



FAS.P  
on site

An innovative 'knitting workshop'  
Project KickOff\_Milan\_12.03.09



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**THE AGENDA**

Introduction

People/partners > the complete team

First steps:

- the first exercise: widening project keywords
- the first research/assignment of project areas (to be developed)
- the first research report/research advancement



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We must set up an **urban scale** textile production, using a **new service concept** (and a new business idea) that **puts together in a single physical place** many different functions and activities involved in the **customized knitwear** production process (design, production, distribution and sale).

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## THE PROJECT TEAM

*Coordinator*



Stefano  
**Maffei**

**POLIMI  
INDACO**



Beatrice  
**Villari**

**POLIMI  
INDACO**



Pier Paolo  
**Peruccio**

**POLITO  
DIPRADI**

Nicola **Spiller** **POLIMI DIG**  
Alessandro **Casinovi** **POLIMI INDACO**

**Shima Seiki Mfg Ltd.** (1962) is a mechatronics R&D, manufacturing and sales firm based in the city of Wakayama, Japan.

Shima Seiki happens to be the world's leading manufacturer of computerized glove and flatbed (that's for sweaters) knitting machines, with the world's largest market share in each field.

<http://www.shimaseiki.co.jp>

*your choice*  
**SHIMA SEIKI**

**Sales:**

60,850 million Japanese Yen  
(fiscal year ending March 2008)

**Employees:**

1,086 [Group-wide: 1,680 employees]

**Type of business:**

Manufacture, sales, marketing and service of Computerized flat knitting machines, Seamless glove and sock knitting machines, Computer graphic systems, Apparel CAD/CAM systems, Other peripheral equipment

## PARTNERS

### WHOLEGARMENT®

Shima Seiki's WHOLEGARMENT® knitwear is produced in one entire piece, three-dimensionally, directly on the knitting machine. Consequently it requires no post-production labor whatsoever.

An alternative to conventional knitting methods, the seamless construction of WHOLEGARMENT® realizes substantial benefits unmatched by any other textile product



## SINTESI FASHION GROUP SPA

Sintesi Fashion Group spa, established in 1983, is manufacturing and distributing woman's knitwear and prêt-à-porter clothing.

Even if the Firm was established quite recently, the Company's partners are in the clothing field with different activities since several generations.



<http://www.sfg.it>

## NEW PARTNERS

## SINTESI FASHION GROUP SPA

### BRANDS

**Anna Rachele Collection,**  
**Anna Rachele Jeans Collection**  
**Black Label Collection**  
**Trust Toilette**



Carpiformazione

Vocational Training company specialized in planning and running training courses for the Fashion field and in services concerning the Textile/Clothing sector.



**Carpiformazione offers a wide range of services and types of training courses**

<http://www.carpiformazione.it/html/default>

**REAL INNOVATION...IS IT POSSIBLE?**

We want to develop a **real innovation** experience. The idea is to reach not only a simulation but a **real prototyping** of the project solutions.

We want to bring the team competence into **real world**

A small purple square logo with the text 'FAS.P on ite' in white. The logo is positioned in the bottom right corner of the page, partially overlapping a dashed white line that extends from the top right corner.

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Action research is a **reflective process** of **progressive problem solving** led by individuals working with others in teams or as part of a "community of practice" to improve the way they address issues and solve problems.

"Action research...aims to contribute both to the practical concerns of people in an immediate problematic situation and to further the goals of social science simultaneously. Thus, there is a dual commitment in action research to study a system and concurrently to collaborate with members of the system in changing it in what is together regarded as a desirable direction. Accomplishing this twin goal requires the active collaboration of researcher and client, and thus it stresses the importance of co-learning as a primary aspect of the research process." [Gilmore, 1986]

Kurt Lewin, (MIT), first coined the term "action research" in 1944.

## PROJECT IDEAS WE HAVE TO WORK ON

The project question:  
is it possible to  
develop a new  
**create-produce-sell**  
fashion industry?

