



**Report on the Caribbean Export/Caribbean Design Network
2nd Product Development & Creative Workshop
August 11-12, 2009, Barbados**

Introduction/Background

The overall goal of the Caribbean Design Network/Onsite Caribbean Project is to increase the competitiveness of micro and small sized enterprises in the region through the development of export-ready craft collections and to launch and promote these collections in regional and international markets.

The specific objectives are:

- To develop, under the aegis of a regional design team and international experts, a combined export-ready product collection that is both contemporary, and, reflective of the history and specialized skills of the region.
- To strengthen the capacity of the group for export. The focus of the work will be production specialization for companies, the creation of market-adapted designs and quality product and/or process innovation, the promotion of joint design process through creative workshops, and, to provide access to external markets, specifically a product launch at the January 2010 Maison et Objet show in France.
- To work in collaboration with the re-branded Caribbean Gift and Craft Show (CGCS) to showcase these new product collections at the 2010 CGCS.

Workshop Objectives

The objectives of the two-day Product Development/Creative Workshop (the second in the series) were to:

- Review and analyze the research findings of companies undertaken by members of the regional design team;
- Identify and confirm companies to be included in the project and launch at the trade show Maison et Objet in January 2010 Paris;
- Evaluate and analyze benchmarks, design inputs and deficits, ecological aspects, and, potential for market entry;
- Confirm concept drivers for the collection and develop methodologies for prototype creation through creative workshop activities;
- Create a detailed work plan for the product development activities under the next phase of the project.

Participants

A total of 9 participants including the consultant Patty Johnson were involved in this workshop. Four participants were from government agencies; three were from the private sector; one represented civil society; and of this total, five were women.

The workshop was opened by. Philip Williams, Executive Director, Caribbean Export Development Agency and was attended by a representative of the Barbados Community College, Fine Arts Division, and, Head of Design, Barbados Investment Development Corporation, as well as media representatives from Barbados.

Participant details are as follows:

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Research Presentations

Each of the regional designers presented their research findings on companies, materials, techniques and processes during the two-day work session. Primarily, these presentations formed the basis for the analysis and confirmation of companies, groups and enterprises for inclusion in the product development phase of the project. Secondly, the overview of materials, processes and typologies were analyzed to guide product development and to create concept drivers for the collection.

Patty Johnson provided a review of product development activities to date in Jamaica with the Authentic Jamaican Gift and Craft Cluster and Jamaica Business Development Centre.

32 companies, enterprises, communities and producers from Dominica, St. Lucia, St. Vincent and the Grenadines, Trinidad and Tobago, Haiti, Belize and the Bahamas were identified and confirmed as participants in the Product Development Phase and Launch at Maison et Objet in January 2010. In addition, two national projects – one in Barbados and one in Jamaica represent another 29 companies or enterprises for a total of 61. Of these 61, 35 have women as head of the company, sole proprietor/producer, or, main contact on the project.

Table 1 shows the companies by region and coordinating designer.

Table 1

Name of Designer	Country	Companies
Patty Johnson, Philip Marshall, Stella Hackett	Barbados	Luna Designs <i>BIDC Companies</i> Painted Earth Avark Exclusive Cottons Ayissa Textiles Harwood Woodworks Red Clay Pottery Earthworks Botanicals Hamilton Pottery Chalky Mount Pottery

Patty Johnson; Lisa Callender	Jamaica	Nanny of the Maroons Traditional Craft JBDC Authentic Gift and Craft Cluster Philip Supersad Jag Mehta David Pinto Everard Powell Gene Pearson Michael Layne Ma Lou
Patty Johnson	Guyana	Liana Cane Interiors Wai Wai Community
	Belize	Medinas Furniture
Andy Manley	St. Lucia	Adam Azaire Kuumba Designs Irene Alphonse
	Dominica	Caribbean Creative Kalinago Community
	St. Vincent	Finishing and Furnishing
Lesley Anne Noel	Trinidad and Tobago	Robert Young Enterprise Chiaguanas Ken Forde Ajoupa Pottery Bishan Persad Lucia Joseph
	Bahamas	Coil Baskets and Raffia Contemporary Motif Baskets
Cassandre Mehu, Hansie Duvivier	Haiti	Jean Paul Sylvaince Craft Work Shop La Fleur Produit Pailletes Marielle Cassandre Mehu + Hansie Duvivier Paradis des Indien La Boite a Musique Coop fond des Blanc

		Garry Pierre Charles Patrick Mourra Ronald Larrate
Lisa Callender	Other Research	All companies

Results/Outcome

The designers and advisors participating in this seminar and planning meeting have developed:

- A detailed work plan for the implementation of the design and craft product development phase of the project see Appendix 1.
- Methodologies and concept drivers for product development activities with the companies and producers across the region identified in this report.
- A greater understanding of product benchmarks, current market demands, historical precedent, ecological issues in product design and criteria for an international product launch, and, how to incorporate these in product development activities.
- New creative strategies for product development that include the use of indigenous materials, the evaluation of traditional processes, building of regional design identities, the participation of indigenous communities, and, a design process that is collection based and design led.

Next Steps

The regional design team will oversee product development with the companies listed at Table 1 in the Bahamas, Haiti, Dominica, St. Vincent and the Grenadines, St. Lucia, Trinidad and Tobago, and Jamaica. TFO Associate Patty Johnson will supervise this coordinated effort while working concurrently on pending product development projects in Barbados, Jamaica and Guyana. In addition, Patty Johnson will work on product development in Belize.

The group will meet for two more 2 or 3 day sessions between September and December 2009 to review research, analyze data and develop the new product collection. During the research and prototyping phases, the group will communicate by email and phone and

will make use of forum and file sharing functions on the new Caribbean Design Network website <http://www.acuteinnovation.com/CDI/> to communicate and post findings. The design team will also make a study visit to Maison et Objet in September 2009 and will participate in the planning and implementation of the launch at the same trade show in January 2010.

Project Timeline

May 2009	CDN Session 1	Project Intro Company Identification
June 2009	Design Team Research Phase	Information gathering
July/August 2009	CDN Session 2	Research Presentations by Designers Concept Development Workshop Final Company selection Product Development Brainstorming
September 2009		Letters of Invitation to Companies
August to September 2009	Design Team works with companies, producers and groups	First round of prototyping
September 4 – 8 2009		Study Trip to Maison
October 2009	CDN Session 3	Models and Samples Analysis and Critique of Collection to date Planning for Final Prototyping
November 2009		Finished Product Lines Photography Final Graphic Design + Promotional

		Materials
November/December 2009	CDN Session 4	Review of Product Collection; Final Planning for Installation
December/January 2009		Media Promotion Design Installation Launch Logistics Shipping
January 22, 2010	MAISON ET OBJECT	Launch

August 27, 2009