



*Highlight*

## Alice in Wonderland

*Discover an entire new world, where everywhere is messy and without labels. A world full of magic, mistery and treasures: they're waiting for you.*

### Change of Pace

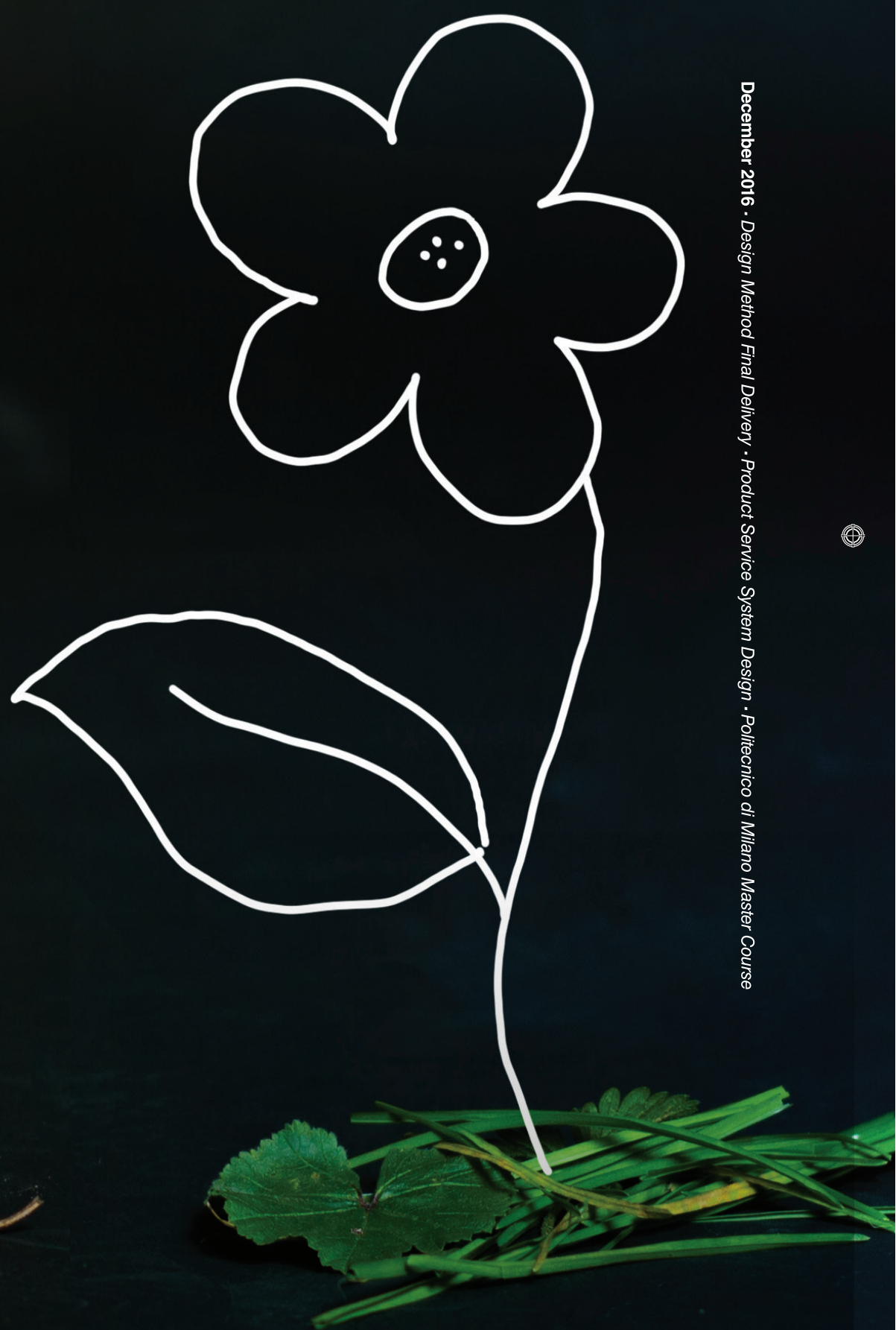
*We're not really into the so-called environment of the "urban jungle". Our will is to explore, to evade, to establish friendships. Trip with a bonus!*

### Digital Storytelling

*Products can talk and they can tell you their story. Do you believe in this crazy statement? You have to. Future isn't far away, it's right behind your door.*

### Skill Thrill

*Imagine a crafting school where you can fulfill your desires, becoming a skilled artisan without serious and boring lesson.*



December 2016 • Design Method Final Delivery • Product Service System Design • Politecnico di Milano Master Course



# SEEDS OF REBIRTH

How traditional shops can overcome their problems and redefine their identity without losing the important values that help them to shine through?

