

Practice research in design: Towards a novel understanding

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ual ■ social design
■ institute

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*A response to the paper, from an academic design
practice researcher*

Service Shirt (Earley 2018)



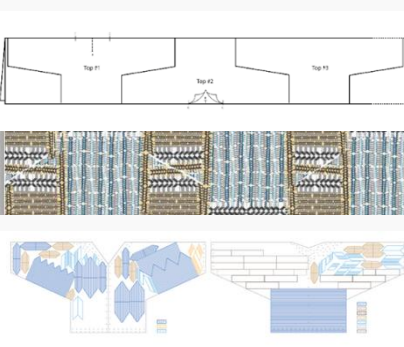
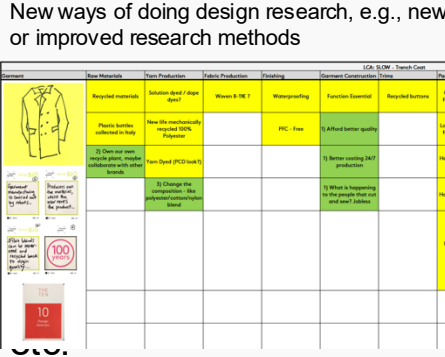
SAMPLING: Making & Modelling Timeline (2018)



Service Shirt: DPRO analytical framework

What is produced through practice research in design	For the site/issue (FK / circular speeds)	For design-as-practice (Fashion textile design & design research)	For design research (Collaborating for variable speeds of circulation)
Concepts/ designs	Innovations, solutions, inventions or artefacts for the situation and community New prototypes and proposals for an extended-life top and trench coat, using circular fashion textile design and finishing approaches, informed by the insights into the domain and by academic knowledge	New ways of doing design practice, e.g., new or improved design methods New methods for designing ultra fast and super slow fashion textile design, accepted by a community of practice	New ways of doing design research, e.g., new or improved research methods New methods for collaboration with a range of non design research stakeholders – scientists (LCA, materials), users (wardrobe studies), etc.
Knowledge	New understandings in relation to a body of knowledge and academic community of validation New approaches to circular design and product lifecycle speeds for fashion and textile designers. In particular how to make super slow, circular polyester products	New understandings of design-as-practice, in relation to extant academic work DRinR and VtoO - new method for collaboration between design researchers and design professionals.	New understandings of design research, in relation to extant academic work. Fast and slow design for circular lifecycles: how to engineer speeds, for existing and emergent materials recycling loops.

Service Shirt: DPRO analytical framework

What is produced through practice research in design	For the site/issue	For design-as-practice	For design research
Concepts/ designs			New ways of doing design research, e.g., new or improved research methods 
Knowledge	 	circular design researchers in residence -a workshops report for the circular design speeds project with Filippa K (2016-2018) by Rebecca Earley & Kate Goldsworthy	JFMM 23,3 308 From singular to plural: exploring organisational complexities and circular business model design Esbem Rahbek Gjerdrum Pedersen CIS Centre for Corporate Sustainability, Copenhagen Business School, Frederiksberg, Denmark Rebecca Earley Chelsea College of Arts, University of the Arts London, London, UK, and Kirsti Reitan Andersen MSC, Copenhagen Business School, Frederiksberg, Denmark Abstract Purpose – The purpose of this paper is to discuss how organisational complexities influence the design of circular business models, which have recently been introduced as a new paradigm for aligning the interests of business with the needs of the environment. Design/methodology/approach – The Service Shift, a new garment concept, is used as an illustrative case example for deconstructing some of the organisational complexities of making circular business models operable. The shift was developed through a series of design workshops for the fashion brand Fashion Alpha. Findings – The analysis highlights multiple challenges emerging when a fashion product with a significantly extended lifecycle passes through different users, organisations and business models. It is concluded that it is difficult to talk about a circular business model (singular) as circular economy solutions depend on the contributions of multiple stakeholders with business models. Practical implications – The findings illustrate how fashion companies interested in the circular economy fundamentally have to rethink conventional approaches to value, organisational boundaries and temporality. Originality/value – Drawing on a case example from the fashion industry, the paper demonstrates the organisational complexities linked to the design of new business models based on circular economy thinking, as these require the coordination of actions between autonomous actors driven by different logics regarding value creation, value delivery and value capture. Keywords: Sustainability, Business models, Circular economy, Service shift Paper type: Research paper

STEP: Portfolio, Service Shirt (Earley 2018)



Sited

The research engages with experts from a research consortium, staff at a fashion brand and external professional designers. Workshops and surveys were used to draw on their experiences....

