



Workshop
Bovisa,
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Team A

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Value proposition

Glocracy is a place that provides space, tools, and visibility to emergent fashion designers, incubating their creativity and promoting social habilitation and strong link with territorial specificities.

Glocracy is a hub for creativity.



Service offer

- Complex offer consisted of different parts and sides of services.
- The product depends on the category of its customers and other stakeholders (actors).

Categories of customers :

- Studying designers (not graduate)
- Newly graduated designers
- Designers that are trying to become entrepreneurs and create their firms
- Normal buyers of knitwear garments



Service offer

Non-material component of the service offer:

a possibility for young designers to develop their skills using the space of the creativity hub and unique machines of Shima Seiki.

It provides opportunity to create their own products and get a part of revenue, therefore for young designers the main product of our offer is incubation of their talents and creativity.

There are several types of events that can attract local creatives, some of them are fee-based and others are free but just for subscribed people

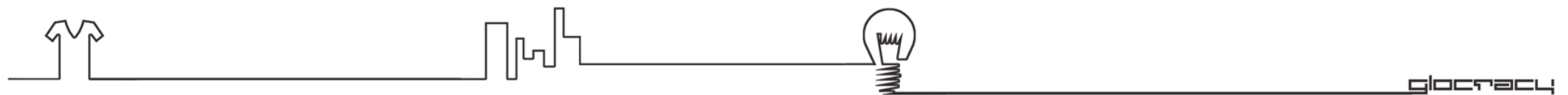


Service offer

Events and initiatives

to attract designers and customers and to create a socio-cultural pole linked to the local creativity:

- Fashion contests
- Fashion shows
- Workshops and classes (collaborations with Carpi Formazione, Shima, ...)
- Open process
- Event hosting and space rental: fashion photography, theater, product presentations, caterings, fashion week events, and so on



Service offer

We divided the service offer into a certain number of offer **packages**, in this case any actor can choose the best possible option to use creativity hub.

Packages are the following:

- **basic** (use of the space, internet, kitchen, access to events and maybe a little bit use of the machine)
- **machine** (creating 20 clothes using Shima machine)
- **structure** (rental of common space)
- **meeting** (rental of common room for meetings)
- **event** (structure package+catering)
- **promotion** (depending on the surface)

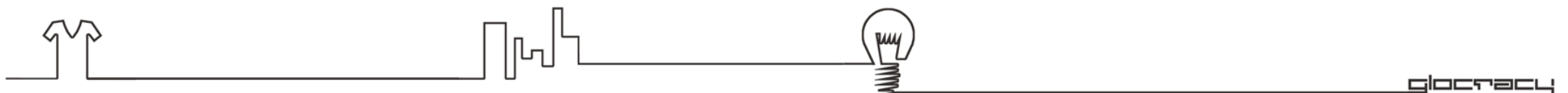
The pricing for all packages is described below



