

21.06.2010

Value proposition

“

Glocracy is a physical place that incubates emergent designers providing them with space, tools, and visibility and where the unique products made by such thrived talents are sold.

Notable outcomes of this model are social sustainability and valorization of the territorial specificities of which such uniqueness is expression.

”



Description

Glocracy is a new kind of place that has strong social and economical links with the surrounding territory. It is a **pole of fashion**-related activities. It is an "**incubator** of fashion talents", in that local talents are involved in several activities and their designs become part of the collection on sale. There are several types of events that can attract local creatives, for instance: contests, fashion shows, fashion photography events, and so on.

There is also a wide range of **fee-based services** (such as the rental of machine hours and workshops) that can help them grow as designers, improve the garments they create, and, consequently, enhance the offer of the store.

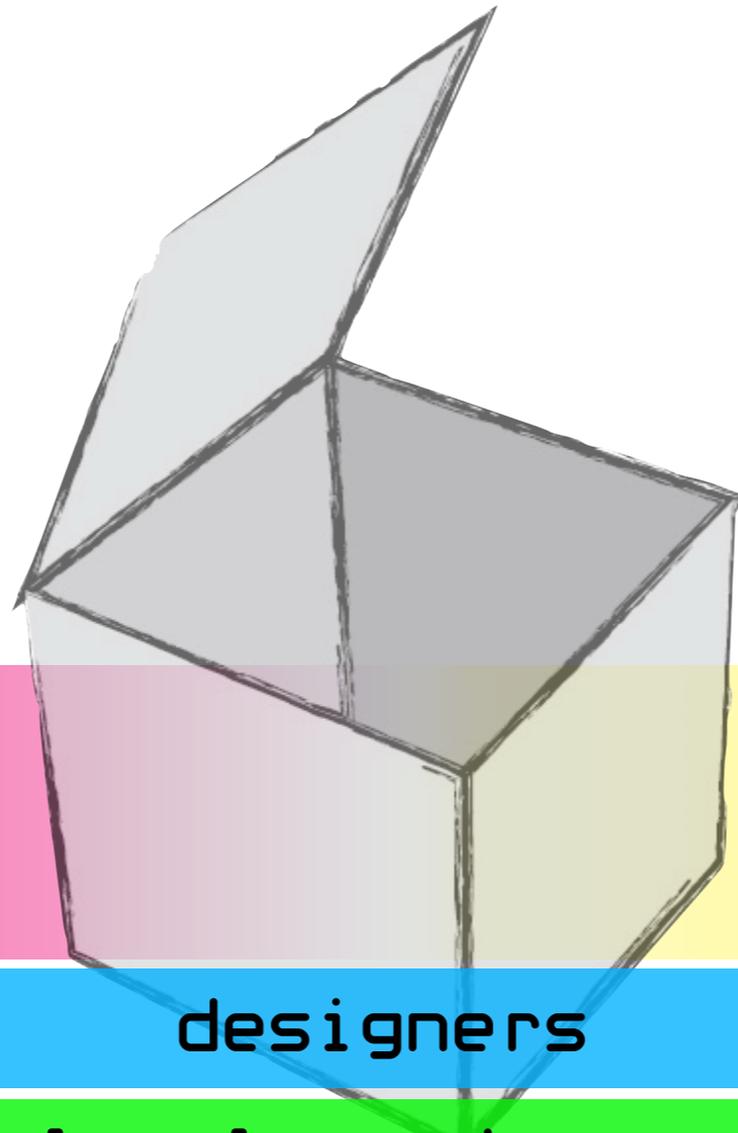
It is also a "**socio-cultural pole**" more in general since it proposes a wide range of events such as theatrical performances (where actors wear our garments), local wine and food tastings, guided visits and public workshops.

It of course is **also a store** since the designed garments can be sold as-is or, potentially, entirely customized.

We plan to develop the prototype of our project imagining to locate it in **Bovisa**, a site particularly famous for fashion design.



Actors profiles



makers

users

designers

local producers



makers

users

designers

local producers

People who create products sold in the shop or let the whole service work.

They need an environment where feeling free in experimenting innovative solutions, in the fields of designing clothes, organizing spaces, advertising products or defining joint-ventures.

Glocracy represent an incubator of creativity and innovation, where new ideas and models are encouraged, not only in the fashion field but also in defining paths of revenues and services offered.