### > New service idea

*Taylor's shop+Haute  
Couture+Fashion Industry*

### > New production idea

*Co-design / Co-production*

*Craft + Design + Technology*

*Urban production*

### > New distribution idea

*Km 0+on demand*

PHASE 1	EXERCISE1: WARMING EXERCISE	
LAUNCH	ACTIVITY	DEADLINE
12.03.09	Kick off	
12.03.09	Exercise1: Keywords Search (Building a Common Repository)+ Report	27.03.09 Blog upload (Keywords+R)
27.03.09	Review of E1	06.04.09
06.04.09	Early Research Area assignments	10.04.09 Blog upload (assignments)

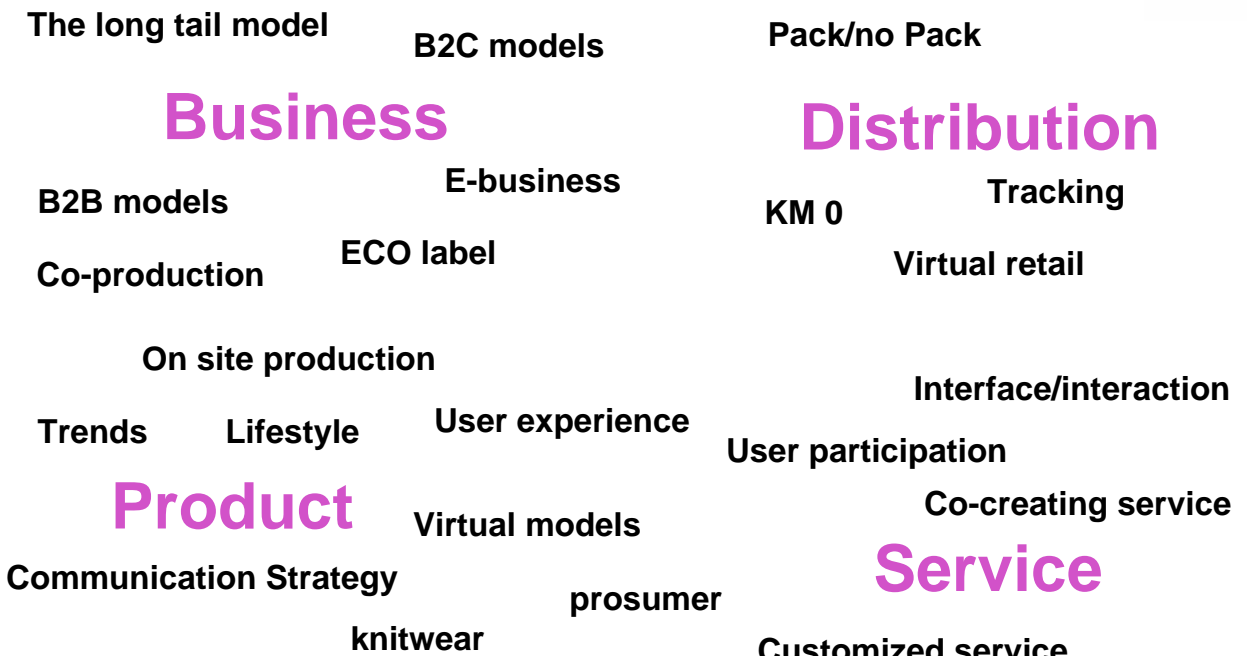
## THE PHASE WORKPLAN



PHASE 1	EXERCISE2: RESEARCH EXERCISE	
LAUNCH	ACTIVITY	DEADLINE
10.04.09	Exercise2: Research Report	To be decided
10.04.09	Exercise2: Distance consultancy (skype+e-mail)	
To be decided	Presentation of E2/workshop	To be decided

- 1 Assignment areas/themes/keywords (for each group);
- 2 Research/integration (new keywords production);
- 3 Build a new RIZOMATIC MAP about the area;
- 4 Sharing results with professor and tutors;
- 5 Blog upload: definitions, case studies, links, images;
- 6 Report: research synthesis/emergent research areas.