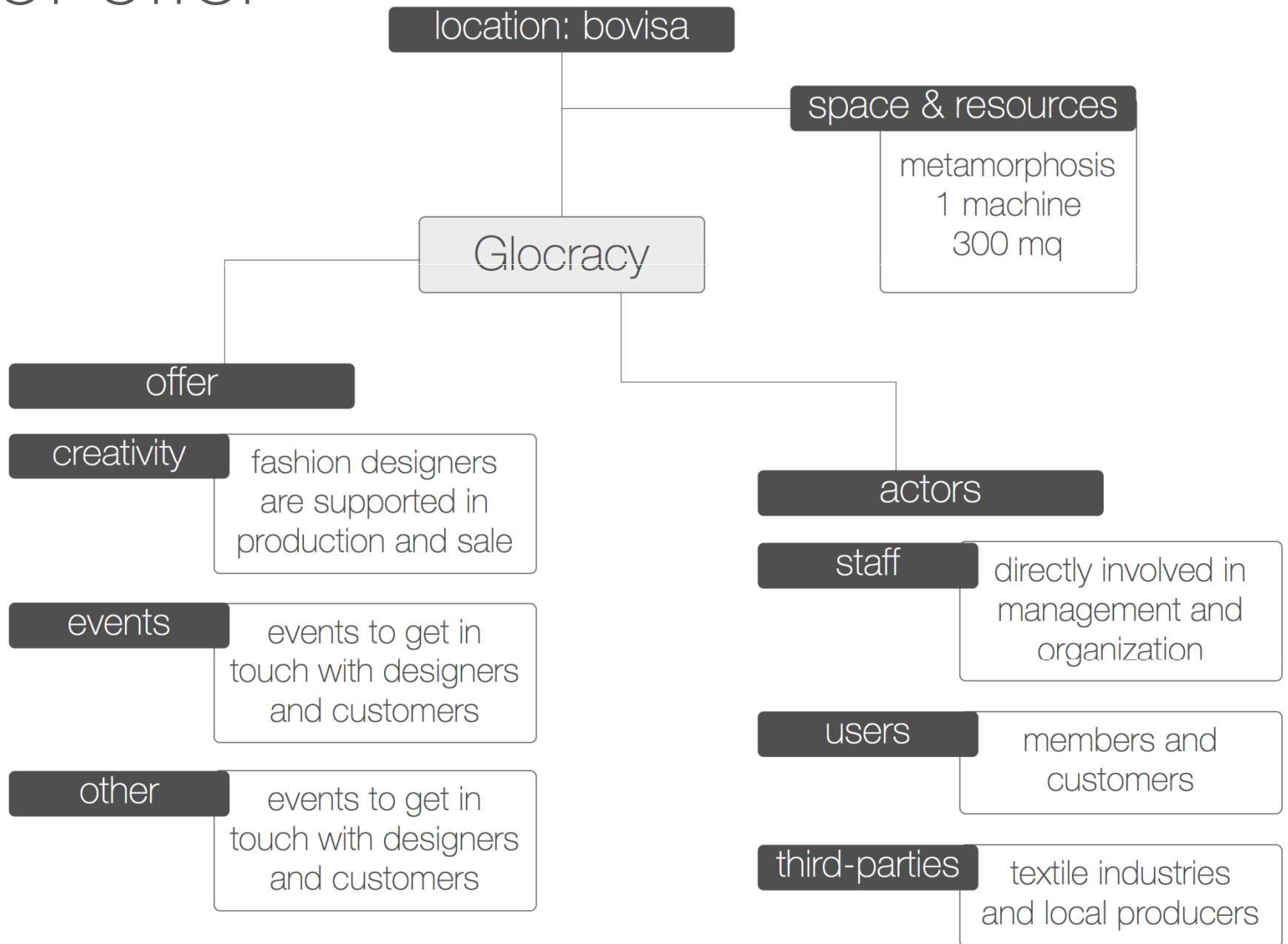
Service offer

Material component of the offer - the designed knitting garments which can be sold as-is or, potentially, entirely or partly customized.

- it is the main offer for those categories of customers which will use the hub of creativity as a shop or atelier mainly.
- client can be in the place for all the time of creating, designing together with designer his/her clothes, arranging meetings with other designers, seating at the cafe' or participating to different social events while waiting inside the store.



Map of offer



Actors

- **staff** (managers, organization, service people)

They let the whole service work, providing designers with technical tools, services and support, giving them the freedom to create, not worrying of any financial or organizational issue.

- **users** (members and customers)

Using Glocracy services for designing, advertising themselves or just enjoy a unique creative experience, getting in touch with designers and buying innovative products.

- **third parties** (textile producers and local industries)

Associating their name to Glocracy, merging needs and providing materials and contents.