PROFILE

NEEDS

SOLUTION



Designers or young sociable people representing the source of revenues for the incubator of creativity, paying for services and products offered by Glocracy.

PROFILE

Designers need a space to design and realize their concepts, while young sociable people of both genders want to share a creative feeling and perceive themselves as part of a fashion community.

NEEDS

Glocracy offers pay services to generate profits: to designers and other artists, an open space that will become an office, a set or a boutique; to common customers, the chance of buying clothes, attending aperos and night events or guided tour to our new creative chain.

SOLUTION



makers

users

designers

local producers

They represent the touching point between makers and users. Using tools and facilities given by Glocracy at a reasonable price, they are able to produce creations that are sold into the traditional shop.

They need a space to start the creation process and to get in touch with fashion companies and producers. They can't afford expensive fashion machineries which they'll use only for few hours, but they have a huge amount of innovative ideas to realize.

Glocracy is offering them a place that will represent both their office and their boutique: they will have the chance to discuss, advertise their creations and merge ideas in a creative environment. Here they can find free or low-cost raw materials to prototype with, and some alternative forms of machinery use, as hour-based rent.

PROFILE

NEEDS

SOLUTION



makers

users

designers

local producers

People and companies providing for services or products that let the creative pole and its side events work.

PROFILE

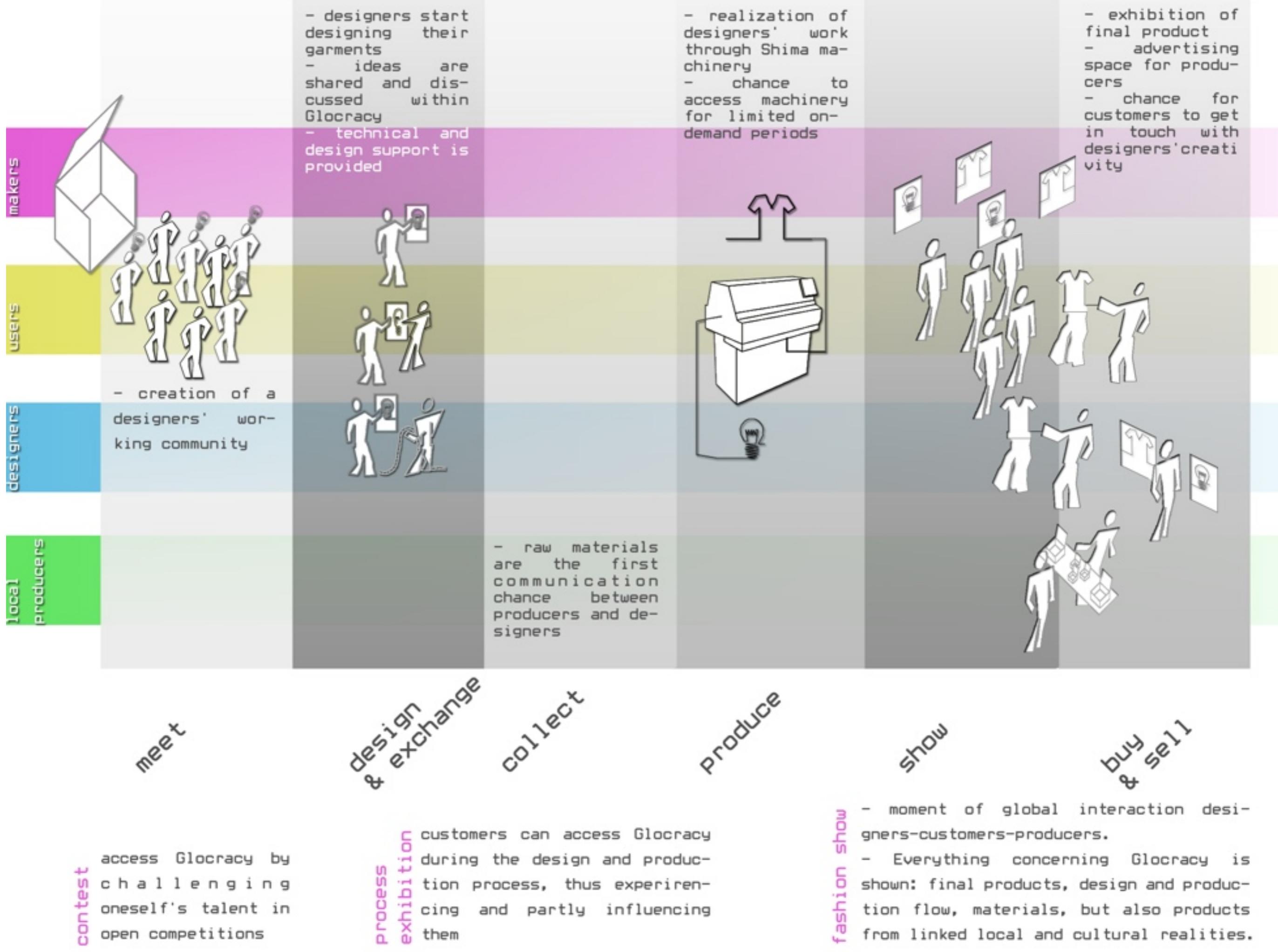
They want a showcase to advertise their products or creations: for this reason, are available to provide their goods for free or at a reasonable price in exchange of visibility in shows and events.

