

Made in Zanzibar: a jewellers perspective

HANSON, Maria <<http://orcid.org/0000-0002-6986-7441>>

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Made in Zanzibar: A jewellers perspective



Maria Hanson MA RCA
Reader – Jewellery & Metalwork
Sheffield Hallam University

Across Continents: adventures in and beyond contemporary jewellery

Wednesday 13th January 2016
School of Jewellery, Birmingham City University



Maria Hanson MA (RCA)

Reader – Jewellery & Metalwork
Programme Lead - MA /MFA Design
SIA - Sheffield Hallam University



- **Jeweller**
- **Silversmith**
- **Lecturer**
- **Researcher**
- **Writer**
- **Curator**

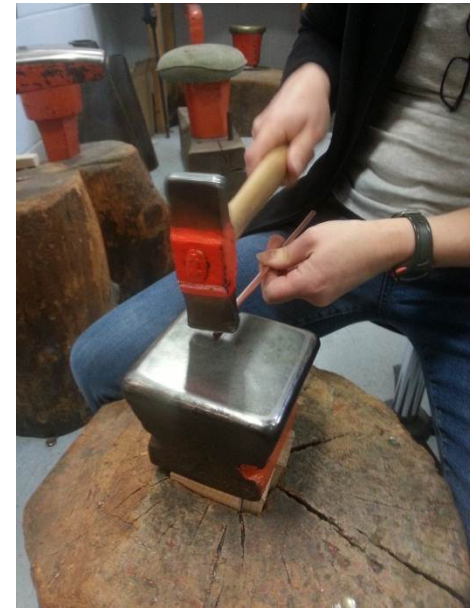
Neckpiece: 'Interlock # 3'

Silver and ribbon © 2004.

Purchased for a private collection in the UK.

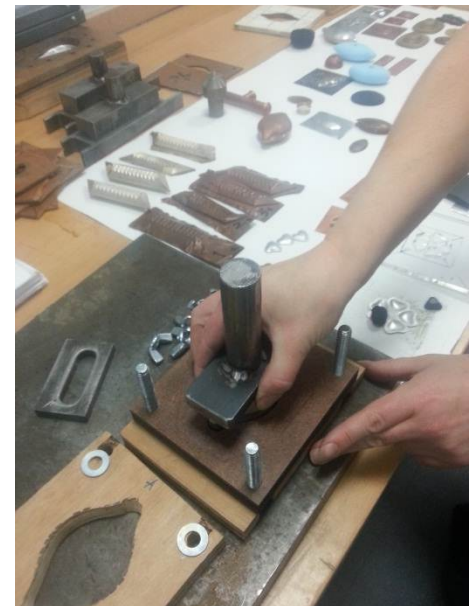
OUR FUTURE IS IN THE MAKING

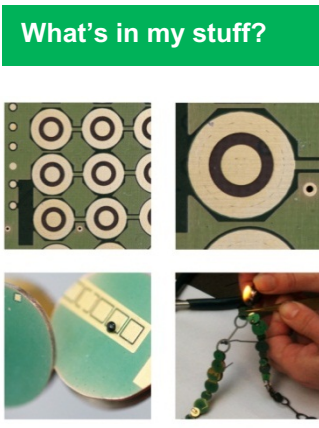
- Craft generates £3.4bn for the UK economy.
- It develops new ways of thinking
- Hands-on craft education has wide social and economic values.
- Craft is culturally important
- Craft is part of our history and a driver of our future.



“To know things you have to grow into them, and let them grow in you, so that they become part of who you are.”

(Ingold 2013)



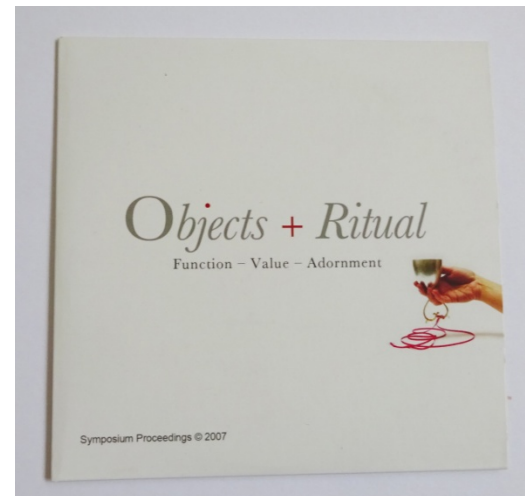


What's in my stuff?