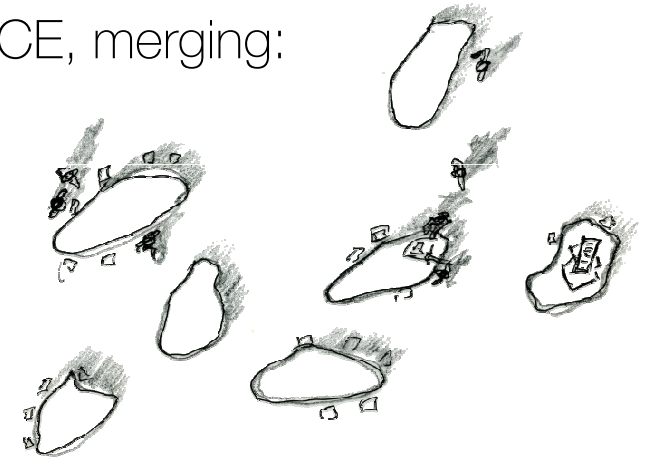
Space concept

As Glocracy is first of all a SPACE, its nature of mixer of different vocations is embodied by its nature of mixed (and re-mixable) space

This is realised by the core of the concept, a COMMON SPACE, merging:

- a sharable workspace
- a café
- an event/promotion/communication area

This core area is meant to host USERS 



considering them as nothing else than users, operating almost no distinction, in order to set the sense of a community based on creativity.

Space is conceived as
a set of FLEXIBLE spatial elements

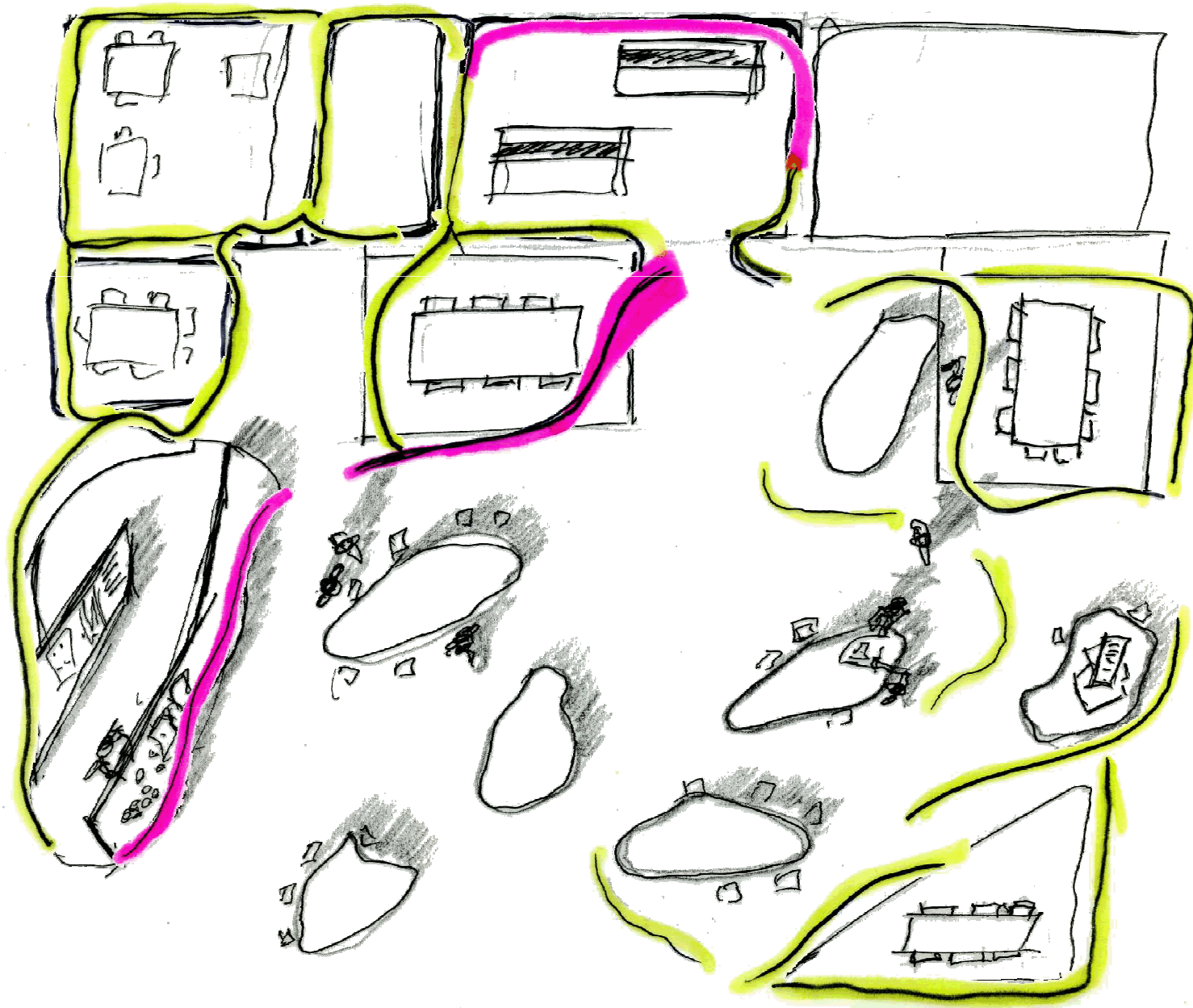
Private meeting rooms, storage, dressing areas, different common space layouts defined by movable furnishings and walls