## FIRST EXERCISE





## **Blog**

Repository+Publication

YouTube

Delicious

## **Face to Face activities**

Periodical meetings

## **Distance activities**

E-mail+skype

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## **TO DO**

- select a group leader
- open a skype account
- register to the project blog
- send a short CV with a photo/address/contacts
- prepare personal budget (deadline 30th of april)

> Guided meeting with SFG  
(to be planned)

> Guided meeting Shima Seiki  
(to be planned)

The logo consists of a solid magenta rounded square. Inside the square, the text 'FAS.P' is written in a bold, white, sans-serif font. Below it, the text 'on2ite' is written in a smaller, white, sans-serif font. The '2' is a stylized number, and the 'ite' is lowercase.

FAS.P  
on2ite

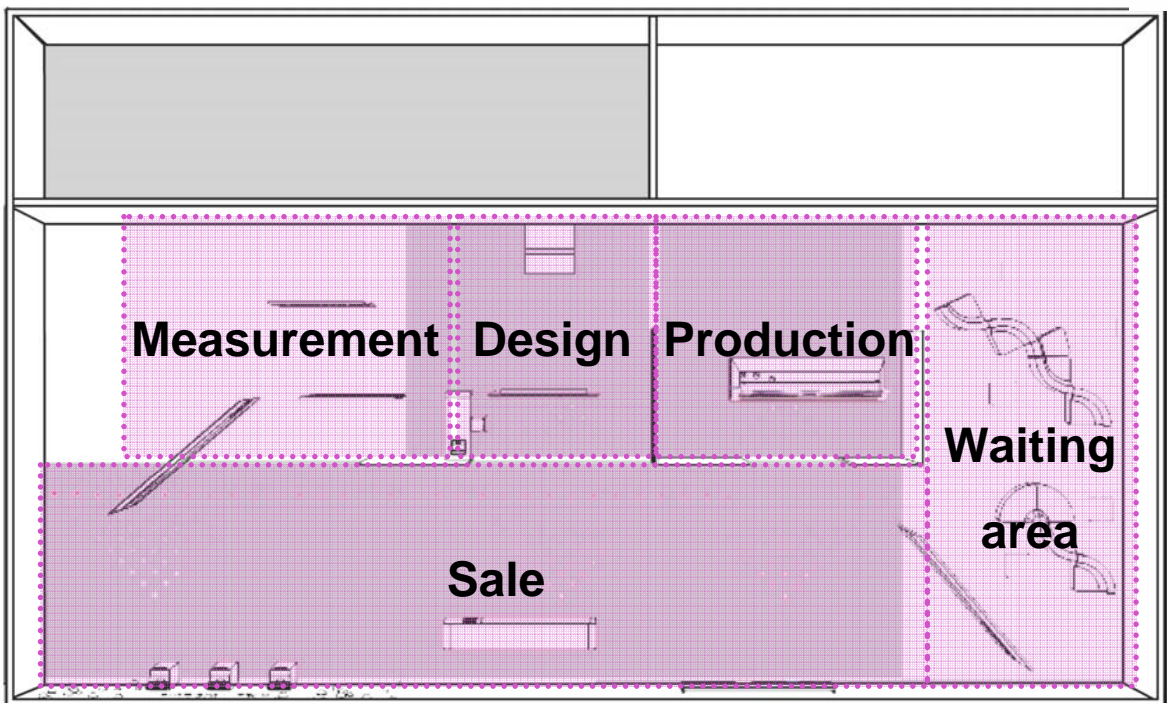
A developed 'knitting workshop'

Fas.P.onsite is a **workshop – store** where it is possible to design, project and produce **customized knitwears ‘on demand’ and ‘on-site’**. This process could take place in a very short time: only a few hours between ideation and production.

The latest technological supports (digital elaboration of customers physical data and knitting models, Shima-Seiki knitting technology) allow the convergence between design, production processes and distribution in **the same place**.

## THE SERVICE PROCESS/Lab-store inspirations





**Hypothetic areas subdivision**



**THE PARTNER AND THE TECHNOLOGY**

**SHIMA SEIKI**

Leader company producing original hardware and software design, applied to textile industry and fashion creation.



