





What is Artisan Market?

Sells...


1




Handwoven Textile



Jewellery




Painting

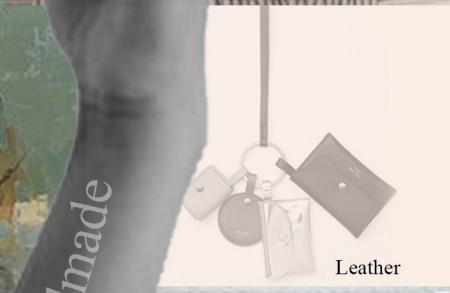


Painted Ceramic


2



Printmaking




Leather



Book Binding


Purely Handmade

Case Studies




Activity

Sells all kinds of handcrafts like textile, books, paintings, & etc




Environment

Rows of stalls over 50 vendors in an enclosed A/C hall




Interaction

Buyers can get to know the artisans selling their crafts



Object


Handcrafts sold are at a discountable price



User


Artisans, Gift Shoppers or anyone of all ages

A



Seek & Keep, the BSC Artisan Market

B



Arts for Grabs Artisan Market



Strengths

Nothing Secondhand. All pieces are firsthand crafted and each carries a different uniqueness. Ventilation is good and no sweat needed.



Weaknesses

Lack of Hands-on activities for buyers. Sellers have difficulty storing materials for on-spots making of paintings, printmaking & book-binding.



Opportunity


Buyers seeking extraordinary pieces without replicas will be attracted. Discussion with artisans get buyers immerse in the world of creatives




Threats

Lack of interest in artisans' work as self-customisation is unavailable. Lack of storage leads to messy and displeasing storage of materials.


Common Issues




Lack of Hands-on Activities




Unorganised Storage




Absence of personification that's important in marketing.




Lack of understandings, thus, underestimating the handcrafts and become uninterested.




Hindered interactions between artisans and buyers. Poor relationships struggle to secure long term businesses.



Insufficient supply of necessary tools due to limited storage. Artworks do not have a decent place to keep, therefore, undurable.



Limited storage leads to unorganisation of display that results in a mess. This leaves a bad impression for customers.



Dangerous tools and equipments that are misplaced ought to cause accidents if not meticulously managed.

No.	Challenges	Frequency	Percentage	Priority
1.	Decreasing demand due to change in the taste & interest of people.	32	80.0%	5
2.	Handicraft is losing its original form due to changes in lifestyle and culture.	27	67.5%	7
3.	Competition with latest machine made products of large industries.	38	95.0%	2
4.	Problems of Quality and durability due to handmade.	33	82.5%	4
5.	Gain is less as compared to hard work.	39	97.5%	1
6.	Middlemen earn huge profit.	35	87.5%	3
7.	New generation is not interested in handicrafts	31	77.5%	6
8.	Lack of Infrastructural facilities	33	82.5%	4

No.	Weaknesses	Frequency	Percentage	Priority
1.	Lack of modern managerial skills	14	35.0%	6
2.	Problems due to less education	33	82.5%	3
3.	Scarcity of Working capital / Financial problems	31	77.5%	4
4.	Less information about Market and Marketing	29	72.5%	5
5.	Lack of information about government aid / credit facilities	35	87.5%	1
6.	Lack of knowledge about latest designs / current market demands	29	72.5%	5
7.	Do not know how to use advanced machines and equipment	33	82.5%	3

Proposals

1) DIY FROM A-Z

1



Sketch/Print

Sketching/ Painting for printmaking template

2



Printmaking

Drawings can be carved onto the block/ lino for printmaking

3



Book Binding

Artwork printed on paper can be bound into a book as personal collection or gift



Customer satisfaction



Growth in Market



Pulley

An easy pulley system to pull the storage hanger/ boxes



Wrap it



Ceiling Storage

2) CEILING PULLEY STORAGE



Materials like papers, canvas, inks, paints, brushes, carving tool sets, water trays, strings, hardcovers can be stored easily on top

History

15th Century

18th Century

19th Century

Woodcutting was developed for illustrations of books and playing cards

Printmaking is recognised as original arts rather than copies

Greater variety of media is used for printmaking

Types of Printmaking focused

Woodcut

Linocut

Monoprint

“Underappreciation of Printmaking”

Lack of Workshop area

Lack of Understandings

Where can I seek guidance? There isn't anyone here...

Hello? Any guidance please?

No customisation is no fun at all

Not worth my time....

Why can't I just use digital art?

Why the fuss to learn?

This looks intimidating...

Is this copying?

Why is this so expensive? I'd rather download it online...

What's printmaking? Never heard of it...

I Don't Know I Don't Care

Adobe

