



# REMODELLING FASHION

Playing with future scenarios for sustainability

OE2234



## INSTRUCTOR

### LAETITIA FORST

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Dr Laetitia Forst is a textile designer-researcher in sustainable fashion and textiles. She completed her PhD with the Centre for Circular Design on the topic of Textile Design for Disassembly. Her current research interest is in the use of creative design methods to solve sustainability issues.

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## CO - INSTRUCTOR

### DOROTEYA VLADIMIROVA

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Dr. Doroteya Vladimirova is the Director of the Regenerative Business Models Programme and a Senior Research Associate at the Centre for Industrial Sustainability. She is a Fellow of the Cambridge Institute for Sustainability Leadership (CISL).

<https://www.ifm.eng.cam.ac.uk/people/dkv21/>

## OVERVIEW

As with modelling clay, play is about imagining preferred scenarios, present and future. This workshop explores future scenario building as a starting point for regenerative design. Participants are invited to use the set of methods and resources developed by researchers from UAL and University of Cambridge. The participants will develop their own future scenarios and personas, creating a context for regenerative design, and then a product service system that demonstrates extended product value. Through this expansive approach to designing, long term visions for regenerative futures involving resilient businesses and communities can be scripted into the products and services of today.

## OBJECTIVE

We acknowledge that in the context of a climate emergency, new and radical design practices need to replace the current model. Through play inside a framework, this research has been investigating how designers can implement sustainability from the start of the creative process rather than respond to issues identified in existing products. The workshop aims to extend the practice of design from designing in response to existing contexts to the designing of preferred contexts themselves, setting a scene for better product service systems that may respond to future challenges and values. The objective is to first understand how emerging trends and behaviours might affect values and needs for products and services in the future. Then using these insights and research into key themes that will shape the world.

## METHODOLOGY

The workshop will guide participants through a scenario building process to construct well-researched visions for plausible futures. These will set the context for a transformative design process in which participants respond to their own designed contexts through the creation of product service systems. Using themes, or 'critical uncertainties' defined by the research team, the participants will be encouraged to explore interconnected challenges through design practice, supported by an adapted version of value proposition building to consider all the stakeholders in the system, including communities and planet. The participants will be asked to prototype the product-service-system. If this is a digital product, it can be represented in a video, or with mock-ups, if is a physical product, a model or a detailed visualisation or sketch can be made.

## KEYWORDS

Future Scenarios, PSS, Sustainability, Research

## WORKSHOP MODE

Online

February 14 - 25, 2022  
[openelective.nid.edu](https://openelective.nid.edu)