# SEEDS OF REBIRTH

The journey to have a new and different perspective towards traditional shops started with all of us going around and looking for things, the things which were already there for years but overlooked by us.



**D**o you remember the last time you got a pair of shoes resoled and polished? Do you buy your meat at a butcher and let them explain you how to prepare it or do you go to the nearest supermarket and google a recipe? Do you know where the dairy in the cheese you buy comes from? Probably not, and unfortunately you're not alone.

It is no wonder that in the age of the modern rush, the slow experience of visiting a small traditional shop has become a rarity. We are too busy to take the time, too alienated to engage in small talk and too efficiency-oriented to pay for quality. Yet in the effort to get the best possible in the most convenient way, we are overlooking the local establishments who have mastered this art long ago.

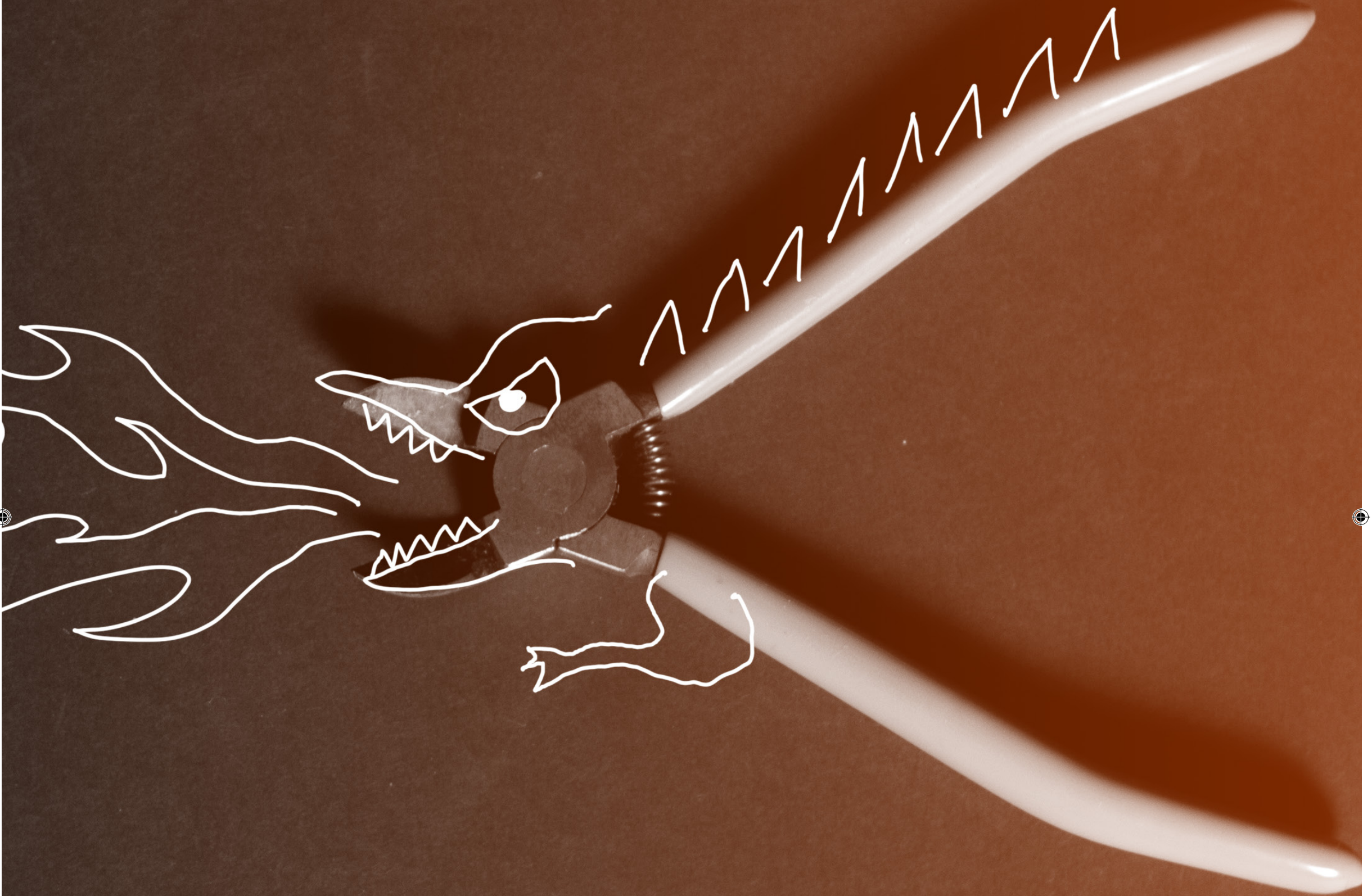
After all, what makes more sense than purchasing a high quality artisan product, from someone who knows their trade and will make sure you'll get the best use out of it because they genuinely care? Sure, Amazon's customer service may be able to help you via online chat from your sofa, but no one is as skilled as the person who's been mastering their domain for 50 years and know all their customers on first name basis. So why do we no longer pay skilled craftsmen the respect (and money) they deserve?

