FRIEDE MANN SCHABER VEHICLE DESIGN RESEARCH

The tacit knowledge of material, and the dexterity and skill of makers have an impact across many industries. Focusing on a particular material and trade, the research aims to shed light on the contribution of design in the transformation of the contracted British shoe and leather industry. The interactions of designers and digitally skilled makers with London livery companies, Northampton shoemakers, Walsall saddlers and Scottish tanneries producing automotive leather will be highlighted. Modern technology is greatly expected to have an effect on material choice, scale and the location where manufacturing can now take place, here, direct digital manufacture and customisation of products, such as leather goods. Questions would be addressed to Post Industrial Manufacturing Systems that stress the issues of authenticity, authorship and control-traditionally associated with craftsmanship. Makers that tackle both will be conscious of the difference in technique and user perception. The embedding of digital skills and processes in a traditional industry is probed in the form of artefacts and qualified by feedback from designers, technologists and company partners.

