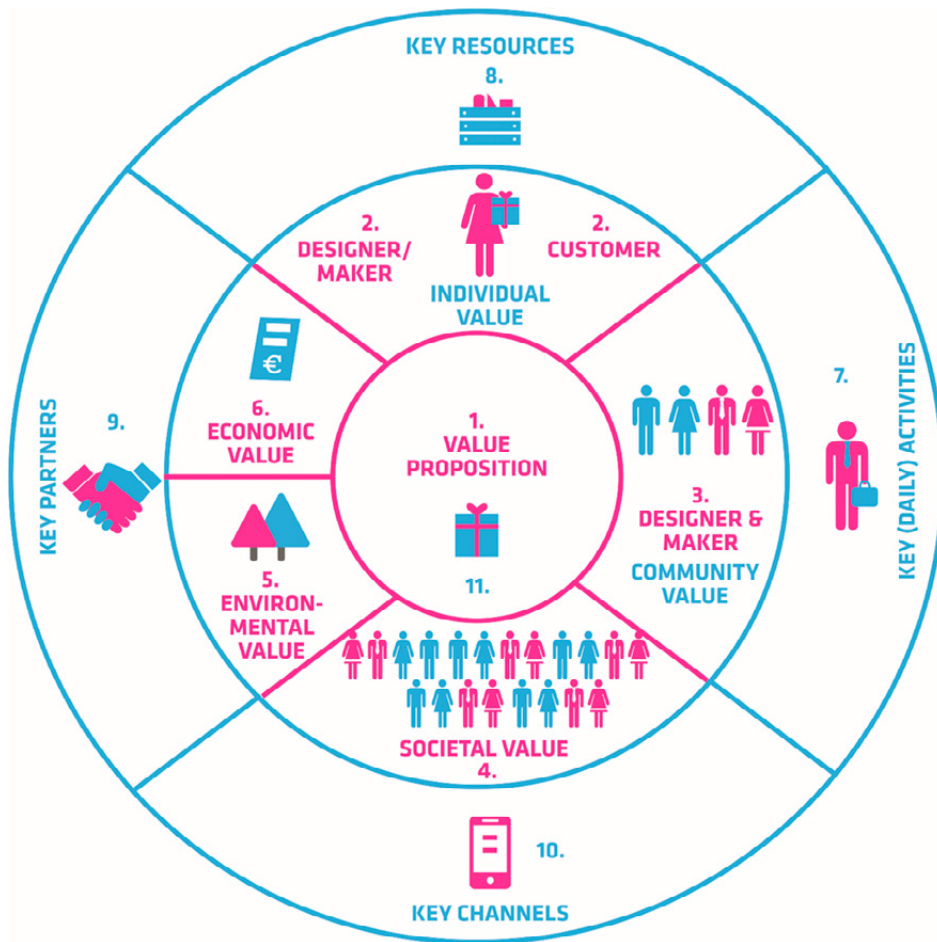


Figure 4. The Value Proposition model



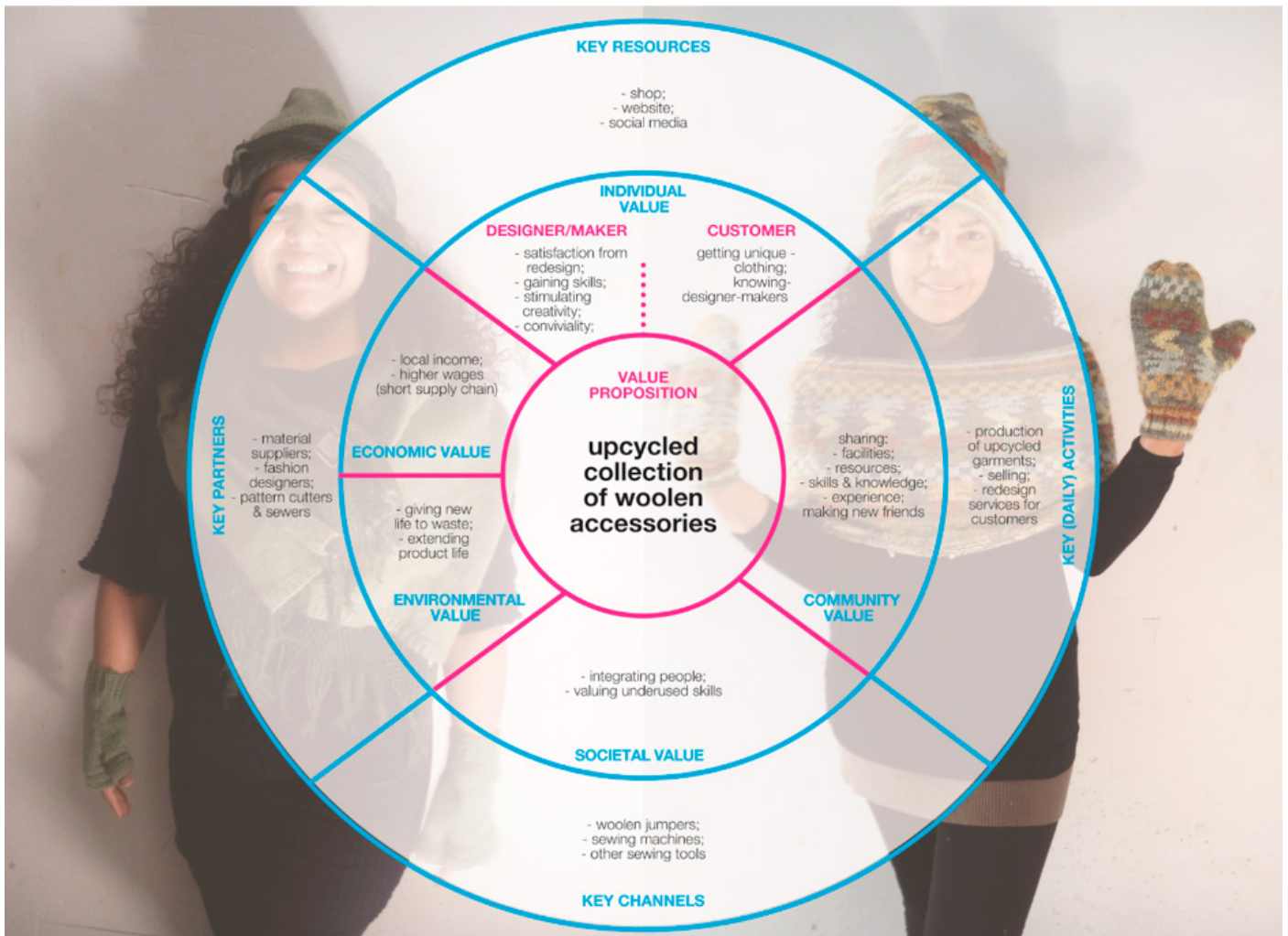


Figure 5. Retrospectively developing a Value Proposition model for upcycled woolen clothing.

The Value Proposition model was further tested as a speculative means to generate concepts for sustainable clothing (Figure 6). The project and the practice of social making show the potential for developing transitional and alternative fashion economies (1).

