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Finalist, Systems for a Sustainable Fashion Industry

The British Council 2005 exhibition *My World: New Subjectivity in Design* states that: 'There has been a resurgence of interest in local craft, particularly in the materials and techniques that define artefacts of a world new to design - nations such as India, Africa and Brazil ... This interest is stirred by a desire to preserve as well as advance craft skills that are at risk of being erased through cultural obsolescence.'

This resurgence of interest can be seen as an antidote to the cheap, mass-produced, uninspired goods increasingly available on every homogenised British high street. There are many organisations, such as Aid to Artisans and the UN's International Trade Centre, partnering Western designers with African grassroots craft projects to capitalise on this resurgence and effect social change.

My submission hypothesises that designers need to approach such collaborations from a holistic standpoint as a 'new way of doing things', rather than solely from a design perspective - as has gone before - to bring about social transformation in the best way possible, and to be truly sustainable.

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