How will you (craftspeople) make things that others will value, give a place in their intimate space and include in the rituals of their daily life?

(Unger 2007)



Possessions often remain profound, and usually the closer our relationships are with objects, the closer our relationships with people.

(Miller 2008)



As we navigate through our lives we often collect and keep mementoes, souvenirs and found objects that remind us of significant moments, times, places and experiences.





Empowering female artisan craft makers in Zanzibar through Design Thinking

Multidisciplinary research project

Maria Hanson

Reader - Jewellery & Metalwork

Melanie Levick-Parkin

Senior Lecturer - Service Design / Visual communication

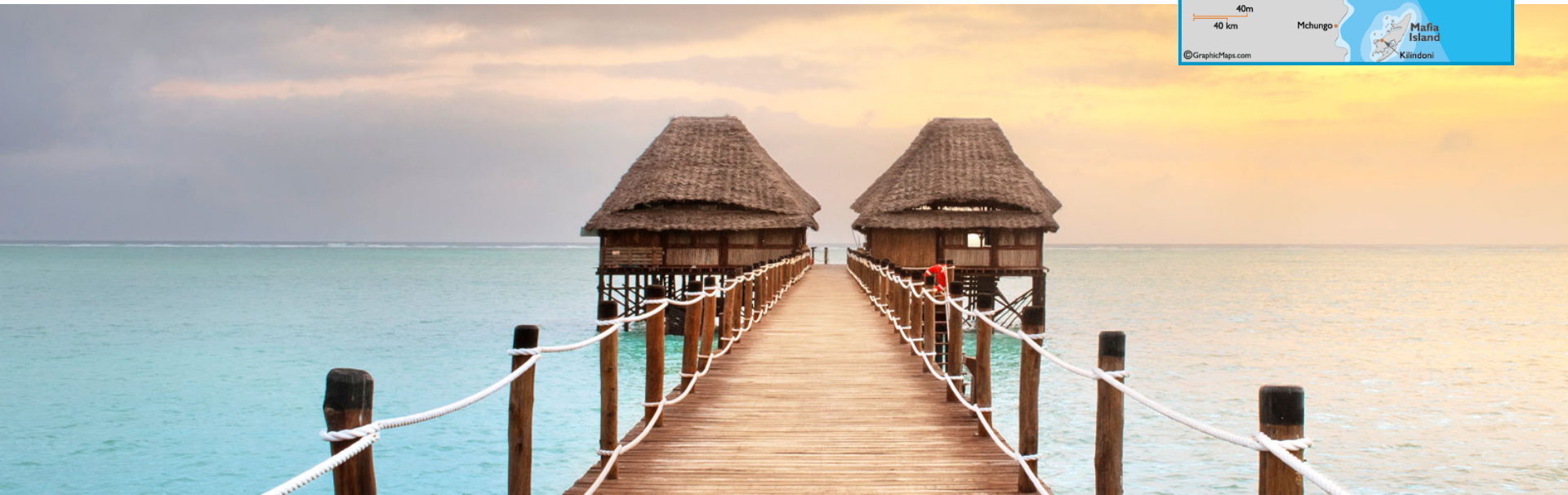
Dr Dorothea Meyer

Senior Lecturer - Tourism



International tourism has since the 1960's been viewed as a major contributor in the economic development for many less developed countries, (LDC's)

(OECD, 1967)



Why Zanzibar?

- Individual research interests / Existing knowledge
- Highly dependent on extremely fast growing tourism industry (over 40% of GDP and 70% of Exports)
- Tourists buy souvenirs to retain affective connectivity to the place and people they visit.
- Jewellery makes up 9% of the souvenir market in Zanzibar but less than 1% of jewellery is produced locally.
- Zanzibar has a rich and distinctive heritage of arts and crafts, but much of this heritage is unknown to visitors.

