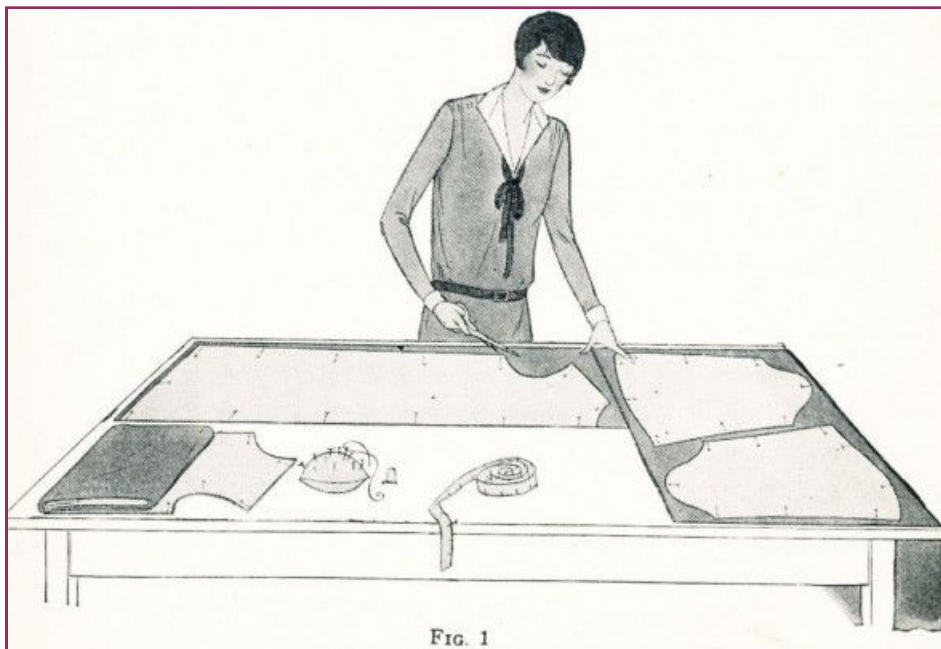


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Self-production



Cutting And Fitting in 1928

Thinking back at conversations with designer friends about design and where design is going, how is it changing and trying to understand better everything that has been said at [Festival delle città impresa](#) I find myself considering the possibility of self production for designers.

In the last months self production have been a recurrent concept in many initiatives emerging for young designers and maybe now it's the time to give self production a look to understand what it means and involves and moreover if it is the right path to choose. A couple of examples of shows oriented in this direction are [TentLondon](#) and the MARTs of [Designboom](#).

For some self production is an 'exercise for sustainable innovation. The creation of small series realized and financed by the designer, sold directly to the public. There an opportunity for the designer to directly relate with his/her own market'. [[Open Design Italia](#)] But the risks and the investment increase compared to the ones of traditional design, where the designer might make a prototype and nothing more. And it is not only an economical problem. The investment I am talking about is also an investment of time and resources: looking for suppliers, understanding the marketing and promotion. Therefore I think Massimo Stella (entrepreneur of Estel) is right when he says that much more is asked to the designer by companies. With self production you skip the step of finding a company interested in producing your idea but you have the burden of producing it yourself without the skills and know-how of a company. At this point I am not entirely convinced that self production is the right thing for us. But the design system is changing and maybe the subject is bigger that what it looks. At the end of the day it

is in this way that the **Campana brothers**, **Ron Arad** and others have started: so designers self producing their ideas, fully and directly controlling the different phases (project, production, commercialization).



Surfing around I have found a very interesting competition: [Concorso Open Design Italia](#) The competition looks very promising and maybe it is worth looking at it. Moreover, I would like to understand if it is possible to put together a group of designers that can collaborate, that can reach self production by putting together their network of knowledge. This for me would be a real great possibility and I would like to understand if we are the only ones willing to share our knowledge and suppliers to grow, if we are the hippies that don't understand anything about the hard world of designers where dog eats dog. Judging on the number of visitors of this blog (many) and the number of comments left (very few) it seems to me that the trend is still the one of receiving without giving.



Tags: [Campana](#), [community](#), [competition](#), [creativity](#), [Design](#), [innovation](#), [Milan](#), [Open Design Italia](#), [product](#), [project](#), [Ron Arad](#), [sustainable](#)

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