

Glocracy

Team A

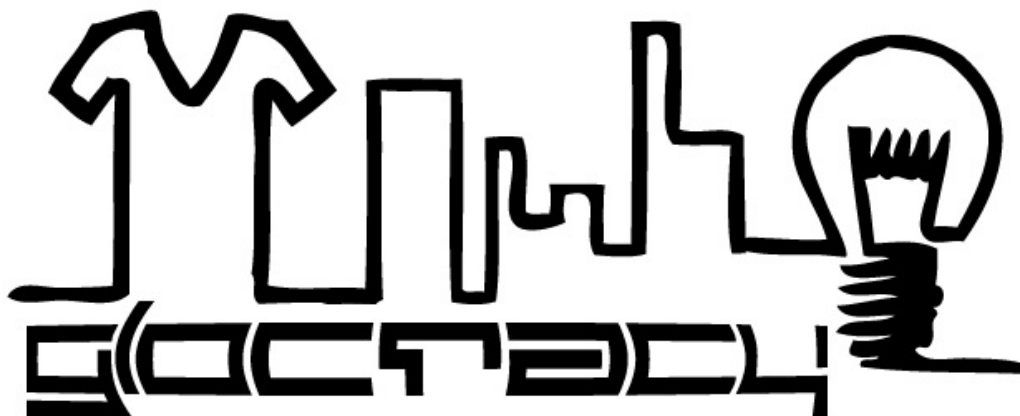
Fas.P.onSite

Updated actors profiles

New case studies

Updated index

Updated timeline



Actors profiles

1 – MAKERS (designers, managers and content providers)

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

NEEDS: 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.

SOLUTION: 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.

2 – USERS (designers, bar users, clothes buyers, photographers)

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

NEEDS: 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”.

SOLUTION: 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.

3 – HYBRIDS (designers)

PROFILE: 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.

NEEDS: 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.

SOLUTION: 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.

4 – SUPPLIERS (local food, textile producers, emerging Djs or bands, fashion “teachers”)

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

NEEDS: 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.

SOLUTION: 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.

Case study: CAFETERIA - Cittadellarte Glocal Restaurant
Cittadellarte – Fondazione Pistoletto, Biella

<http://www.cittadellarte.it/progetti.php?prog=30>

La Cafeteria di Cittadellarte sta cercando di esemplificare l'approccio in diversi modi: utilizzando soltanto prodotti locali sani che siano responsabili nei confronti dell'ambiente e dell'economia; controllando attentamente l'intero ciclo produttivo insieme ai nostri fornitori; riciclando, attribuendo maggiore importanza al valore nutritivo del prodotto e rispettando l'identità culturale e la passione per la diversità in merito alla scelta dei nostri menu.

Cafeteria is considered as a part of Fondazione Pistoletto program for responsible and creative development. It is in fact one of the realisations of Ufficio Nutrimento.

Offer:

- Km0 restaurant promoting local (control on full growth and production path) products and producers
- All-day-long (8-24) cafeteria service for Fondazione users: bar, buffet lunch and apéros
- Restaurant service for dinner in the weekend
- Open to event organization

Space

- Hosted inside Fondazione existing spaces: an industrial XIX century structure.
- Placed in in the meeting point of all the circulation paths of the Fondazione: the central courtyard
- Conceived by Michelangelo Pistoletto as a group of common round or square tables surrounding a central counter; people should eat together around the tables, thus repropousing th concept of Pistoletto's Tavoli, shapes like Mediterranean sea or other seas where different cultures are forced to meet.
- Currently divided in more conventional tables, with a visible kitchen at the bottom of the common space.

