

Title: Teixidors: a case study of responsible design and industry

Authors: Clio Padovani, Designer & Dr Paul Whittaker, Associate Dean (Education), Faculty of Business and Law, University of Southampton.

This presentation provides a snapshot of a small industrial scale European company that unlike many of its competitors adds value not through process innovation and design concept but the emotional appeal of textiles characterised by the ethics of a social project.

The case study focuses on Teixidors, a weaving cooperative with the vision to improve social integration for adults with learning difficulties. Centred on home and fashion accessories, the products benefit from artisan practices, tools and attitudes but most importantly, from the humanity of the maker.

The case study explores the role of hand skills and the value of process in contemporary textiles with particular reference to their interface with sustainability and ethics in industry practices. We demonstrate how value in society can be enhanced by retaining local, traditional skills, describing an expanded context for sustainability.

Key words: textiles, Teixidors, sustainability, ethics, emotional design