gathered around a CORE focusing on creativity and production

The main common space, leading the user to the end of a path concluded by the machinery area.



Space concept



Resources

i.e. the content (and the envelope) of our space

General resources (at startup level)

Human resources:

- 1 or 2 creativity managers
- 1 Shima programmer (on-demand or part-time)
- 1 or more on-demand cooks

Location resources:

- urban commercial or post-industrial, rentable
- 300 mq

Technical:

- 1 Shima Wholegarment machinery)



Space resources

common space:

- workspace
- exhibition space
- cafe/kitchen to be used by designers as a kitchen, or to support larger events

“private” rentable spaces:

dedicated to meetings or more private design session, these spaces can be fixed or even temporary “pop-ups”

machinery space:

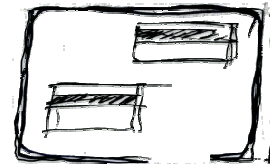
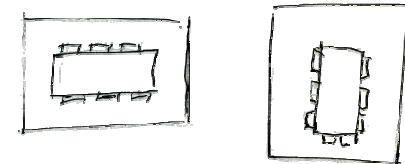
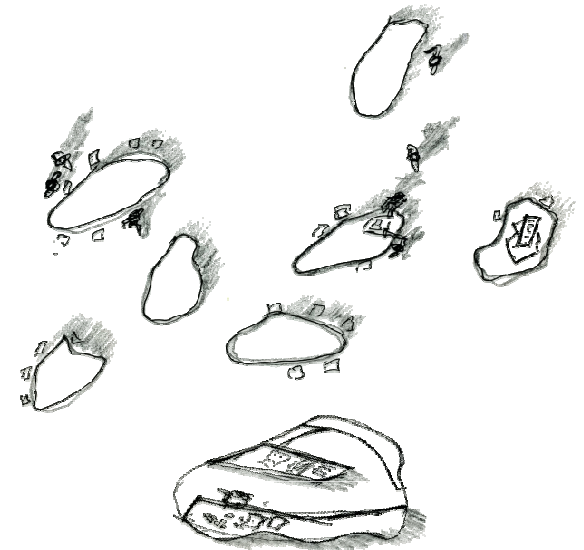
perceivable but physically and acoustically detachable, is meant and designed as the destination of Glocracy activity

storage:

to host materials and work as a manoeuvring area for space variations

service:

toilets, technical plants control...