A group of international designers based in Milan decided to take this matter into their hands and address this issue.

With the help of analysis tools derived from the design world, they have applied their methodology called design thinking to comprehend the different factors influencing our consumption habits and detected trends which could be utilized or subverted in order to shift the way we perceive traditional shops nowadays.

They have created four different scenarios that reimagine the ways in which we engage with craftsmanship. In this issue of the Beard Protectors magazine, we will introduce you the designers' visions for the future of traditional shops and craftsmanship and will present some of the relating examples that inspired them the most.

- When attempting to augment the experience traditional shops offer, the natural urge is to introduce them into the 21st century. But what if the desired experience is already there? Isn't a shop that reeks the smell of freshness, looks like your memories and feels like a warm welcome already interactive? Clearly, technology is not the solution in this case. Alice in Wonderland connects you to the roots and takes you on an adventure instead of patching on apps.
- Change of pace invites coworkers to embark on an adventure to a workshop outside the concrete jungle and bond over the challenge of learning a new craft. Treat your boredom with an injection of creativity and the excitement of trying something new. By the end of it you won't only have gained a new skill, but a memory in the form of a handmade artefact that will always remind you that just like a craftsman, you can be the master of your trade.
- What if artisan products could tell their own story? Digital storytelling introduces futuristic technologies to revive the past. Augmented reality tools are utilized to bring the history of traditional craftsmanship alive by allowing the products to express themselves virtually. By complementing the analog experience of traditional shops digitally, digital storytelling makes both the visit to the traditional shop and the use of the acquired objects a meaningful experience.
- Skill Thrill not only teaches teenagers to think outside the box, but how to make it themselves and sell it too! Once a week after school your kid is invited to become a CraftKid and join a team of skilled craftsmen and women in a local workshop of their choice. Unlike the conventional classroom, they will learn by doing and be engaged in every aspect of the trade; from ordering supplies, to manufacturing and sale, they are encouraged to take the responsibility and initiative they are lacking in their daily lives.





# ALICE IN WONDERLAND

In wonderland, there aren't any rules, no definite rights and wrongs, Alice just goes on her adventure randomly. Her adventures are detached from everything she knows. That's what we want to offer to our customers in our scenario: the moment you open the door of our shop, it will seem as though you enter a wonderland designed especially for you, your friends or your relatives. Forget what you know about traditional shops and step into a world of hidden treasures. Here you won't find a tidy little space with everything in place, labelled and clusterized. No, you need to immerse yourself in the experience, exploration is the key. And that's the beauty of it. You get a chance which you will never get again – to start afresh, to learn everything all over again, to grow, to live in a world without rules. Enjoy this journey into the magical world of traditional craft and the discoveries you will make on the way: you'll feel better, believe me. A little wonderland similar to our scenario already exists in Venice, a place full of history, magic and ancient traditions. Imagine stepping into an unseemingly shop and bumping into a full sized gondola overflowing with old-fashioned and attractive bo-

oks. This is exactly what it's like in the Liberia Acquata Alta, a bookstore that was designed to deal with constant floodings by placing the books on unconventional shelves: Boats, bathtubs and tanks which keep the huge selection of new and used books safe from the high water of Venice. In addition, the books have been turned into furniture themselves and are used as chairs, tables and even giant and crazy staircases. Mixed books with ancient smells, the random arrangement, squeaky staircases, lazy cats lying around, the ambience and atmosphere all contribute to making this place fascinating and mysterious, a new world where you can spend hours and hours of your free time, involving your mind in a out-of-world environment. Pick out a book from a bathtub, sit next to a cat outside on a staple of magazines, and let the canal's water gently splash against your feet. Please, dear reader, stop searching for a fantastic Wonderland that maybe you can never reach. Think about it: it can be the shop nearby or the traditional grocery in front of your grandpa's house.

Jia Miao

## ONE MILLION STORIES

There's a traditional shop in Paris, called "One million lost photographs". It has no brand identity, no refined interiors nor is there a beautiful girl behind the cashier's till. When you enter the place, you dive into a chamber of ancient memories in the form of polaroid and photos, collectively piled on the floor, without labelling, clusterization or anything that can give a structure to this beautiful and eye-catching mess. Antoine, the old man who owns the shop, said that a lot of people step into his shop, losing themselves for almost three hours looking at the photographs on the floor. It's like an entire new experience set apart from the crowded alley of Montmartre, where you can look through some imaginary windows facing the ancient world depicted on the polaroids. Despite the messy appearance and the not-so-fashionable look of the owner Antoine, "One million lost photographs" is one of the most famous traditional shop in Paris, France.