cafeteria
cittadellarte global restaurant

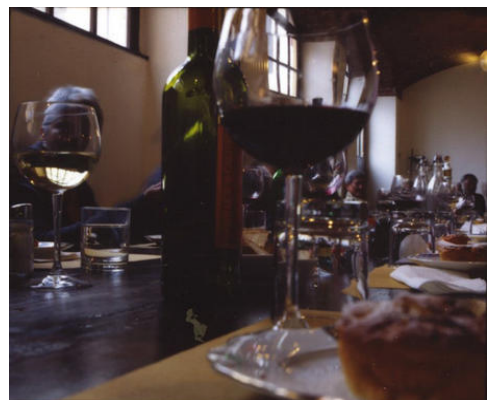
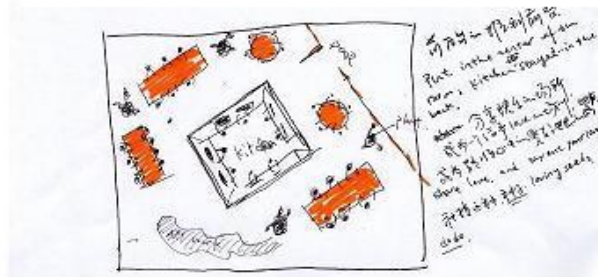
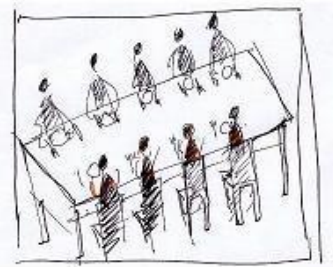
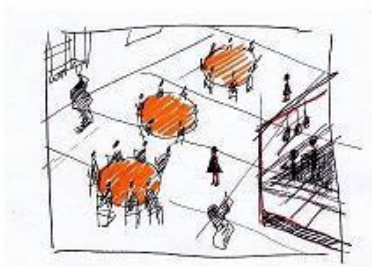
tel. +39 015 0991 466
cafeteria@cittadellarte.it

MENU A Km 0

APERTO TUTTA LA SETTIMANA

COLAZIONE - tutte le mattine dalle 8 alle 10
PRANZO a buffet
 dal lunedì al sabato dalle 13
 domenica - brunch dalle 11 alle 15.30
APERICENA con musica dal vivo
 tutti i venerdì dalle 19
CENA alla carta (ricette dal mondo)
 dal giovedì alla domenica su prenotazione

SI ORGANIZZANO EVENTI E CATERING SU PRENOTAZIONE



Case study: WATER BAR - Colette

Colette, 213 rue St Honoré, 75001 Paris

<http://www.colette.fr/>

<http://www.colette.fr/#/a/581/now/185/water-bar/>

It's one of the few places in Paris where you can eat lunch whenever you want," says Sarah. "You can eat up until 7:30 P.M. when the store closes.

Offer:

- A bar and restaurant offering an "extended lunchtime" or normal drinking
- A real integration of Colette as a shop: water and some food are considered as fashion items.
- Food by Colette is sold in everyday Lunchboxes :
- <http://www.colette.fr/#/eshop/article/8501236/colette/54/>
- Centered on water as one of the products traded by Colette
- Oriented to an international, rather than local, offer in kitchen and lifestyle
- Working as Colette's space for events: fashion shows, publishing/art/music production presentations...
- Timing: same opening hours as the shop

Space

- Waterbar is placed in the basement of Colette shop, in a XVI century building in Paris inner city
- Contributes to the general shop offer, but is physically detached from the clothes area
- Space is kept wide open and occupied by tables only: a basic application of flexibility



FRESHNESSMRG.COM



Case study: EMPORIO ARMANI CAFFE'

Emporio Armani store, V.Manzoni-Pza Croce Rossa, Milano

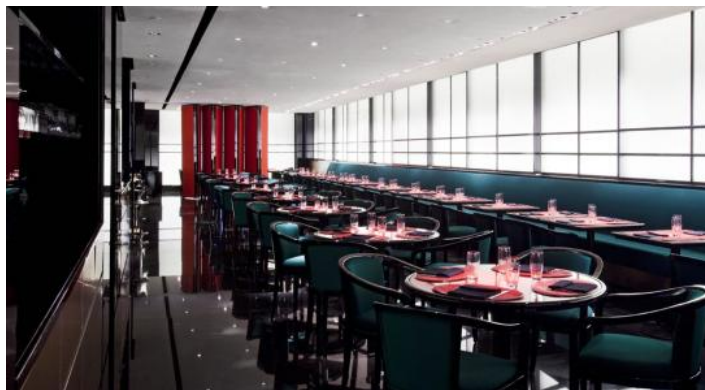
Il locale di Emporio Armani sorge su una superficie di 180 mq al piano terra e comprende un totale di 52 posti a sedere, e 250 mq al primo piano, per un totale di 78 posti a sedere.