Space resources

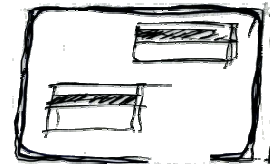
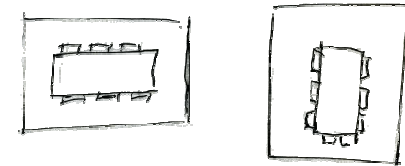
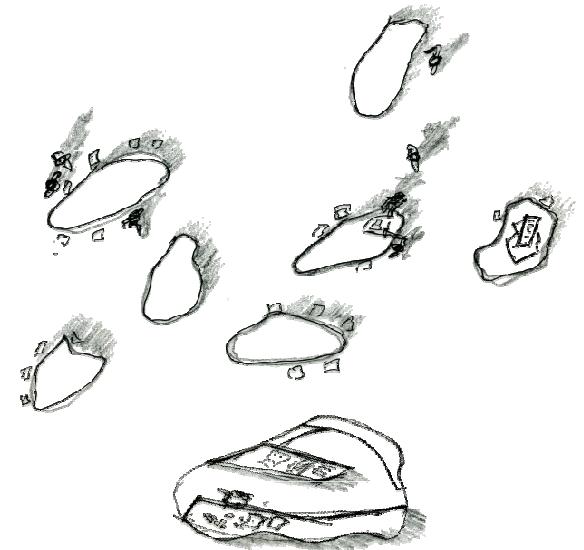
common space: 120 – 150 m²

“private” rentable spaces: $4 \times 20 = 80$ m²

machinery space: 15m²

storage: 20 m²

service: 30 m²



More flexible / less flexible: space designed by SCREENS

Glocracy space is capable of taking multiple shapes, of giving the right answer to the different situation it has got to host.

SCREEN as a tool for flexibility

a MAIN projected screen

central axis of Glocracy space, leading users through common space to the machinery area

- real-time updatable (digital projection)
- interactive (LightBlue technology for interactive projections)