NEEDS

Glocracy is advertising local companies using their products, both from fashion industry (letting designers create with free materials in contests), and from other fields (as an example, in food and wine tasting coming with a fashion photography exhibit), and provides visibility to emerging artists of each kind thanks to its events.

SOLUTION





- designers start designing their garments
 - ideas are shared and discussed within Glocracy
 - technical and design support is provided

- realization of designers' work through Shima machinery
 - chance to access machinery for limited on-demand periods

- exhibition of final product
 - advertising space for producers
 - chance for customers to get in touch with designers' creativity

- creation of a designers' working community

- raw materials are the first communication chance between producers and designers

contest
 access Glocracy by challenging oneself's talent in open competitions

process exhibition
 customers can access Glocracy during the design and production process, thus experiencing and partly influencing them

fashion show
 - moment of global interaction designers-customers-producers.
 - Everything concerning Glocracy is shown: final products, design and production flow, materials, but also products from linked local and cultural realities.

meet

design & exchange

collect

produce

show

buy & sell

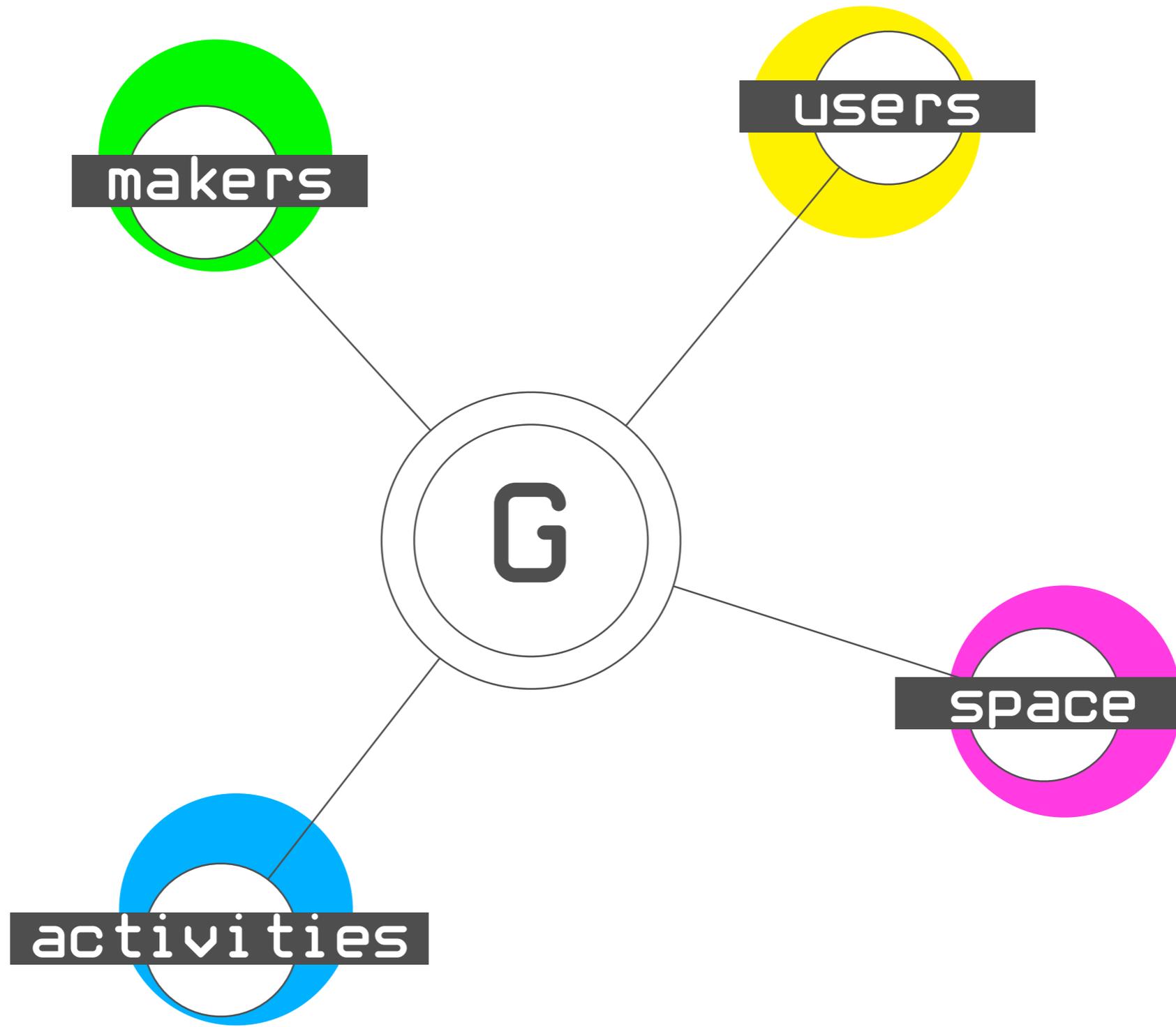
makers

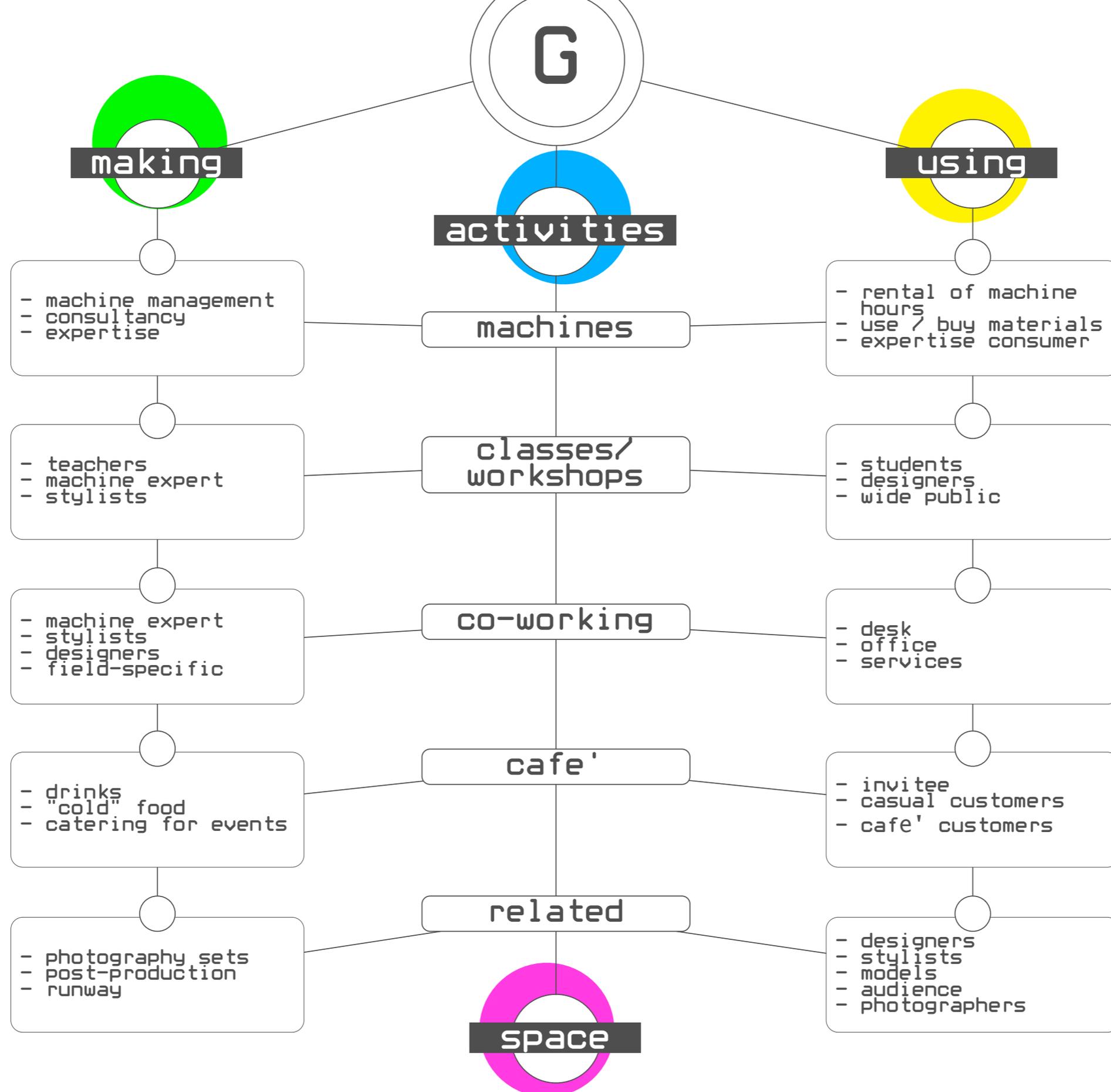
