

Changing the change

Design Visions, Proposals and Tools

An international conference on the role and potential of design research in the transition towards sustainability

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Organised by Co-ordination of Italian Design Research Doctorates with
Conference of Italian Design Faculty Deans and Programme Heads.

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THE INFLUENCE OF DESIGN

Examples from Bangladesh

Globalization means media and new technology reach every corner of the world. Even in the smallest village TVs are found flickering and lighting the mud huts where villagers consume enthusiastically images from all over the world. More than ever lifestyle articles and products containing western ideas and values reach people who live in a totally contrary environment marked by poorness, bad infrastructure and less developed products. What happens when western glamour and western products hit poorness and development?

What does it mean when development volunteers are representing richness and welfare with their products? What means developing aid in the context of design in the least developed countries? Are designers of these countries only producing but not creating? In which ways design is used to change economic situations? And does the idea of design partnership replace traditional situations in which the relationship was dominated by the wealth and specialized knowledge of one side?

These and more questions will be discussed by research projects from Bangladesh, which will be presented at the conference and which represent different attitudes concerning national identity and its adaptation to globalization.

1. "Design and Technology Centre" (DTC). Founded from the German NGO DTC imports German know-how and machines. Its goal is to develop a design conscience in small and medium enterprises and new products.
2. "Aarong". Founded by an American Canadian NGO in 1970 Aarong – which means "small shop" in Bengali – was work plan for poor women in Bangladesh. Goal was to help women to own their own money by producing traditional goods with traditional skills. At the beginning Aarongs products where sold in the NGO office. Today Aarong has become the most popular brand in Bangladesh
3. "Motherhouse – made in Bangladesh: A Japanese woman who has her own idea about doing development aid with design founded Motherhouse in 2006. Motherhouse designs and produces very successfully goods for the medium and high-end market which in Japan.

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Fig. 1: DTC – Cooperation with Hatil/ local furniture company

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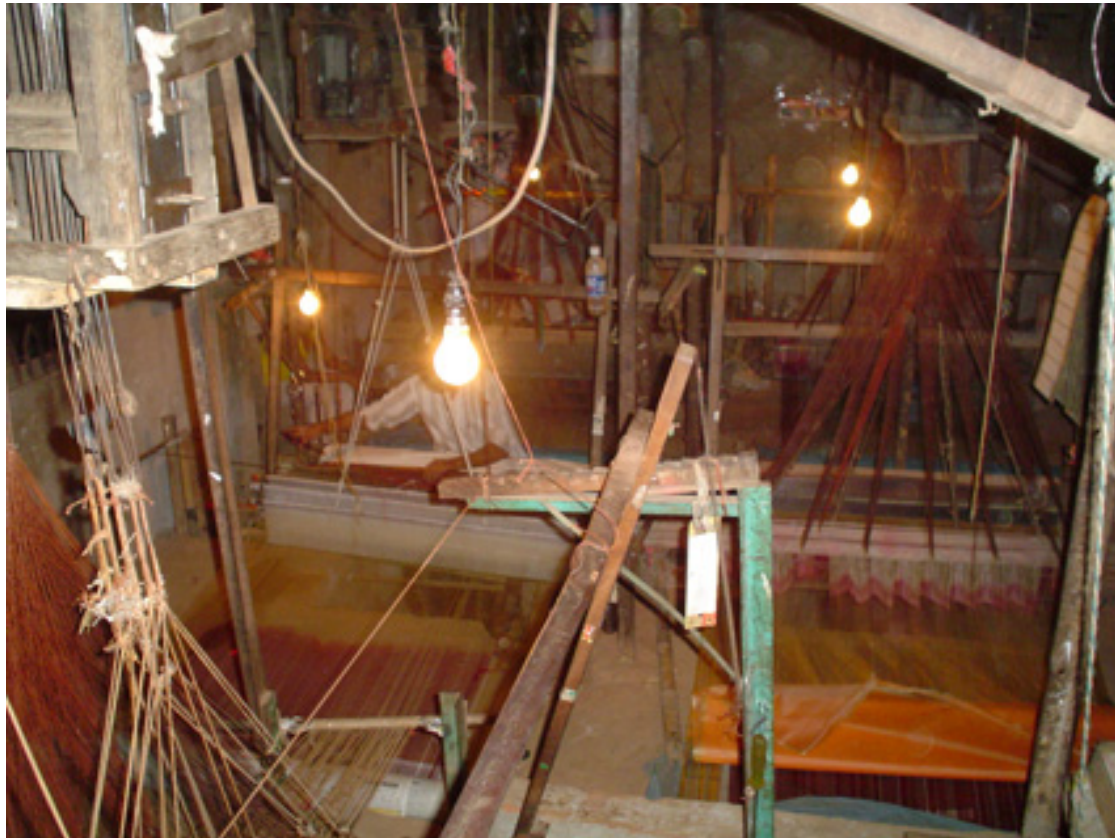


Fig. 2: Bangladesh – Mirpur/ Benrashi Polli/ textile company



Fig. 3: Motherhouse – Made in Bangladesh, successfully sold in Japan