Matteo Marzorati



One Million Lost Photographs, courtesy of MessyNessy.com

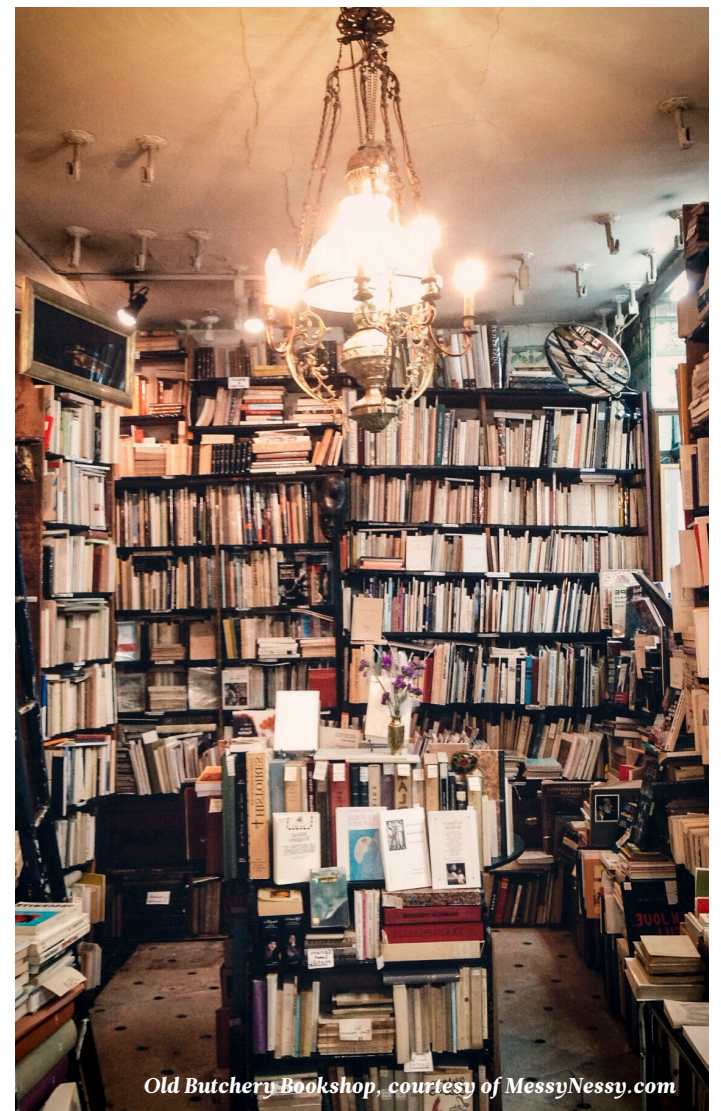
Nowadays, the shopping experience occurs in a very fast and organized way, with a precise plan in our mind: which shops we want to visit, in which order, which is the fastest way to reach them, which items we need, without savouring the pleasure of a slow, curious and “discovering” experience, in a little shop suitable for few people. In fact, most of times people are in a hurry, enter quickly into the stores, follow the directions towards the right compartment, look for their necessary stuff, buy them and immediately dash out to another place, because probably they will have others commitments. The role of shop assistants is moreover not so indispensable, because we already know what we need and the products’ collocation is very clear; furthermore, with the online shops and automatic cash registers shop assistant is totally disappeared! In the municipality of Trento, in a small city called Rovereto, a little and ancient shop, Lazzeri, seems to go counter current, against this hurry, against these perfect stores’ products dispositions, against the superficial and useless role of shop owners. Indeed, it happens that tourists and passers-by stop in front of Lazzeri’s window shop, literally enchanted by the singular view, forgetting about their daily business. Venturing into this store, you find yourself suddenly

surrounded by a great amount of items, of every kind, for every aim, some of which never seen before, others with an expected and unknown use. These objects seem staring at you, motionless, each with a story and with a mate near itself, almost stuck to it, but also in a precarious balance, as in a domino. How long, do you think, to place them all in this incredible and crazy positions! Approaching the desk, immersing more and more in this charming but also restless atmosphere, you discover that, behind this entire exhibition, there is only one responsible: Paola Lazzeri and her family. She inherited an appliance store from his father and turned it in a real Wunderkammer, in an odd and original experience, in which it is a pleasure being lost, surprised and fascinated by this apparently confusion. Everyone suggests the store’s visit, which becomes more intriguing when you ask something to Paola and in a second, she finds the product you are looking for! For her, maybe, it is a special order. For us, it is an unexpected bunch of accessories! In this case, anyway, the role of shop assistant is necessary and becomes like a museum guide; otherwise, it results impossible to find every items you want.