Orientation / Scoping - Field work: March 2014



- Understand the socio-cultural links and identity of crafted souvenirs and the practices of production.
- Identify barriers and creative opportunities

- Observation
- Visual documentation (photography)
- Informal interviews and conversations (Producers / sellers / tourists)
- Experience of purchasing souvenirs

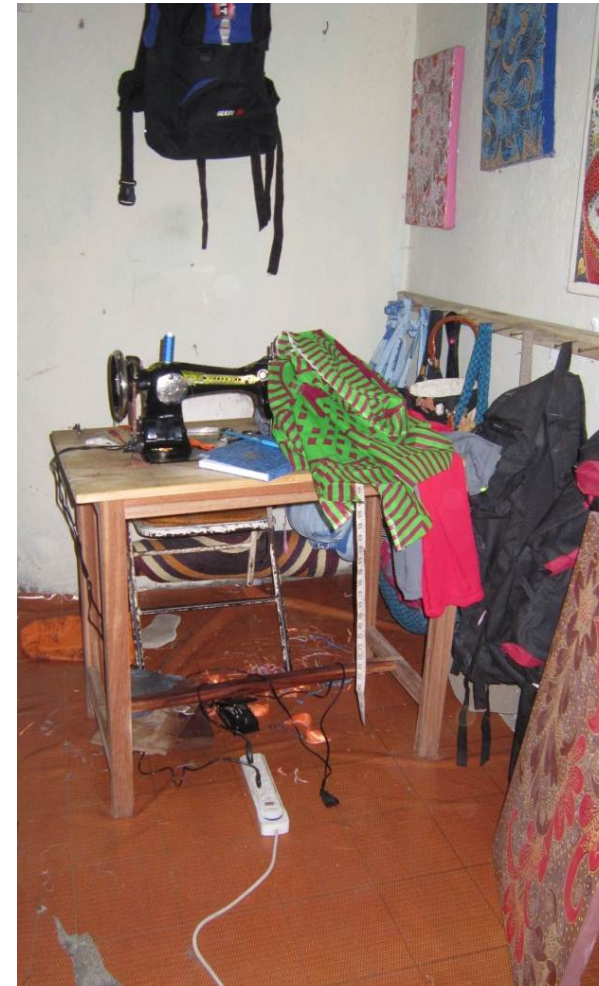




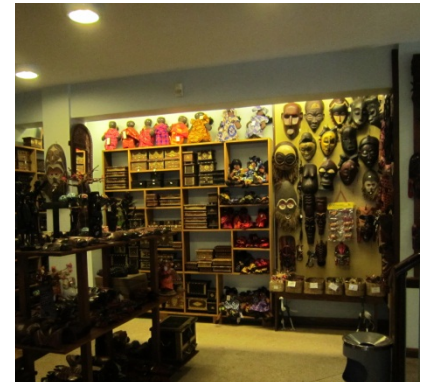
First Impressions.....



Purchasing experience.....



Memories of Zanzibar.....





Made in Zanzibar
is a producers network
promoting quality products
from Zanzibar to support
the local eco-nomy.

[made in zanzibar]



screenprinted t-shirts
batik bags and hats

Kelele Square
Shangani . Stonetown
www.saifashop.googlepages.com



healthy food
wellness products

Hurumzi Str. 416 . Stonetown
or MIGOZ Supermarket
www.dadazanzibar.wordpress.com



specialists in
cocowood furniture

phone: 0777 410030
coco@zanlink.com
www.cocowood.com



baskets
handwoven textiles

Hurumzi Str. 416 . Stonetown
www.motozanzibar.wordpress.com



clothing from
local fabrics

Shangani, next to Africa House
www.kangakabisa.com



Gizenga Street 133 . Stonetown
phone: 024 223 1363
pravinsurti@hotmail.com
www.surtiandsons.wordpress.com



[made in zanzibar]

- Shops established (mostly) by NGO's that are selling locally produced products / goods
- Made primarily by local artisans / craft makers with (generally speaking) local resources.

[Made in Zanzibar]



Dada and MOTO share a shop in Stone Town.

MOTO

Handicrafts – Baskets / handwoven textiles

DADA

Mother Nature's sisters

Hurumzi Str. 416, Stone Town

<http://motozanzibar.wordpress.com/category/moto-shop/>





MOTO

Community workshop and crafts museum in Pete.



Maria being shown how to weave by one of the female basket makers.





FAHARI - ZANZIBAR

Fahari is a Social Enterprise (NGO) making high quality [bags](#), [jewellery](#) and [accessories](#) on the island of Zanzibar.

All their products are handmade using [local materials](#) - taking inspiration from the cultural melting-pot of African, Arabian & Indian influences borne out of years of trading across the Indian Ocean.





