

Ashley Hall

PhD: Translocation of manufacturing in experimental collaborative interdisciplinary design projects and digital-physical media design processes

The PhD proposal aims to investigate models for international industrial design & production collaborations.

The first model is the 'remote manufacturing' model that has developed apace as design and production continues to globalise. This is particularly common for UK industrial designers who work remotely with manufacturers across the globe aided by increasingly sophisticated digital tools and communication.

A second model is currently evolving in developing economies to encourage design and manufacture for export. This paradigm requires the evolution of design processes and skills that seek to leverage local making skills to connect with advanced western markets. Commercialization and market demands necessarily inform the creative outlook. The developing economies model is an experimental one that is being pioneered through the RCA-UTS-KNUST GoGlobal project.

Cross cultural communication, the technology of communication and digital-physical creative media processes are relevant in such models and the comparison of techniques and case studies provide valuable information for socio economic development for both western and developing economies.

Format: Project based PhD composed of two main elements.

The written element will consider the wider issues affecting designing for developing economies and the evolution of remote manufacturing in the west. It will include a literature review, historical contextualisation, case studies and creative process models.

The practical element will comprise my own new design projects that explore such models.

Primary research questions:

1. How can the creative design element be enhanced by cross-cultural working and translocation, and in what ways are designers of artefacts influenced by the use of remote digital-physical design methods?
2. How will future digital technologies affect the competitiveness and ability of emerging economies to engage in design?

Additional questions:

3. What are the new paradigms for the future socio-economic development of emerging economies for successful industrial production, and what are the lessons from history?
4. How can emerging economies industrialise in low carbon models and what are the metrics that can be adopted in context during development ?
5. How can these models improve the creative contribution and workplace qualities for design and making collaborators