Livia Failoni



Photo taken inside Lazzeri, courtesy to Rovereto.com website



Old Butchery Bookshop, courtesy of MessyNessy.com

## TWO WORLDS COLLIDE

On the longest street in Paris, at the edge of the Luxembourg Gardens, hides a bookshop that often goes amiss by the common tourists visiting the city, called Old Butchery Bookshop. Above the windows and the entrance, tucked away in the nooks of the facade, you will find ornamental bull heads, indicating that the tiny corner shop underneath hasn’t always been selling books: it used to be a butcher.

The shop’s current owner is Madame Josée Comte-Bécalu, who acts as a guardian for out-of-print and first edition books on 20th century poetry, literature and art. She opens the shop every day after lunch until midnight, catering to nocturnal literary hunters that might come inside. The old bookshop is a beautiful mess: you can even find the old butcher’s meat hooks hanging from the ceiling, hidden between the huge amounts of old books on old black shelves, and the candles that allow you to dive into the historic atmosphere. Keep your head up, my dear tourist: the best shops are sometimes hidden!

Matteo Marzorati

## JOIN THE HUNT

Free Art Friday is a global art movement started by British street artist My Dog Sighs. The movement expresses itself in locally organized art treasure hunts. FAF events can be found all over the globe and are usually organized by local street artists or enthusiasts. The events are promoted on social media: a location and a date are published, which serves both as an invitation for art lovers and as a call for submissions. Artists both local and international can chose to participate. On the predetermined date, the art pieces are then hidden all over the chosen city, accompanied by a tag that declares each item as free art to keep and enjoy. Finally, the public is invited to go on a treasure hunt to find the hidden pieces; if they do discover one, they are encouraged to share it on social media as a way to connect with the artists. Free Art Friday’s evolution from individual initiative to global movement is living proof of how an Alice-in-Wonderland-like adventure can be a successful and desirable experience. You never know what you will find, yet whatever it is, you will value it thanks to the adventure on which you went to find it.

Larissa Weiner



Photograph by Vivicreativo.com for Libreria Acqua Alta, taken in Venice, august 2015

# CHANGE OF PACE

Many people would agree that a crowded and polluted city is not the best place to settle down, due to health risks, stress, anger and apathy. Psychologists partially agree with these statements, suggesting that occasional changes in the environment could be beneficial. Yet so many people work everyday in the same office, in the same grey building between the same white walls. This environment can drive you crazy, whether you are a person who likes the hyper-stimulating city life or come from the tranquil countryside: the strict routine, the feeling that you are doing something totally abstract and useless will eventually require a change of pace. Employees often tackle this issue from the wrong direction by imposing teambuilding activities that many of their workers might not feel comfortable with. Instead of breaking the routine by doing something everyone can enjoy together, they force them to do something they enjoy even less: exercise. The road to sweating in public is paved with teambuilding intentions, but many would prefer to bond next to the water cooler and not while wearing tights. Sick and tired of the same old lame “bonding activities”, a group of people decided to finally break the mold and founded the UK-based international agency named “The TeamBuilding Company”.

Since its establishment in 2015, The TeamBuilding Company have been helping companies to plan unique one-day trips for coworkers. They offer a variety short getaways in three main categories: Outdoor Events, Indoor Events and Evening Events (apparently, you can even go to the disco with your colleagues and getting drunk with them!). The most interesting activities are – for our research sake – the indoor ones: the indoor event packs offer anything from visiting enigma Rooms through creative seminars and craft workshop. The craft activities are particularly sought after because they allow the participants to create something with their own hands, which is very different from their everyday office life. This trend of craft something with your hands is constantly growing in a world where a computer, sometimes, is the only interface to knowledge and reality. “Change of pace” is all about raising the awareness on the crafting phenomena, pushing businessman and workers “among-the-white-walls” to improve their relationship with their colleagues. crafting something for their desk in a one-day-trip away from the city. You will enjoy your trip, finally, without wearing tights or sweating a lot. Have a good teambuilding activity!

Matteo Marzorati



## LEAVING A TRACE

When you play an instrument such as a trumpet, the drums or the violin, for the first time, you may manage to produce a single note, but only a lot of practice will turn you into a real virtuoso. After all, who has the time to learn how to play an instrument without a tutor? The individual training tools provided by Metalog, will show you how to get the most out of your instrument. Metalog is a German company specialized in developing experiential learning materials. They believe that people need emotions and relationships in order to learn. Their tools turn theoretical concepts such as communication, leadership, teamwork and sales training into a multisensory, multilayered learning experience. The tools themselves help to create a space for enjoyable learning and allows you to develop the learning experience you always dreamed of.