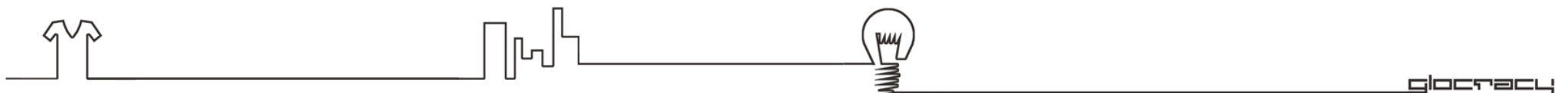
Screens as SPACE DIVISIONS

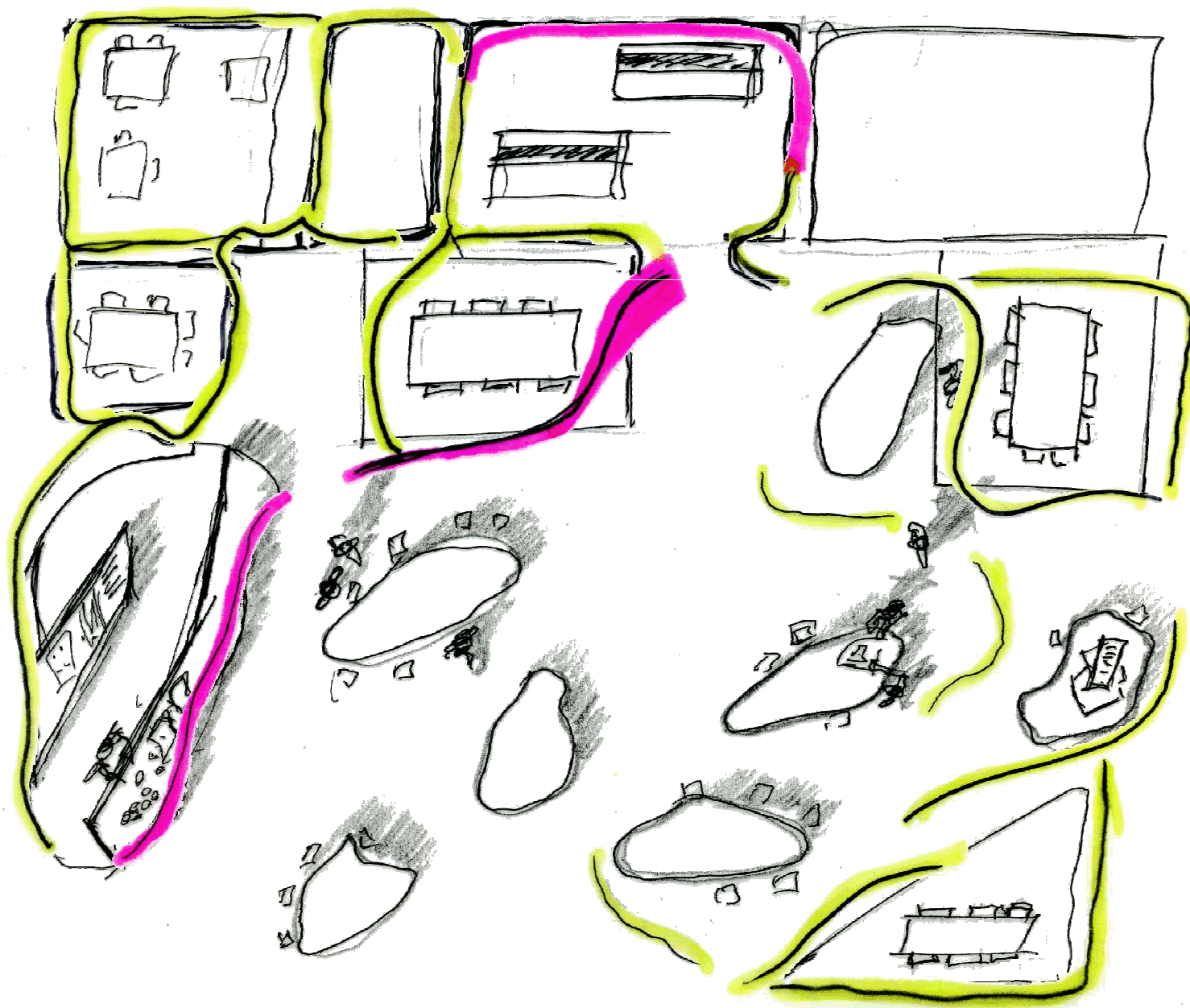
metal structures wrapped in printable fabrics , updatable periodically with designers' ideas

Fixed screens - wall envelopes

"Halfway" screens - conceived to "wrap" temporary meeting spaces, with acoustic insulation

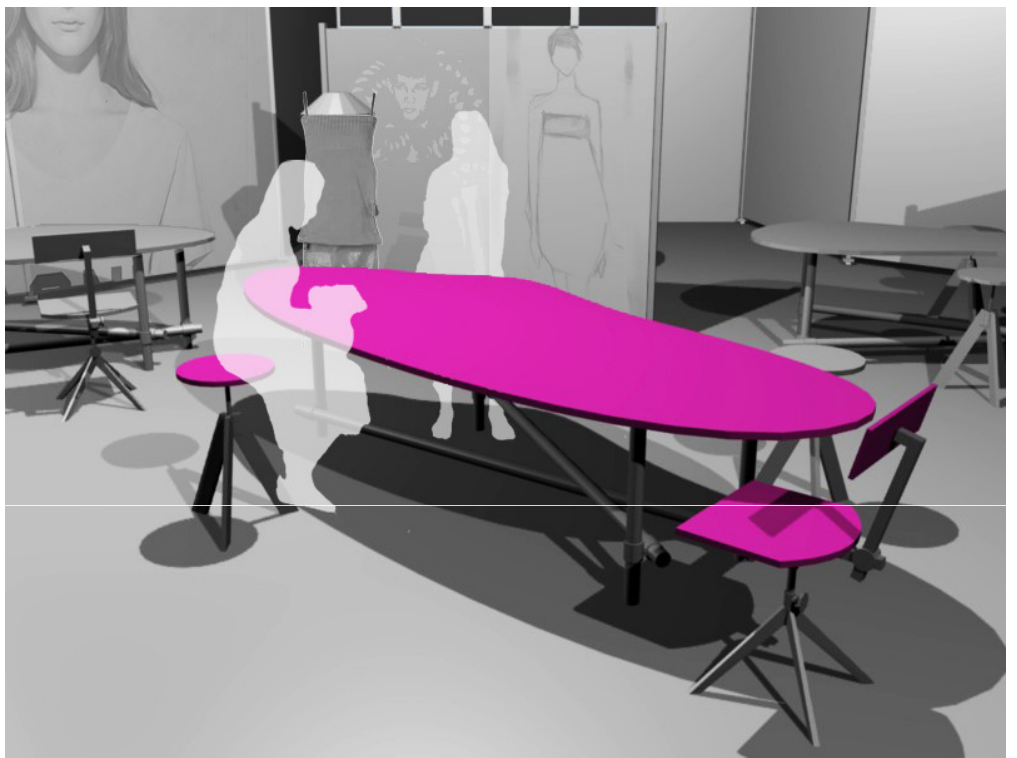
Movable screens - light-structure divisions to define "pop up" meeting and dressing rooms, or simply divide workspaces