Ukumbozi - Collective - Nungui



Subira Ni Yehi - Collective - Nungui

Kenamama Jamm - Collective





**SOLID WASTE
MANAGEMENT**

PILOT PROJECT

Zenji Foundation & Chako recycle workplace









2014/03/10 14:08

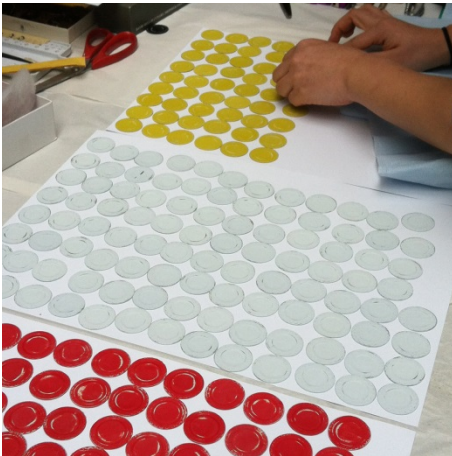
- **Chako** employ 10 people
- They are managed by a European woman
- They sell their products through the Zenji Boutique and through 12 other hotels on the island.



What is Precious?

Re-use

Re-value



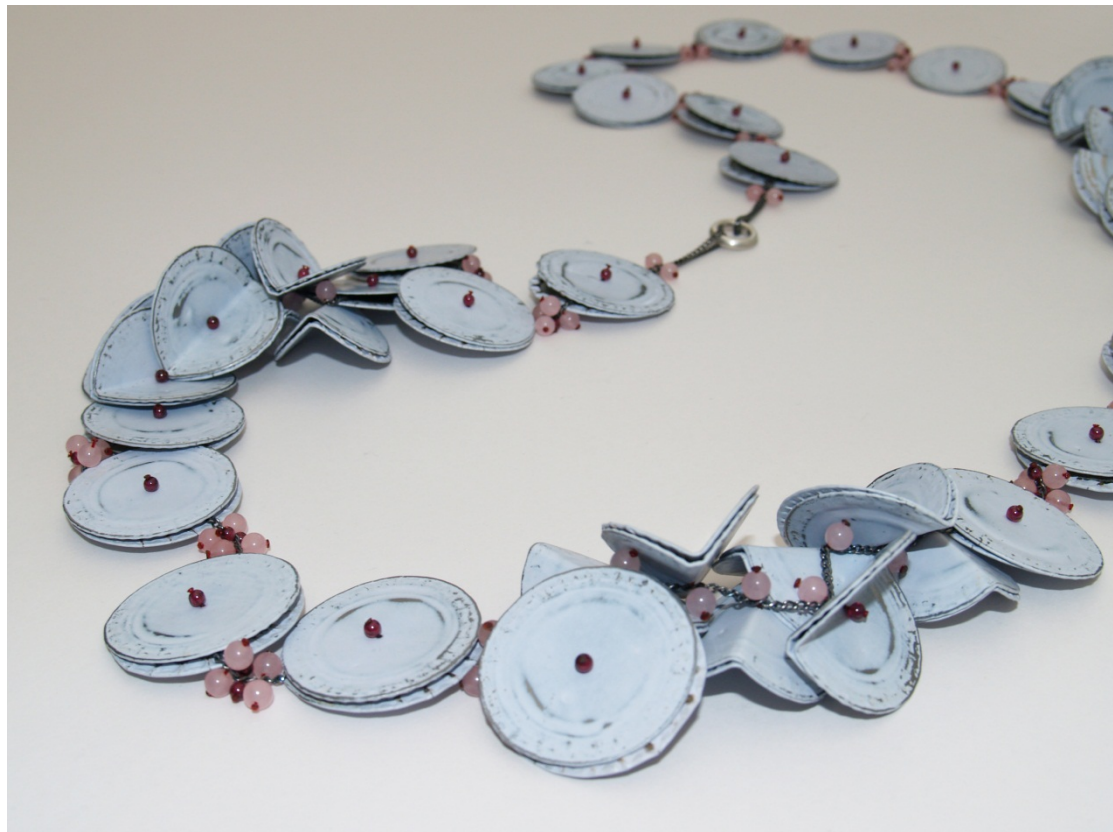
Maria Hanson

Neckpieces: Reuse - Revalue

© 2014

Reclaimed metal bottle tops, found objects, silver, semi-precious beads and mono-filament





© Maria Hanson 2014

Necklace: Reuse – Revalue # 5 & 6

This new collection of necklaces reuse discarded beer bottle tops and are combined with silver and semi-precious gem beads.

