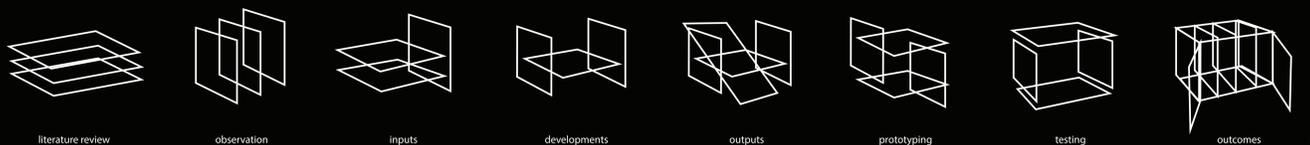


(r)evolution of the design culture in the Portuguese footwear industry:

Toolkit as an interface for diagnosis, prescription,
verification and validation



In the industrial context of footwear in Portugal, an empirical observation indicates that several of these companies tend to operate in a traditionalist and outdated way from a managerial and visionary point of view. It's argued that this operating mode tends to damage its development, success and productivity rates.

How can the design culture be an innovation tool capable of contributing to the overcoming of outdated management modes in the Portuguese footwear industry?

This investigation aims to demonstrate the co-creation process of a toolkit, as an interface for diagnosis, prescription, verification and validation of this tool in organizations. This tool emancipates companies so they can evolve the design culture, contributing to a multidisciplinary business management as a vehicle for innovative processes, products and/or organizations.

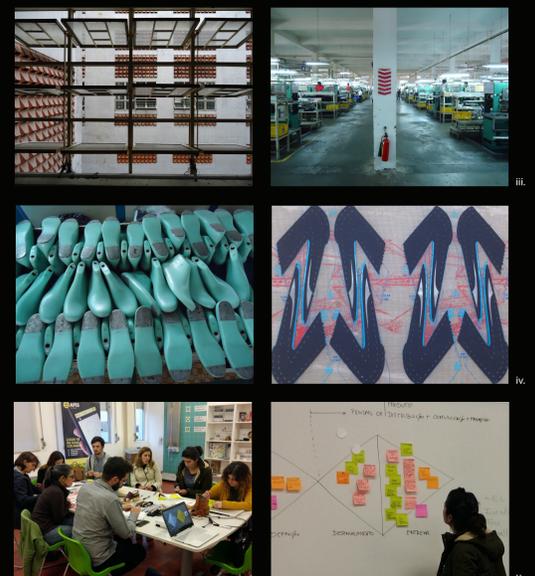
Research through design, in partnership with a multidisciplinary team, applied in the footwear sector, promoting the sharing of knowledge between industry and academia.

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Figures

i. detail of a collage process; ii. phases planning;
iii. where to do; iv. what to do; v. how to do.

Outcomes

Practical result of an artifact, toolkit/product/service, physical or digital, validated by the co-creation work;
+
Diagrams, texts and visual/audiovisual elements explaining the evolution of design culture in partner companies, through the replicability of the toolkit;
+
Publication of the study in a manual/catalog/book/website demonstrating good practices resulting from this investigation.

Images by the author

Acknowledgements

Research funded by Foundation for Science and Technology (FCT) - Grant: 2020.08088.BD;
ID+ Research Institute for Design, Media and Culture;
Prof. Heitor Alvelos (PhD in Design Director, Faculty of Fine Arts of the University of Porto).