Cristina Tamburello





Photograph by Valdifassa.com for Malga Aloch, june 2014

## FEELING HEIDI

After walking on steep trails, smelling the fragrance of pines, hearing forest sounds, through trees' shadows, you will finally find yourself in an open and sunny glade, isolated from the surrounding villages, which seem so far from this enchanted reality. A small and cosy hut rises in the middle of this magic environment, encircled by mountains, surrounded by green fields, with the sound of animal calls and a light breeze, caressing your skin.

In this hospitable place, called Malga Aloch, it is possible to taste traditional dishes belonging to the customs of Fassa valley, while savouring an emotional and breath-taking landscape, over the whole valley with the stone giants observing you. But that's not everything. If you want to get close to this charming, uncontaminated world, you can not only attend but also participate actively in some ancient traditional activities, such as milking the cows, transforming milk into cheese, cooking apple strudels, and stirring polenta... And at the end, you can enjoy and be satisfied with your work.

If you want to escape from the grey city, from the boring and asphyxiated working places, to forget about the stressful routine and to get in touch with nature, pure air and old traditions then this is the perfect place!

Livia Failoni



Courtesy by Drum Circles Group, Seye Mbebe Photography

## RHYTHM IS EVERYTHING

Drum Circles are a leading trend in corporate team building sessions these days. This is a process where you are handed some drums and an instructor teaches you basic techniques and beats. Then you have to play in a group, usually in a circular sitting arrangement, feeling together the power of music.

People who tried this activity said that is a very strange but powerful sensation, playing drums with their colleagues, smiling at each other and living music's vibes.

The aim is to learn to be in a synchronisation with each other, and gain understanding and consideration for others. The drum circle gives you an experience of being a drummer for the duration of the session, leaving you with some practical skills.

Similar techniques can be used in a corporate session to create an experience and transmit knowledge surrounding artisans and traditional processing methods, making people part of the artisan's processes for a day or so.

Suyog Sunil Risbud



Courtesy of Valdifassa.com website



# DIGITAL STORYTELLING

IBM's new augmented reality app allows shoppers to access real time product details and promotions while in store. Users can simply scan a shelf of products with their smart phone, and the application will display relevant product information, comparisons and promotions in all the major chains out there. It can also rank the products based on different criteria such as price or nutritional values. Alternatively, one can enter features they're looking for in a specific item, and capture the available products with the smartphone's camera; the app will then point out the items that meet those criteria and reveal relevant coupons. The augmented reality app not only allows the shoppers to make more informed decisions but also helps retailers to better connect with their customers coming into the shop. The app can give marketers a deeper insight to the consumption habits that could transform business practices into something different. For example: learning which isles see the most traffic could result in changing the store's layout

and composition, bringing benefit to customers, brands, retailers and chains.

We can see that the merging of the physical and virtual experiences allow the retailers to cater more precisely to people's needs.

While IBM's app doesn't augment reality, it does effectively augment the user's experience; it combines the comprehensive information available for online shopping with the tangibility of products in a physical store, mixing them together in a unique way that no one have seen before.

The result is a holistic experience that could not be experienced in the converse situation; physical products cannot be 'sensed' while online shopping from home or wherever you want.

Therefore, by integrating the wealth of information available to online shoppers with the immediacy of the physical products in store, IBM's app allows physical stores to regain the lost advantage against online retailers and other competitors.

Larissa Weiner

## A SIXTH SENSE

Sixth Sense is a technology developed by product designer Pranav Mistry in 2009. Its key feature is providing information about products in real time. When used, the technology reads the barcode of the product and extracts all relevant information such as contents and review from the internet.

The data is projected on the product surface itself with the help of the projector in the system. It is a very neat and hassle free way to display the information while shopping.

This way people know about products more than usual and they can make better choices. This kind of system could be utilized in a traditional shop to showcase information about artisan products. It could share the craft journey in a virtual way and will enhance the shopping experience as well as the awareness regarding the artisans and their traditional ways.

Suyog Sunil Risbud



**H**ow can digital technology change the way people interact with food, inform us about its origins and characteristics, and promote more informed consumption habits for people going in the shops?

Every product has a story to tell but it reaches the consumer in a fragmented way. Showcasing products' quality and features has always been the role of the seller; this is especially true when it comes to grocery shopping, where the origin of the product itself determine the cost, the quality and the entire process of preservation and delivery.

The Carlo Ratti design firm proposes "The Future Food District" – a proposal of how technology could modernize the food shopping experience. It focuses on the ways people make choices and interact with the products, connecting this idea with new trends such as big data's and augmented reality.

They believe that while all the information is available, it's not necessarily accessible. If all the facts of a pro-

duct are clearly displayed in front of people as they're browsing, it could influence their buying choices, which in turn could have a huge impact on what people consume.

Future Food District invites people to interact with and purchase from a variety of 1,500 products which are displayed on large interactive tables.