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Situated

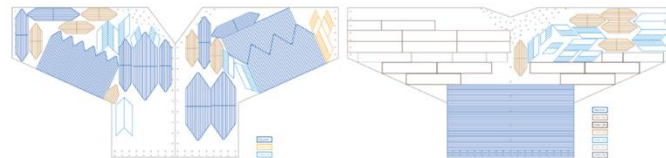
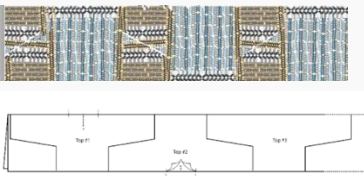
It draws on a wider body of knowledge around lifecycle speeds and fashion textiles, circular textile design and new business models, within a community of inquiry and is engaged with other relevant academic research...



Situating

It transforms both the site and the bodies of knowledge. It produces new concepts in the form of new designs for fashion textiles, based on extended life (slow) and circular design. It produces knowledge accepted by communities of validation in fashion textile design and academia.

4. **Circular Design Researchers in Residence.** A workshops report for the circular design speeds project with Filippa K (2016-2018), (Earley & Goldworthy 2019), Project report for the Mistra Future Fashion Programme.
5. **Circular Design Speeds:** prototyping fast and slow sustainable fashion concepts, (Goldworthy, Earley & Polittowicz 2019). Project report for the Mistra Future Fashion Programme.
6. **Everything that Went Wrong:** challenges and opportunities in designing and prototyping long-life garments in a circular economy (Earley & Forst 2019), PLATE 2019, Berlin, 18-20 September 2019.
7. **Shirt Stories** (Earley 2019), inaugural lecture publication.
8. **The Service Shirt:** ultra-slow fashion textile design research for industry (Earley 2019). Association of Fashion and Textile Courses (FTC) conference, University of Bolton, 23-24 January 2019. Published proceedings.
9. **From Singular to Plural:** Circular Business Models for Fashion, Journal of Fashion Marketing and Management (Pederson, Andersen & Earley 2018).