**SHIMA - SEIKI WholeGarment®**

**New Tecnology which allows to produce a ready knitwear item in less than 60 minutes**



**SDS-ONE Workstation**  
Shima-Seiki software

SHIMA – SEIKI system is composed by hardware and software elements specifically created for its purposes

> **Shima-Seiki software**

> **SDS-ONE Workstation**

> **Shima-Seiki**

**“First” Line machine**



**First 184**

## THE TECHNOLOGY



**SDS-ONE Workstation**

**Digital elaboration of a virtual item**, from a real picture of it, a scanned or a digitally created one, by using SDS-ONE workstation ad



**SSS120**

**Transposition of the virtual picture of the item** on a digital picture of a manquin or of a real person.

It's a process of creation of a digital picture of the item by



**Projection**

**Screen projection** of the matching digital pictures (of the manquin-person and of the virtual item)



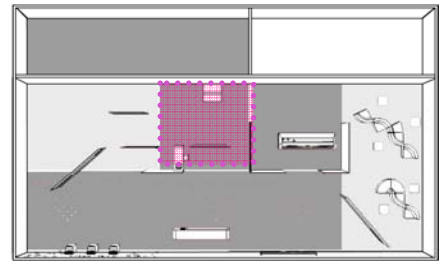
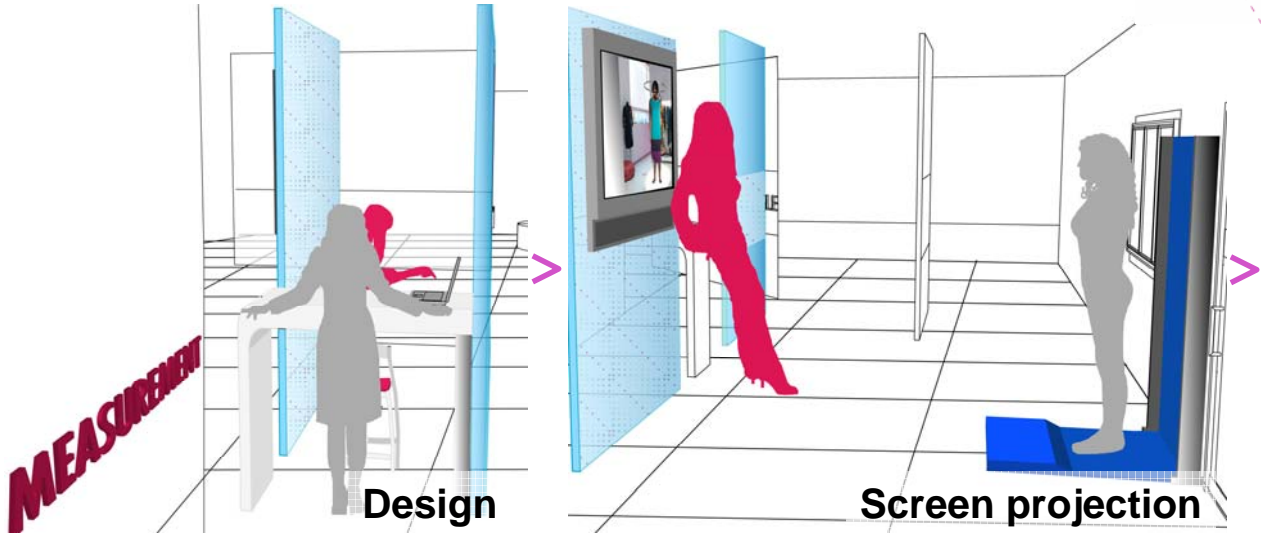
## THE KNITTING MACHINE: FIRST 184

**Production of the knitwear, WHOLEGARMENT® knitwear is produced in one entire piece, three-dimensionally, directly on the knitting machine. Consequently it requires no post-production labor whatsoever\* (the seamless construction of the knitwear.**