Offer:

- A proper restaurant space where to enjoy complete meals, blending the research for Italian products only with the well-known Armani minimalism (applied to kitchen)
- A less formal bar space with a lower level of time scheduling.
- Lunch and dinner service
- All-day-long Bar service (8-24), ranging from breakfast to apéro to after dinner drink

Space

- Part of the EA store occupying an entire building in Milan City Centre
- Huge space dimensions: 180 sqm the ground floor bar, 250 sqm the 1st floor restaurant space (130 seats total)
- No real connection with the shop environment; it is another piece of a wide combination of aspects of The Armani offer



Case study: Material ConneXion

Library: Via Davanzati n. 33, 20158 Milano, Italy

Phone: 39 02.39.32.55.85

Fax: 39 02.39.32.12.39

E-mail: infoitalia@materialconnexion.com

Hours: 9.00h - 13.00h, 14.00h - 18.00h, Mon. - Fri.

Material ConneXion is made up of an international team of multidisciplinary experts that in a business context try to create practical manufacturing solutions. Material ConneXion uses its materials intelligence to help companies innovate. Widely regarded as an authority on materials, they are often invited to contribute to publications or speak about materials innovation, the strategic value of materials, and sustainable material solutions, among other topics.

Foundation

In 1997, Beylerian created Material ConneXion to fill a need in the creative circles where materials are specified and where the future of the built environment is planned. Innovative materials were scouted from around the world - from small companies in remote regions to new materials from major global manufacturers - and were vetted by a seasoned jury of experts and material scientists.

Their task was to separate the best from the simply ordinary. The best of the best became the foundation for Material ConneXion and our materials library - the world's first library of advanced and innovative materials and processes. Material ConneXion quickly became recognized as an unparalleled source for innovation and inspiration that provided our users the distinct advantage to discover the latest and most exciting materials originating from a large spectrum of industries, otherwise impossible to reach.

Business

With a wide spectrum of material expertise and access to global material sources, they identify today's material solutions and provide insight into tomorrow's opportunities. They

- They act as a catalyst for new material and product ideas
- They create new opportunities for product development and optimization
- They use their sustainable materials expertise to guide environmentally responsible material solutions
- They provide a competitive edge through deep dive research on materials in development and untapped technologies
- They find solutions to specific material challenges
- They identify material trends for particular industries
- They provide a comprehensive overview of today's innovative material solutions from various industries

In particular, they carry out three different activities:

- Consulting
- Materials library: their subscription-based materials library is the world's largest library of advanced, innovative, sustainable materials and processes in the world. Their ever-growing physical libraries around the

globe and their online database give clients immediate access to over 4,500 materials.

- Material manufacture solutions: as an indispensable global asset to the world's leading manufacturers, they are top of mind for the most innovative companies seeking the latest in new materials.

Their materials intelligence has been used by some of the largest, most innovative corporations worldwide, as well as smaller-forward thinking companies, government agencies, architects, designers, and multidisciplinary creatives. For instance,

- Adidas
- Nike
- Toyota

Joining their service today, will allow to get access to:

- Over 4,500 of today's most innovative materials
- 24/7 access to a comprehensive online database
- Monthly updates on 50-60 new materials
- Special onsite academic programs
- Subscription to MATTER magazine
- Low-cost student coupon programs for on-site research