Underneath them, you can find digital mirrors that showcase information about the origins, ingredients and manufacturing of the foods.

The 2,500 square meter warehouse-style space is equipped with mechanical arms that spray paint colorful data, which is generated via a computer and fed into the "Vertical Plotter."

There are also exhibition rooms that delve further into consumer's relationships with supply chains, in addition to the "Classroom of the Future," which will "host the young citizens of tomorrow in a space in which to interact and learn."

Cristina Tamburello



Coop Future Food District, courtesy of EXPO2015 website



Coop Future Food District, courtesy of EXPO2015 website

## THE ART INSIDE

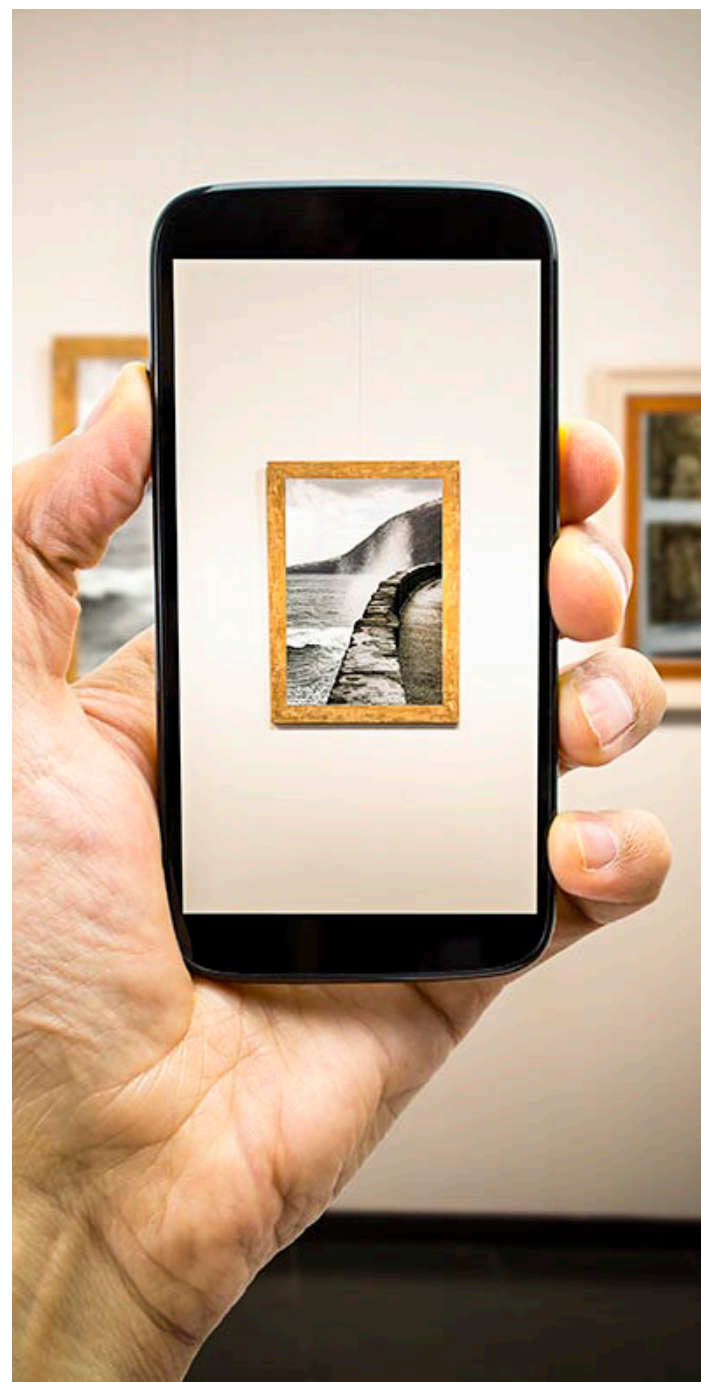
The MoMA app it designed to both complement the visit to the Museum of Modern Art and to be enjoyed separately.

It offers useful information such as upcoming events, exhibitions and film screenings, a map and a directory of the museum's collections. The highlight of the app though, is the bonus content and the personal tools.

Visitors can listen to commentary about the exhibitions and collections from different artists and curators, which one would not be able to meet or hear otherwise. The app also allows you to create a personal collection of media and artwork. This feature could be used to plan a visit or to save favorites for later.

The MoMA app is a prime example for how enabling digital access to information about an analogue environment can allow people to personalize and enhance their experience, and make it more valuable.

Larissa Weiner



## THE TALKING HANGER

TeamLabHanger is the name of a revolutionary project made in Japan: created by TeamLab in 2010, it is an interactive hanger, which is equipped with a sensor that records the movements of the hanging products and clothes.