This work was exhibited at the COLLECT international applied art fair in London in March 2014.





Necklace: Reuse – Revalue # 7



© Maria Hanson 2014

Context is how the **meaning** of something **changes** when its environment is changed.

Design thinking methodologies

Co-creative test workshop

Challenges to co-creative working in Zanzibar



Co-creative test workshop



Field Visit # 2: June / July 2014

Maria Hanson worked with the **Chako Recycle Workplace** just outside of Stone town, Zanzibar, Tanzania

Objectives

To deliver:

- a series of co-creative design thinking workshops
- product awareness activities that relate to the global souvenir market
- explore opportunities for how reclaimed / recycled materials can be used more broadly within design in Zanzibar



These workshops were instigated and organised by Maria Hanson and Melanie Levick-Parkin. They were delivered collaboratively with Ann Ndeke, a Masters student (SHU) from Kenya whose dissertation was to be based on female empowerment in Zanzibar.



Day 1 - Wednesday 25th June

Maria and Ann visited the local markets to buy visual / material resources for the co-creative workshop.

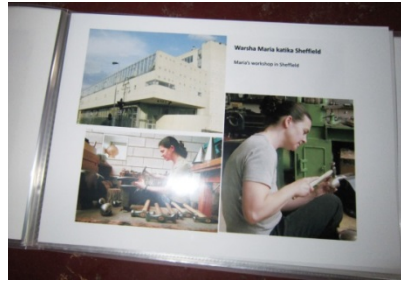
What things give a sense of identity?
Of the place
Of the culture



Day 2 - Thursday 26th June

Presentation – Introduction to myself:

Images - Showing me as a mother / wife / craft-maker / teacher / exhibition curator etc...





- Working with the women
- Making beads
- Being taught by them.
- Sharing knowledge and building confidence.

It was important for both Ann and I to become immersed in the workshop activities.

To understand how the women work – how much they achieve in a day – what their capabilities were.



Day 3 - Friday 27th June

What is design thinking?

Using Participatory action research and Design thinking was a strategy to empower the women to think for themselves. Sharing knowledge is an important aspect in this.



- THERE ARE NO RIGHT OR WRONG ANSWERS IN THIS PROCESS.
- ALL THE THINGS WE DO WE WILL DO TOGETHER

Kujifunza kuhusu
watazamaji ambao
wewe ni kubuni

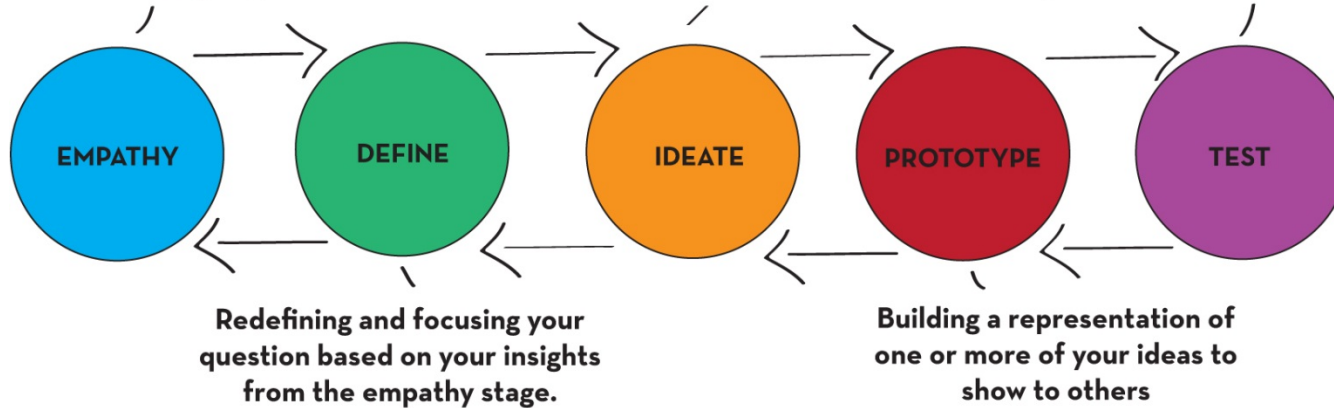
wachangie mawazo

mtihani nje mawazo
juu ya watazamaji.
nini wanafikiri?