Case study: Teatro Versace

Piazza Vetra, Milano

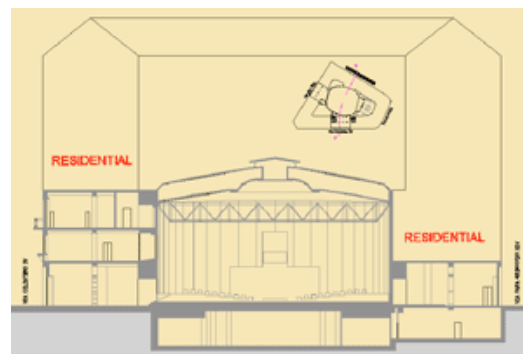
<http://www.brugola.net/it/ingegneria-acustica/acustica-teatro-versace.html>

“Teatro Versace” has opened in September 2006 in the same building of Teatro Alcione, a theater built in the Twenties.

The theater has been sponsored by the famous Italian maison, which has invested nearly 4 millions of euros. The space has been architected to be multifunctional: it hosts not only theatrical exhibitions but also men and women fashion shows, cultural events, and concerts.

Teatro Versace can host up to 1000 sitting people and it is acoustically isolated thanks to the use of special material in the ceiling and in the walls.

Teatro Versace has been describe by its architect as a “black box that should be the background to the lights of the events”.



Index

- Executive Summary

- PART I: Introduction
 - 1.1 Context and original idea
 - 1.2 Stakeholders
 - 1.3 Research and activities
 - 1.4 Team organization and roles
 - 1.5 Intermediate deliverables and verifications
 - 1.6 Final Idea

- PART II: User Requirements and State of the Art
 - 2.1 Role and needs of Customers
 - 2.2 State of the Art in the Fashion Industry
 - 2.3 New Technologies: the Shima Seiki case study
 - 2.4 Other case studies
 - 2.4.1 Fondazione Pistoletto
 - 2.4.2 Fabbrica del Vapore
 - 2.4.3 The Hub
 - 2.4.4 ToolBox
 - 2.4.5 Material ConneXion
 - 2.4.6 Shop cafes
 - 2.4.7 PoliMi and PoliTo incubators
 - 2.5 Business Opportunities
 - 2.6 Abell's Diagram
 - 2.7 Mission
 - 2.8 Objectives

- PART III: Our solution
 - 3.1 Description of the product/service
 - 3.1.1 General description
 - 3.1.2 Core activities
 - 3.1.2.1 Machine activities
 - 3.1.2.2 Co-working
 - 3.1.2.3 Rental and consultancy
 - 3.1.2.4 Workshops and classes
 - 3.1.3 Clothes selling
 - 3.1.4 Assist activities
 - 3.1.4.1 Photography and post-production
 - 3.1.4.2 Fashion shows
 - 3.1.5 Related activities
 - 3.1.5.1 Cafè
 - 3.1.5.2 Catering
 - 3.2 Space organization
 - 3.2.1 Space philosophy
 - 3.2.2 Common space
 - 3.2.3 Co-working
 - 3.2.4 Machine room
 - 3.2.5 Cafè
 - 3.2.6 Store

- 3.3 Strategy
 - 3.3.1 Mission
 - 3.3.2 Objectives
 - 3.3.3 Market segmentation
 - 3.3.4 Market forces
 - 3.3.5 Competitive advantage
 - 3.3.6 Feasibility study
 - 3.3.7 Strategy
 - 3.3.8 Future strategy
- 3.4 Marketing plan
 - 3.4.1 Customer profiles
 - 3.4.2 Marketing strategy
- 3.5 Organization and HR
- PART IV: Conclusions

Timeline

10/04	The Hub
22/04	Fondazione Pistoletto
28/04	Wrap up visits
30/04	Deadline to upload index, timeline, and new report on blog
15-20/05	Spring School
14/06	New case studies and blog upload
15/06	First draft of space concept First draft market research First draft of marketing strategy
30/06	Nearly completed space concept Completed business and marketing research First draft of the final report
15-20/07	Summer School
01/09	Almost complete draft of final report
01/11	Poster upload, report upload