Storyboard

A creative user enters Glocracy.
Here, with a **basic package** suiting
his needs and time, he can access
the common space and provided services.



Included in the basic pack, he can have
a break in the kitchen area: either
a barman/cook can offer him sandwiches
and drinks, or he can prepare by himself.

When some private meeting is needed,
the designer can rent a private space
with an hour-based fee, just for the time
he needs.

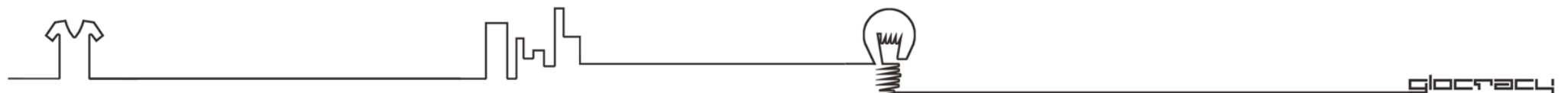


Meanwhile, a **textile producer** who desire a new advertising channel could become a Glocracy supplier, offering its new materials which will be used by creatives.

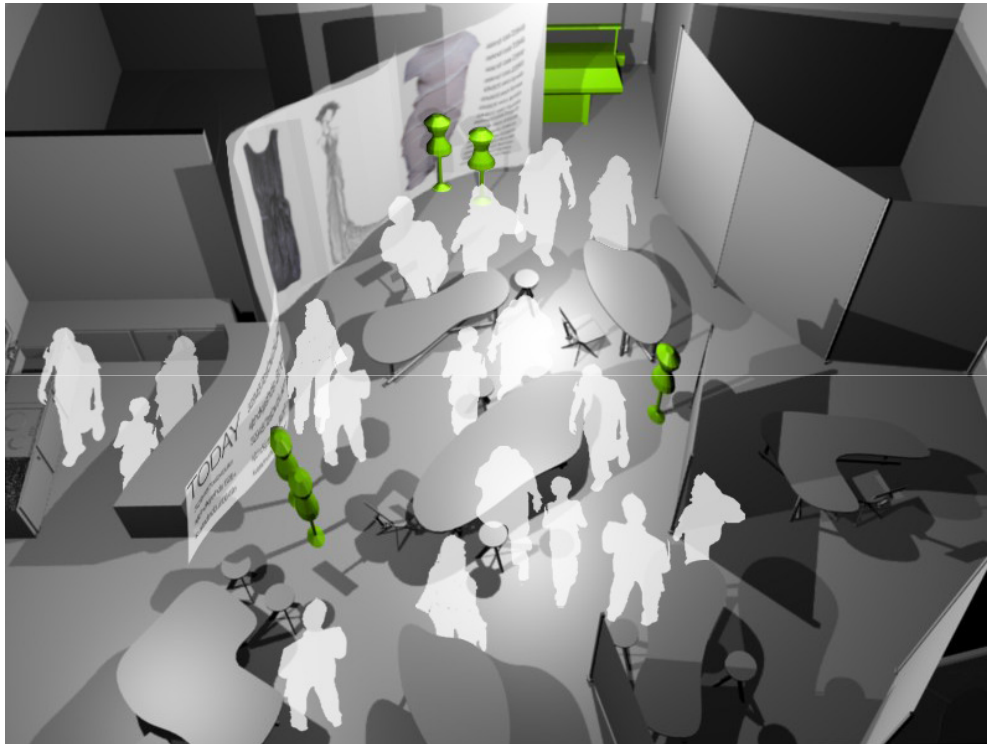
When the designer has some good concept ready, he can print his garments thanks to the Shima Seiki machine and the available material: included in his basic package he has a limited number of pieces to be realized.