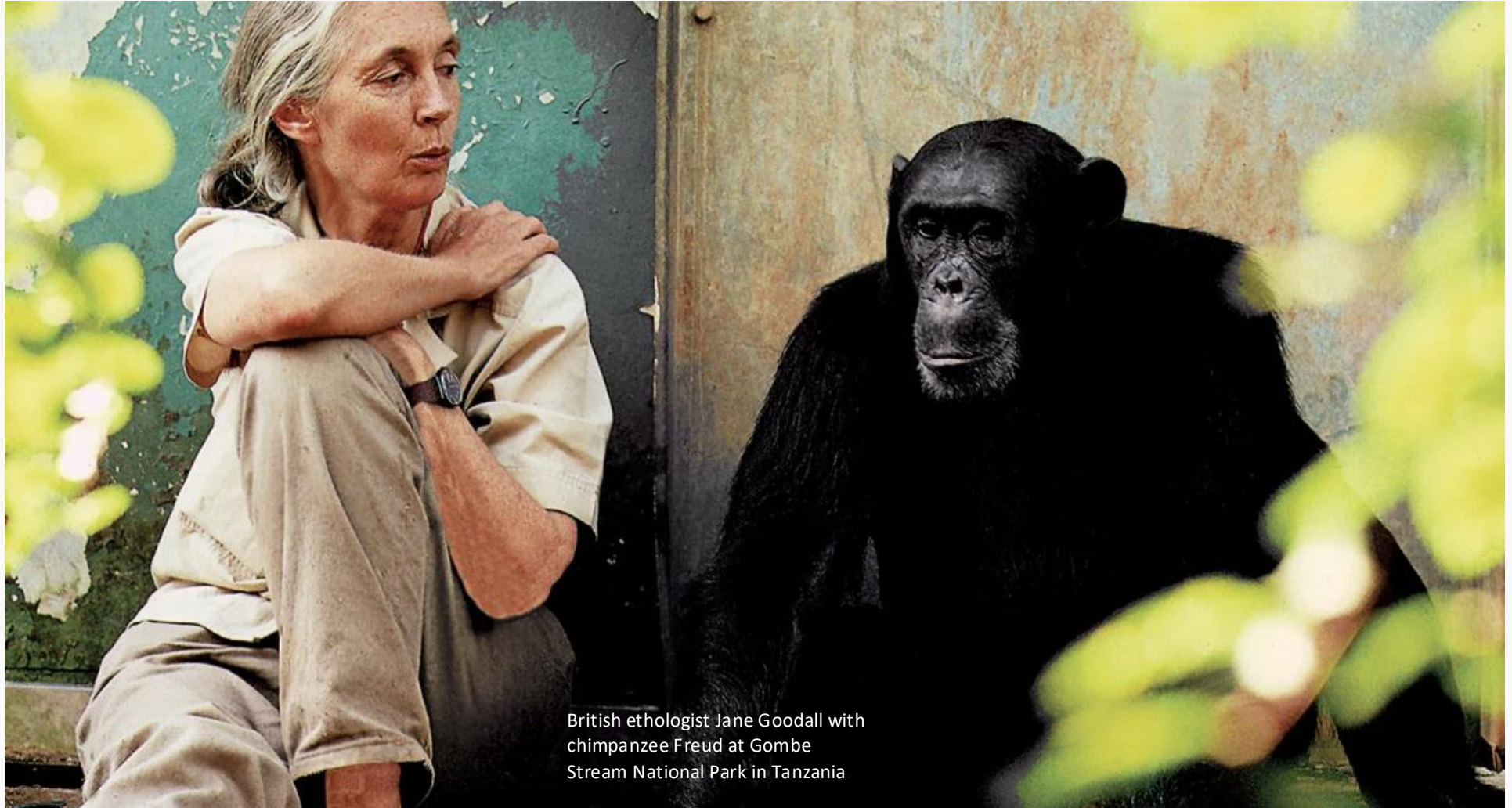


SPACE BETWEEN: Material, Models, Mindsets



Figure 96: The central sections of the Material, Models and Mindsets Venn diagram (Earley, Goldsworthy, Vuletich, 2015)

SHOCK: THE UNEXPECTED & THE UNACCEPTED



British ethologist Jane Goodall with
chimpanzee Freud at Gombe
Stream National Park in Tanzania

SCIENCE: THE BIASES AND INEQUITIES

“Science is not only a disciple of reason, but also, one of romance and passion.”

Stephen Hawking



<https://wonderopolis.org/wonder/what-is-a-trojan-horse>.

SURPRISE!



SOCIAL

“Materials speak to people. They draw people in, and they engage them, especially if this means they get to touch them. As a researcher, starting a process which involves materials will mean that your audience may connect with you in a way that a slide talk or poster can’t achieve. As material researchers, we have known this for a good while. **Materials and materiality provide a level of relatability that can be useful.** Whether it's to do with the way people behave with their clothes, or whether it's to do with how they feel about themselves, it's a very powerful mode of working and therefore we must find ways of harnessing it and understand it better.” (Earley & Hornbuckle 2022)

DESIGN, MATERIALS AND MAKING FOR SOCIAL CHANGE

Edited by Rebecca Earley and Rosie Hornbuckle

DESIGN RESEARCH FOR CHANGE



SHARING: NETWORKED KNOWLEDGE



(Karin Backlund, Maxwell Kevin Otieno, Evelina Peterson, Chalmers Architecture, 2015)

SELF & SILENCE: THE INWARD JOURNEY

Table 2: Action research structure at Fashion Alpha, the Design Researchers in Residence workshop structure and timings; and author2's subsequent reflective practice periods

	March 2017		May 2017		June 2017		September 2017	
Part 1	Meet & Greet Workshop	Author2 reflective practice period ★	Thinking Slow Workshop	Author2 reflective practice period ★	Thinking Fast Workshop	Author2 reflective practice period ★	Checking in Workshop	Author2 reflective practice period ★
	October 2017		November 2017 – September 2018		November 2018		December 2018 – May 2019	
Part 2	Review & Refine Workshop	Author2 reflective practice period ★	Prototyping Phase	Author2 Prototyping Phase	Public Presentations Workshop		Reflection & Evaluation Workshop	Author2 final reflection & writing

‘SPECIALNESS’