Learning about the
audience for whom you
are designing

brainstorming and
coming up with cre-
ative solutions.

Returning to your original
user group and testing
your ideas for feedback.



Kuzingatia maswali
yako kulingana na
ufahamu wako

kujaribu mawazo na
kufanya mifano

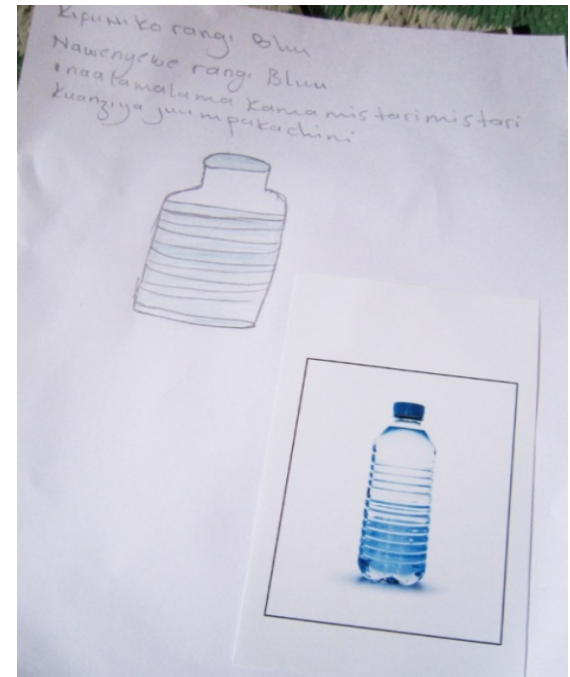
Drawing activities - Ice breaker



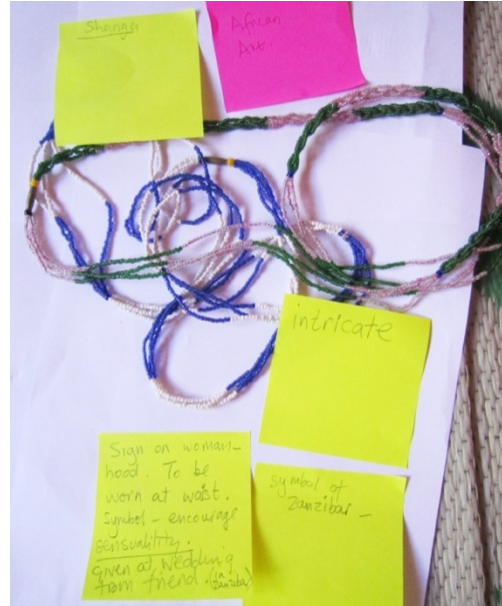
The circle task

Describing - Drawing

- Participants worked in pairs.
- Each pair was given a pack of picture cards with images of universally recognisable 'Things'. These included flowers, baskets, spoons, bottles



Sharing - Exploring - Understanding personal objects:



The women craft workers at Chako who participated in the design thinking workshops had been asked to bring 3 small personal items from their homes

- **something useful**
- **something special**
- **something they identify as being a Zanzibar thing**

Creating meaning - Changing the way an object is viewed



A series of visual / material contexts were set up that utilised things brought from the UK alongside things bought in Zanzibar.

- Each **context** was numbered
- Participants were asked to choose one object from the CHAKO product range and place in the mini contexts - write a word or phrase based on impression of object in its new environment / what does it look like - how does it make you feel?
- The group then discussed ideas and photographed the objects in context.

Day 4 – Saturday 28th June

This visual presentation had been created whilst in the UK and used images that had been taken during the first scoping visit alongside images sourced through the web.



Visual Presentation - Zanzibar - A Western View



- Feeding the brain with visual sensory stimulus - why is this important?
- Is this western view their view?
- What is their sense of identity - Culture?
- How might this western view help them to think creatively?

Creating own contexts and meaning



- Participants worked in pairs
- Each pair selected a CHAKO product
- From the materials available they were asked to create their own visual contexts - assemble - create a composition - place the objects in the context.

