

Place-Less Products and the Negotiation of Design in Global Supply Chains: a Case Study of Non Stop Flatware

Keywords:

*Cutlery
Global Design Practice
Global Supply Chain
Product Design*

This paper follows a set of knives or forks as they cross geographical and cultural borders. The flatware pattern, 'Non Stop', was designed in Canada over 20 years ago, made in Vietnam and China, and continues to be sold around the world. Their modern, almost placeless, aesthetic, was intended to appeal to price-conscious consumers everywhere. The manufacturer won awards for the cutlery and packaging design and was recognized for its holistic and integrated design approach across the company and its international supply chains. Drawing from interviews, consumer reviews, artifacts and environments, this paper illustrates how product design is transformed throughout the supply chain as ideas and materials transcend borders and confront local practices, tastes and sources of knowledge. In particular, this paper looks at what it meant to collaborate with factories in east Asia and retailers on the other side of the Canada-US border at the turn of the millennium. These exchanges influenced 'the' design in less recognized ways, highlighting challenges in global design practice and disrupting narratives of design authorship.

Elise Hodson

Dr Elise Hodson is Senior Tutor at the School of Design, Royal College of Art, London. Her work combines design history and criticism with cultural theory and political economy to examine the changing role of design in post-industrial contexts and global networks. She teaches in the Design Futures programme and is a member of the NEMO project (New Economic Models for the Ocean).

Panel 18

Borders and Visual Identity

Borderlands: the Edges of Europe
Paola Leonardi

Transnational Movement of the Photograph and the Local Archive
Kamal Badhey

Buggers' Baroque
Dominic Janes

Chair: Alex Todd

Borderlands: the Edges of Europe

Keywords:

Borders
Documentary Photography
Europe
Human Geography
Walking

Borderlands: The Edges of Europe is a photographic project that critically re-maps the land borders of the European Union, proposing a new representation that focuses on the people who inhabit the border zones, rather than political treaties and physical boundaries decided by central powers.

Over the past 10 years I have walked along the land borders of Europe, photographing extensively and asking myself the question “*Where does Europe end? What separates me from the other side?*” and I have found endless examples of families and communities that have been split by borders or who felt an affinity with “*the other side*”.

This series focuses on the connection between people and territory and the significance of trans-national and transcultural identities, exploring the relevance of European identity and its relationship with concepts of home and belonging, memory and territory and how these have been shaped by events. It offers a unique perspective on the construction of European identity and investigates how people relate to the territories they inhabit, reflecting upon how the physical presence of a border impacts the construction and perception of cultural identities in individuals and communities.

This series utilizes photographic storytelling to visually map the physical presence of the border through the images of its inhabitants and landscapes, creating an archive of vernacular narratives and offering an insight into the multifaceted development of European identity that is accessible to a broad public. This visual re-imagining of borders shifts the narrative from the borders being liminal areas with physical barriers to being territories that are inhabited, lived and experienced and most importantly are home to communities.

Paola Leonardi

Paola Leonardi is an Italian photographer and academic based in London. Her practice is concerned with the representation of cultural identity, its shifts and states of transition. Notable exhibitions have included the Copenhagen Festival of Photography (Denmark) in 2014, the group exhibition *Shifting Stances* at Museum Palazzo Riso in Palermo (Italy) in 2019 and the OFF Bratislava Festival of Contemporary Photography in 2022. She is Senior Lecturer in Photography, and Course Leader BA Fashion Photography at London Metropolitan University.

Transnational Movement of the Photograph and the Local Archive

Keywords:

Archive
Community
Diaspora
Migration
Photograph

This paper will look at the transnational and immigration journeys of families, photographs, and material culture in the Apna Heritage Archive, created by photographer Anand Chhabra and his local community in the Black Country. It utilizes oral storytelling in a range of at-home multi-family member interviews alongside interpretations of the visual, inclusive of gesture, landscape, and dress in the photographs. These intergenerational stories of the 1960s-1980s are described by families of the Midland's Punjabi communities, often underrepresented in official local archives, where the photographs are utilized as a starting point for conversation to reveal both absences and presences within family histories. Through sensory engagement questions arise around what exists beyond the border of the photograph and what is not seen. The narration of stories of economic migration, displacement during the Partition of South Asia, arrival to Britain, and enduring factory work resonate in the diasporic photograph album, a locus for the visual understanding and contemplation of migration. The photographs' transnational travels are described and understood through ancestral legacies and articulation by family members for both researcher and fellow family members. These affective revelations nuance concepts of home, work, national identity, and belonging as personal histories are investigated, uncovered, and shared through a reimagined British community archive.

Kamal Badhey

Kamal Badhey is a photographer and educator from NY whose work intersects with diaspora and origin pilgrimages, using photography and family history to stitch together stories. She has an MA from Goldsmiths, University of London in Photography and Urban Cultures and is currently a doctoral researcher at the University of Brighton working with the Apna Heritage Archive.