When the customer takes the item off the hanger, a screen in the store automatically begins to show images and videos related to the product, presenting a range of information, from basic (price, brand, line, materials...) through the very intricate (type of business, operations, brand values, ...) to the most commercial (cross-selling, ...). This experience is complemented by light effects, sounds and shifting color palette.

The reasoning behind this project is the natural subconscious desire to know and to discover more about something, in the right moment when you take it into your hands.

Products are more appealing when different information is revealed naturally just from the simple act of picking the item up, which becomes a more enjoyable, attractive and fun interaction than the usual ones.

Livia Failoni

# SKILL THRILL

**K**idZania is a theme park with franchises all around the world. It is an indoor theme park for kids in which they can learn about various professions in a playful way. Children aged 4 to 12 can role-play nearly 100 traditional as well as modern adult jobs (doctor, policeman, pilot, chef, etc.) in an indoor make-believe city along with their parents. They get to experience and learn about the professions. At the same time they get paid with KidZania currency for the work, which they can use within the compound for entertainment, giving them a complete experience of being adults and more than that giving awareness of earning and saving money if you want to spend it for better things, objects or services. Practical teaching methods like the one used in KidZania are considered to be more efficient and authentic, as knowledge given by practical exercises stays in the mind of kids for a longer period. This game-oriented concept could be used to introduce and engage children in traditional artisan processing methods. They would gain a stronger perspective regarding such professions and shops, and increase the awareness regarding traditions and craftsmanship over time. The potential increase in interest and demand might encourage artisans to adopt modern marketing methods

which could further their businesses. This will result as a fuel to keep traditions going as kids of today are the youth of tomorrow and this is a great power we must not ignore. If you teach kids something new at the very young age, it stays with them forever, always with them! If you create importance about artisans and traditional ways, they will remember it for a long time and they will never neglect or ignore it. This way we can restore the importance of traditional shop. At the same time parents should also support it. Places like KidZania can also make parents learn the importance and if they also start supporting it you will have a greater impact. It is not just a theme park just to have enjoyment but a place where a bigger moment can begin. If planned well it can deliver a bigger message not only about traditions but also about the environmental issues and other things which are equally important. So a well-planned place where kids as well as parents can learn and cherish the things like traditions will be a great help not only to traditional shops but also to a brighter future of youth.

Suyog Sunil Risbud



## REVIVE THE MAKERS

The journey between having an idea and creating something new is magical. It could be about expressing yourself, testing yourself or simply doing something no one ever did before. What you need is a safe zone to ideate and have access to the right tools, A place where the ability to think and solve problems leads to new ideas; Where people from different walks of life can come together to make something unique and beautiful; Where knowledge is shared freely and collaboration is more than just a word. Where failure only leads to better ideas. Get your hands dirty and make your ideas happen is the motto of “Makerspace”, a community based in Mumbai and Delhi which allows collaborative ideation by providing artists, engineers, musicians, doctors, architects and hobbyists with the tools, technology and space to collaborate and fuel the spark of Innovation. For hobbyists, it's a place to play. For hardware entrepreneurs, it's easy access to tools, technology and talent to prototype their ideas. For problem solvers, it's a space to exchange ideas with other like-and unlike-minded folks who share your passion.

Cristina Tamburello





## CRAFTING FUTURE

While most people are highly impressed by the exquisite artefacts presented in traditional shops and might even wonder how these could possibly have been handmade, very few of us actually take the time to appreciate and learn about the great efforts which have gone into making them.

Five US craft schools have teamed up to pay traditional craftsmanship the tribute it deserves. They created a nation-wide craft school program with a course catalogue that ranges from one-time sessions to two-week workshops. Everyone is welcome to participate, regardless of experience, skill and knowledge.

The teaching is practical and supervised by professionals. The Craft Schools have been successful partially thanks to the residency program which has encouraged craftsmen to settle in areas surrounding the schools to support the learning efforts, making the craft school experience even more thought-provoking and inspirational.

Jia Miao



## DIFFERENT SCHOOLS

In a globalized economy, the pressure to succeed can start as soon as the school years. The struggle to succeed can deprive many children from enjoying their childhood. But there is one school that isn't like that - Tridha.

At Tridha, music and art are combined with science, math and English, to help students reach a deeper understanding of relative concepts. This is complimented by daily hands-on experiences. At this school, boys and girls all wear the same short cotton kurta uniform, and get to experience and try handwork, dance, music, gardening, cooking, carpentry and other interesting handwork.

Tridha follows the Steiner curriculum which leads the students towards the IGCSE examinations which are covered along with other specialized subjects.

Jia Miao



Courtesy of Bart Seigall, Flickr.com

# Design method

*CdLM Product Service System Design  
A.Y. 2016/2017*

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