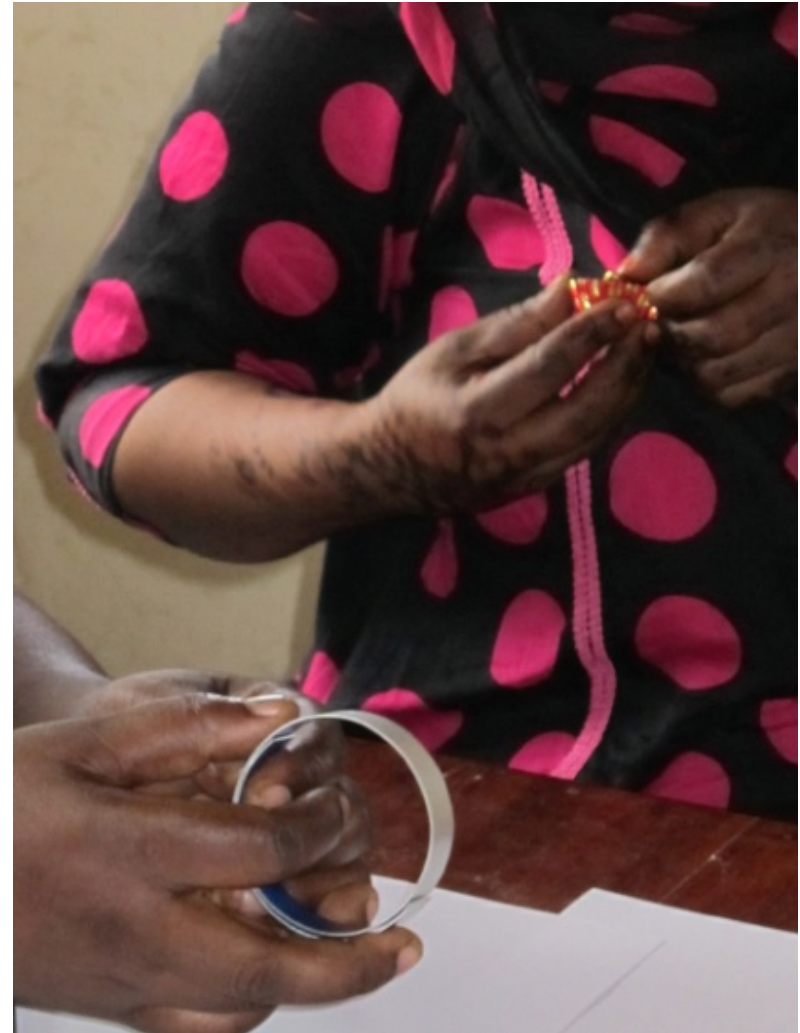
Interactive sharing session



Sharing products brought from the UK

This was an opportunity to handle / feel / wear / discuss.

The important thing about design thinking is dialogue - sharing - feeling confident that you can have an opinion.



Visual Presentation

Jewellery and products that use waste / recycled materials



Sam-Tho Duong

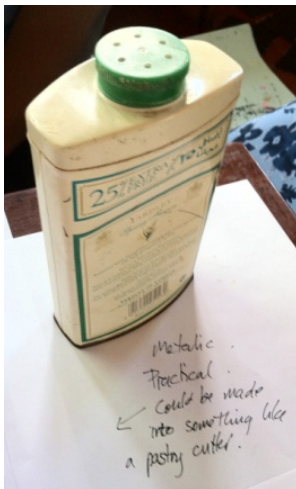
Necklace / Bracelet - Recycled
plastic yogurt bottles



Beauty and value of waste.....and found objects



Participants were asked to spend 15 minutes in the local environment and bring back 3 items of waste materials / found objects.



Day 5 – Monday 30th June

Visual Presentation - **Made in Zanzibar**

This presentation showed images from other craft making groups / organisations on the island of Zanzibar visited during the first scoping trip.



The aim was to find out if the Chako women were aware of these groups / product



Working **collaboratively** with the recycled materials, tools and resources available within the **Chako** workplace





Working **collaboratively** with the recycled materials, tools and resources available within the **Chako** workplace



A vertical stack of various hammers and mallets on a wooden surface. The tools include claw hammers, mallets, and ball-peen hammers, some with wooden handles and others with metal heads. The hammers are arranged in a neat row, showing different sizes and types of heads.

Thank you for listening

m.hanson@shu.ac.uk

www.mariahanson.co.uk

www.whatsinmystuff.org