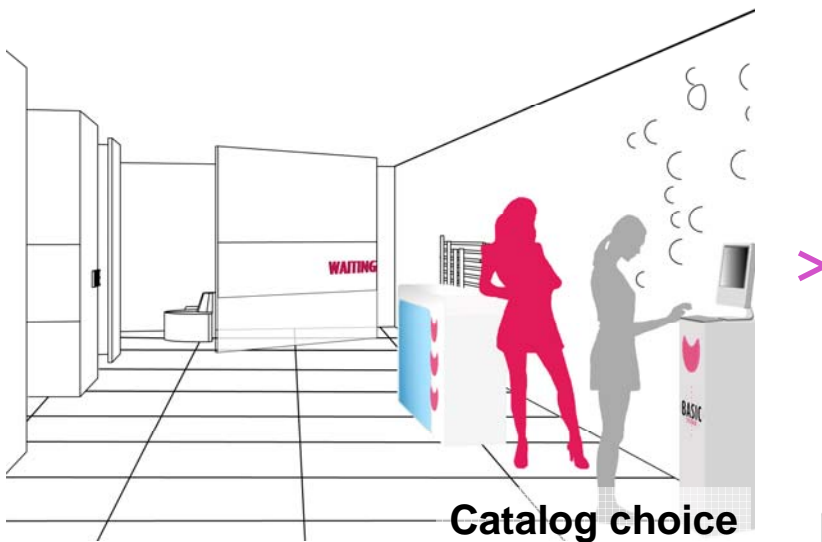
## THE SERVICE PROCESS/Interactions

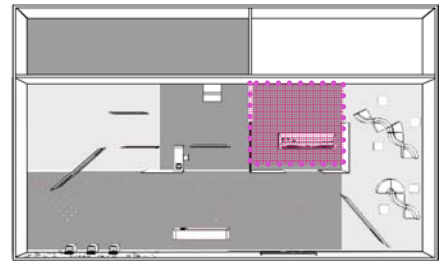
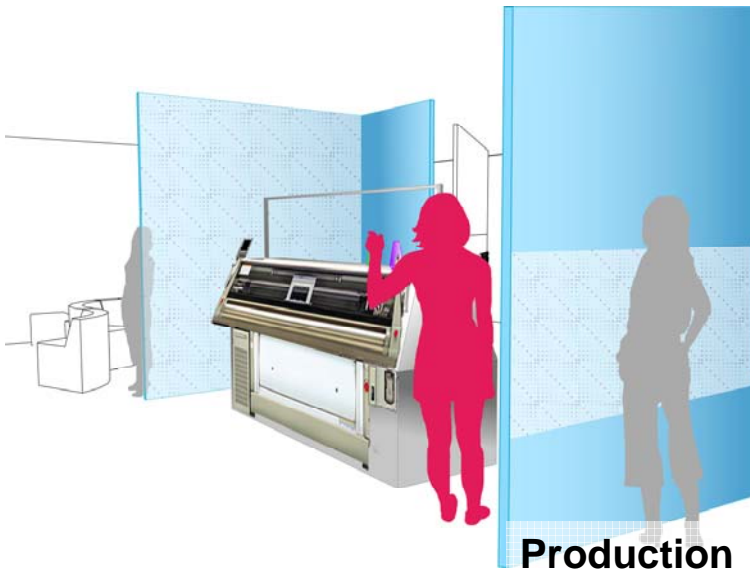
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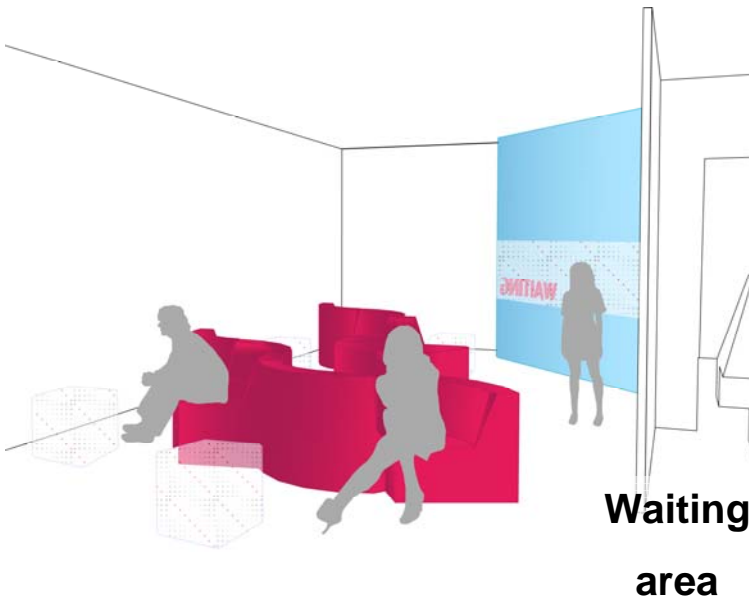
## THE SERVICE PROCESS/Interactions