users

designers

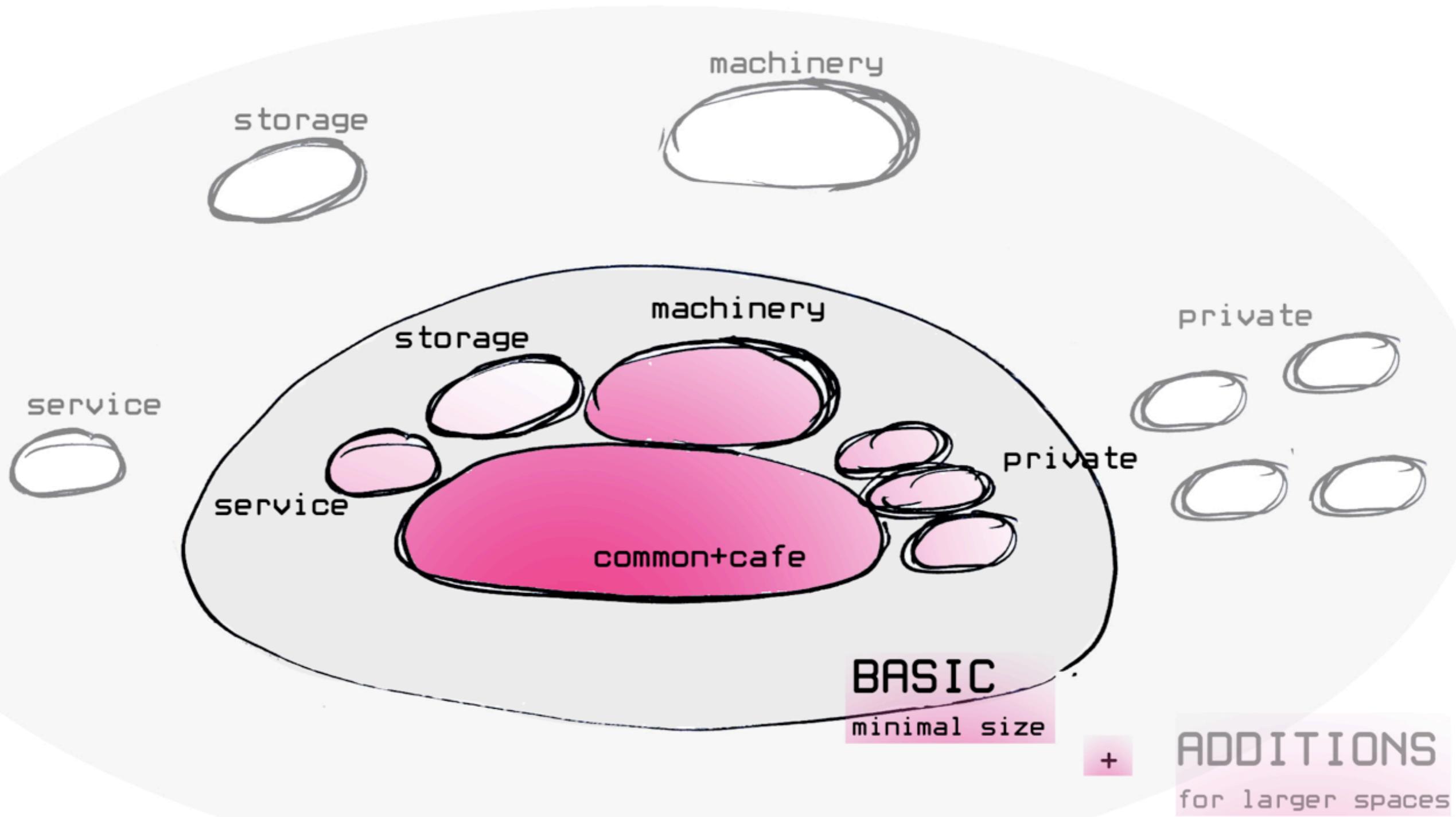
local producers

Service description

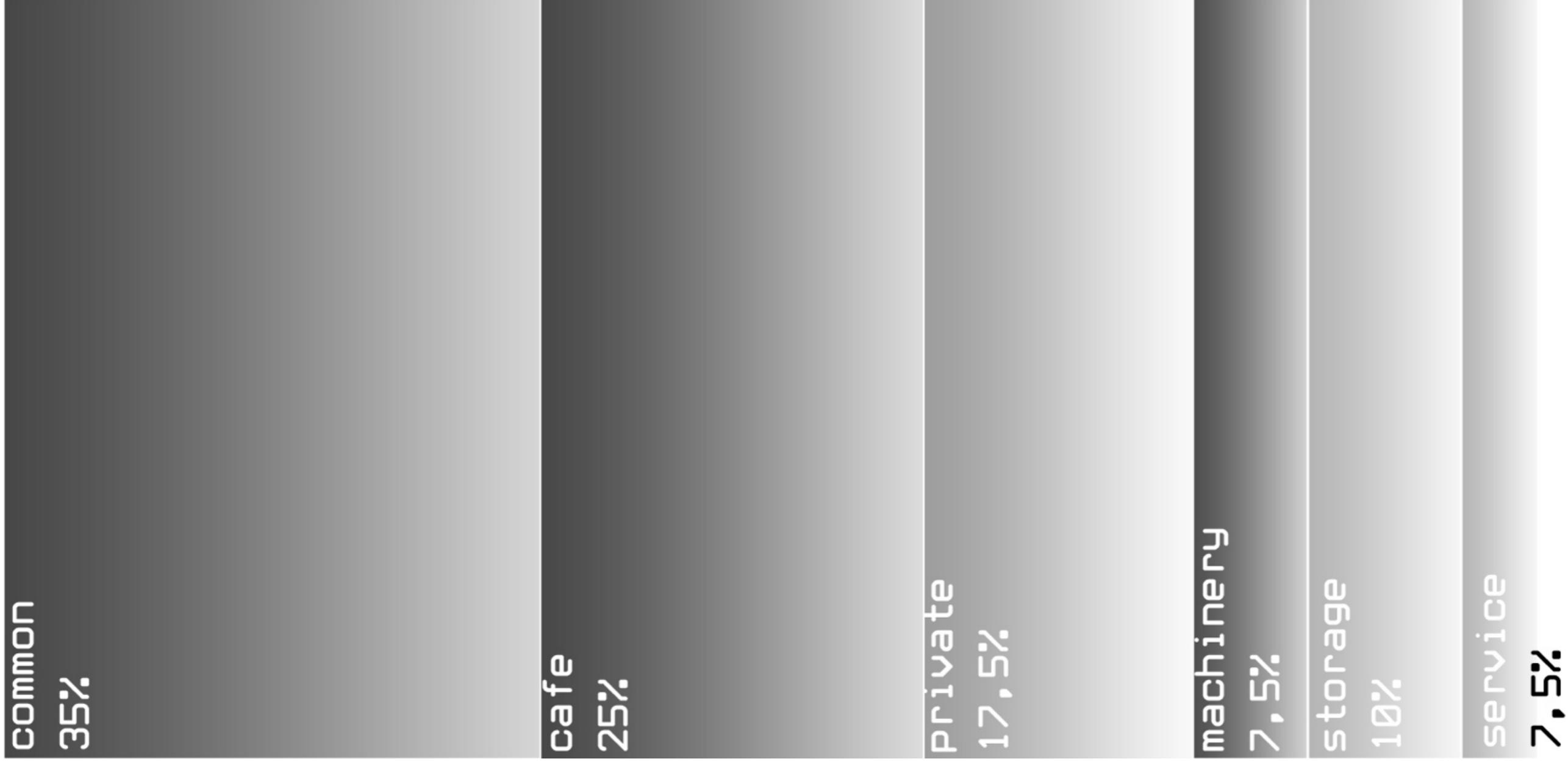




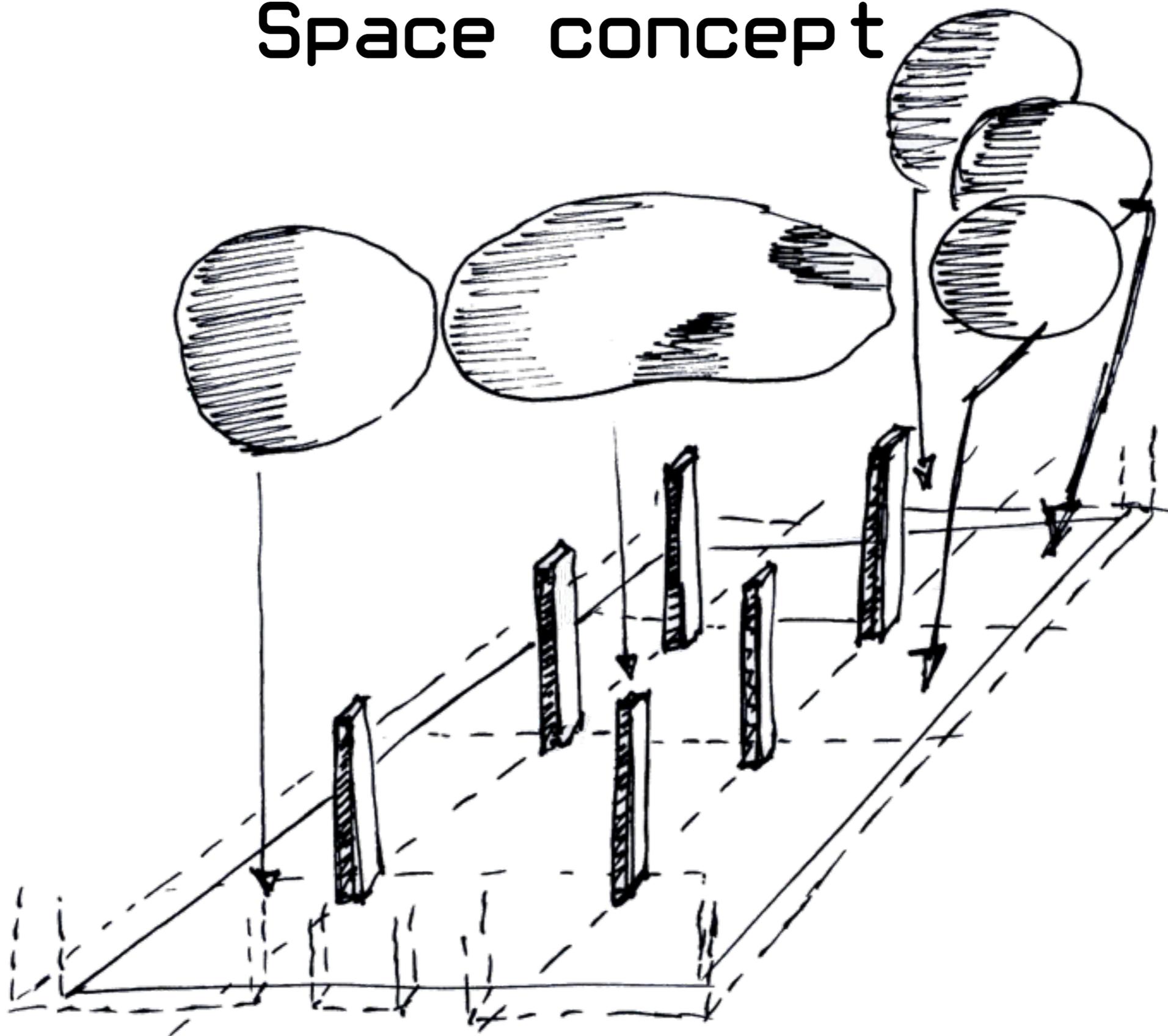
Space concept

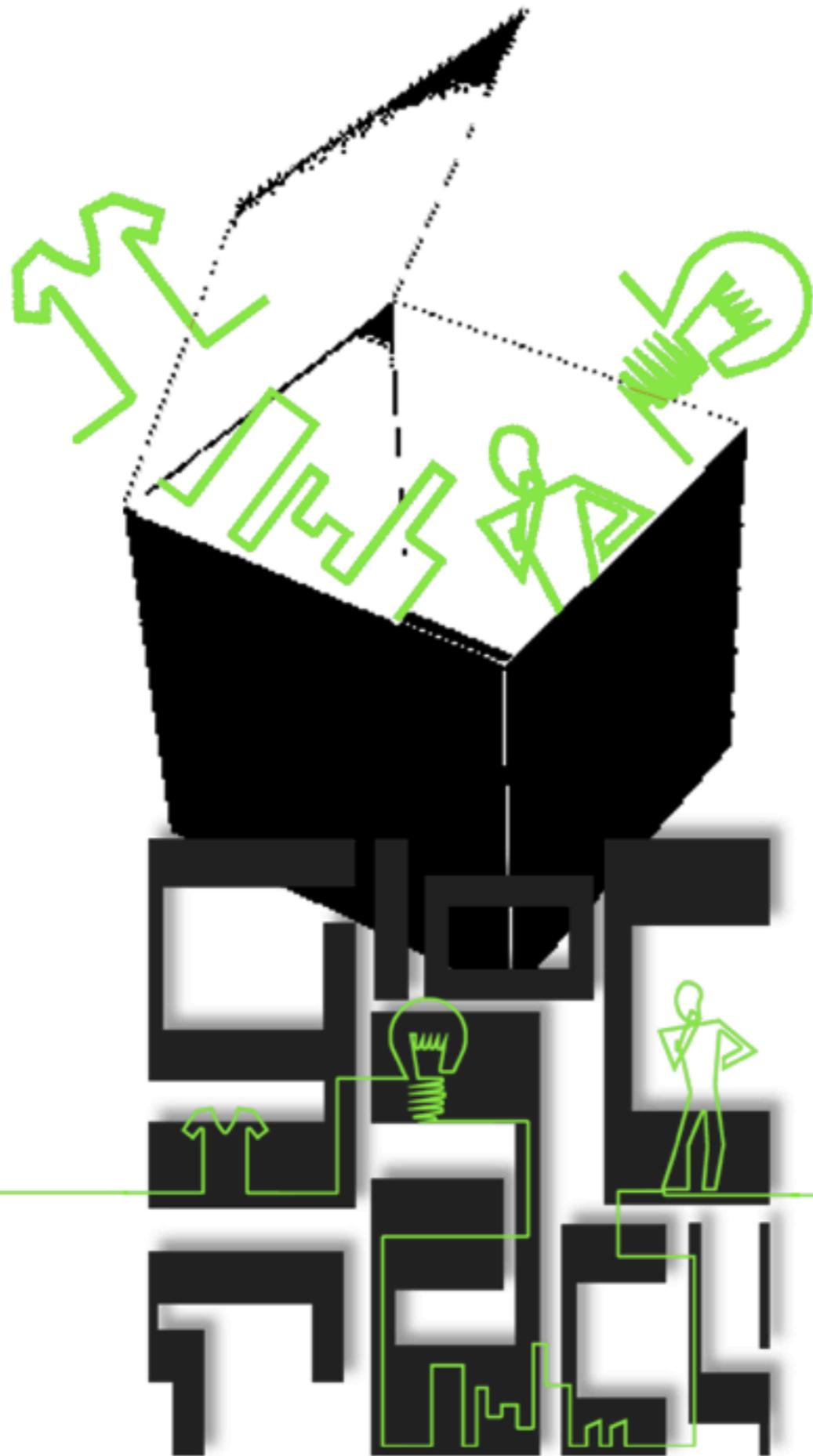


Space concept



Space concept





THE END