The Glocracy hub is available and open everyday even to outside customers: they can directly get in touch with designers, view their last creations and spend some time in the resting space.



To better promote himself, the creative could then show his concepts on the **printable textile walls** used as separations or on the projected ones: for a low extra-fee, he can access such a package.



In major events, held one night a week, customers can buy the garment they prefer: the "fashion show" they are attending includes fashion contests, DJ sets or aperos and has the support of local food producers.

The designer's fame starts growing, he could desire to start his first collection. Gloocracy offers him some **additional machine-hours** on a clothes-based fee.



Packages for designers

Basic packages

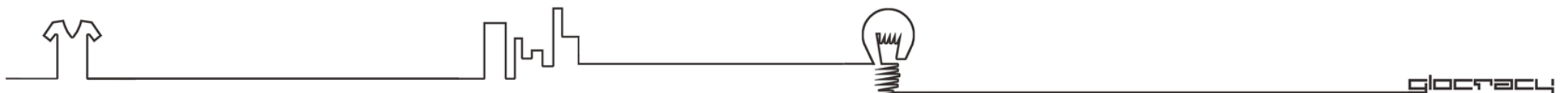
use of the space, internet, kitchen, access to events and limited use of the machine

- 15h/month, no clothes, 30€/month
- 30h/month, 2 clothes, 70€/month
- 50h/month, 5 clothes, 150€/month
- 100h/month, 10 clothes, 270€/month
- unlimited hours, 30 clothes, 400€/month

Machine-only package

rent of machine hours

- 20 clothes = 200 €



Packages for events

Structure package

Rental of common space for day/night events

- 300 €/h daily rate
- 200 €/h nightly rate
- 400 €/h daily+nightly rate

Event package

Builds on previous package and adds catering

- structure package + catering
- cost of catering:
 - large event: 950 € (50 people)
 - small event: 500 € (20 people)



Packages – other

Meeting package

Use of private rooms for meetings

- private room = 10 €/h (50 €/day)

Promotion package

Possibility of advertisement on the flexible walls of the space

- 100 € / mq / month



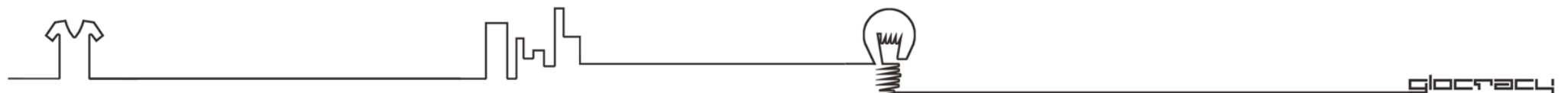
Timeline

Advancements from last meeting:

- package offer
- new space concept

Coming soon:

- 1st August – Final report: Part I complete drafts
- 1st August – Space concept: near final draft (model)
- 15th August – Final Market analysis
- 1st September – Final report: Part II and Part III drafts
- 1st September – Space concept: final draft (video)
- 1st October – Final report: near final draft



Thank you.