## THE SERVICE PROCESS/Interactions

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By Shima-Seiki

## Examples of knitwears

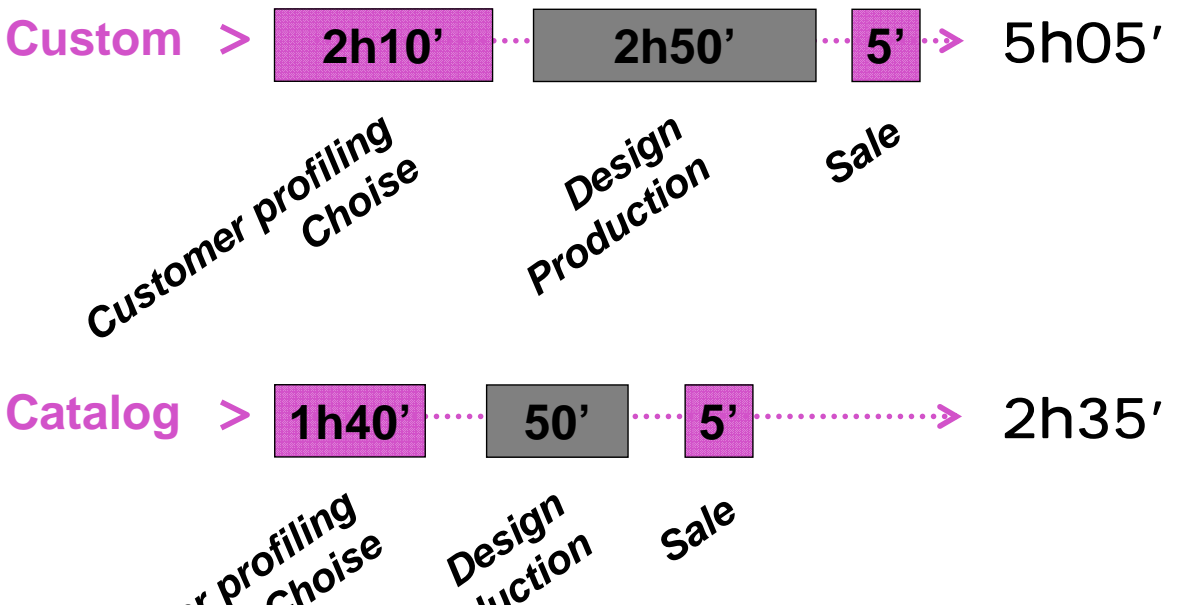
## THE SERVICE PROCESS/Items

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## THE SERVICE PROCESS/Time



**DEVELOPED  
KNITTING  
WORKSHOP**

>

Mechanical and temporally organized activities.

**NEW BUSINESS  
IDEA**

>

Throwing down frontiers between production and distribution;  
development of a new idea of production on demand.

**ON SITE  
PRODUCTION**

>

Producing in a urban context by using existing distribution procedures.

## THE PROJECT AREAS

### **SERVICE**

*Service Idea,  
Production,  
Distribution  
Organisation  
Process management  
Work planning*

*Business idea  
Process Management  
Engeneering  
application*

### **BUSINESS**

### **PRODUCT**

*Knitwear design  
Services Touchpoints  
Software development  
Interior design  
Communication*

*Innovative yarns  
Research new yarns  
Knitwear machines*

### **PRODUCTION**