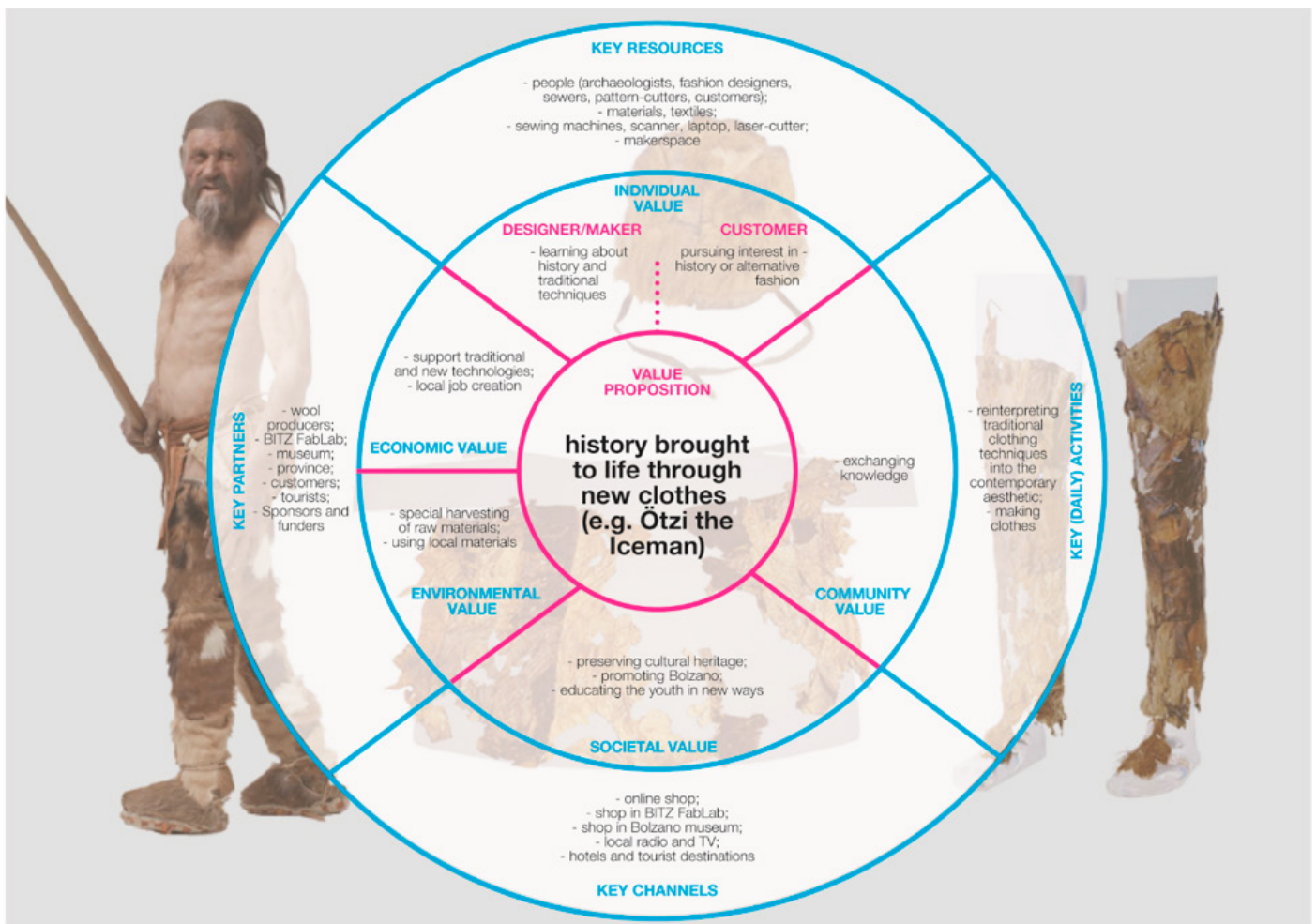


Figure 6. Speculative use of the Value Proposition model to create a range of clothing inspired by Ötzi the Iceman, the mummified body of a neolithic man discovered on the Italian/Austrian border, now preserved in the city museum Bozen-Bolzano, Italy.

(1) Hirscher, A-L, Mazzarella, F. and Fuad-Luke, A. (in press 2018/2019). Socialising Value Creation through Making Differently: Making Clothes in a Makershop with Diverse Locals. Fashion Practice: The Journal of Design, Creative Process & the Fashion Industry, <https://www.tandfonline.com/loi/rffp20>.