

Design and craftsmanship

**Crafting Business Project
Product development workshops**

Adriana Patricia Fernandes | 2022
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Hello! I am Adriana

Designer, educator and researcher. Master in Industrial and Product Design at the University of Porto, and PhD candidate at the Faculty of Fine Arts at the University of Porto. A specialist in strategic design, innovation and creative economics, she studies design as an impact tool for positive business, social and environmental change.



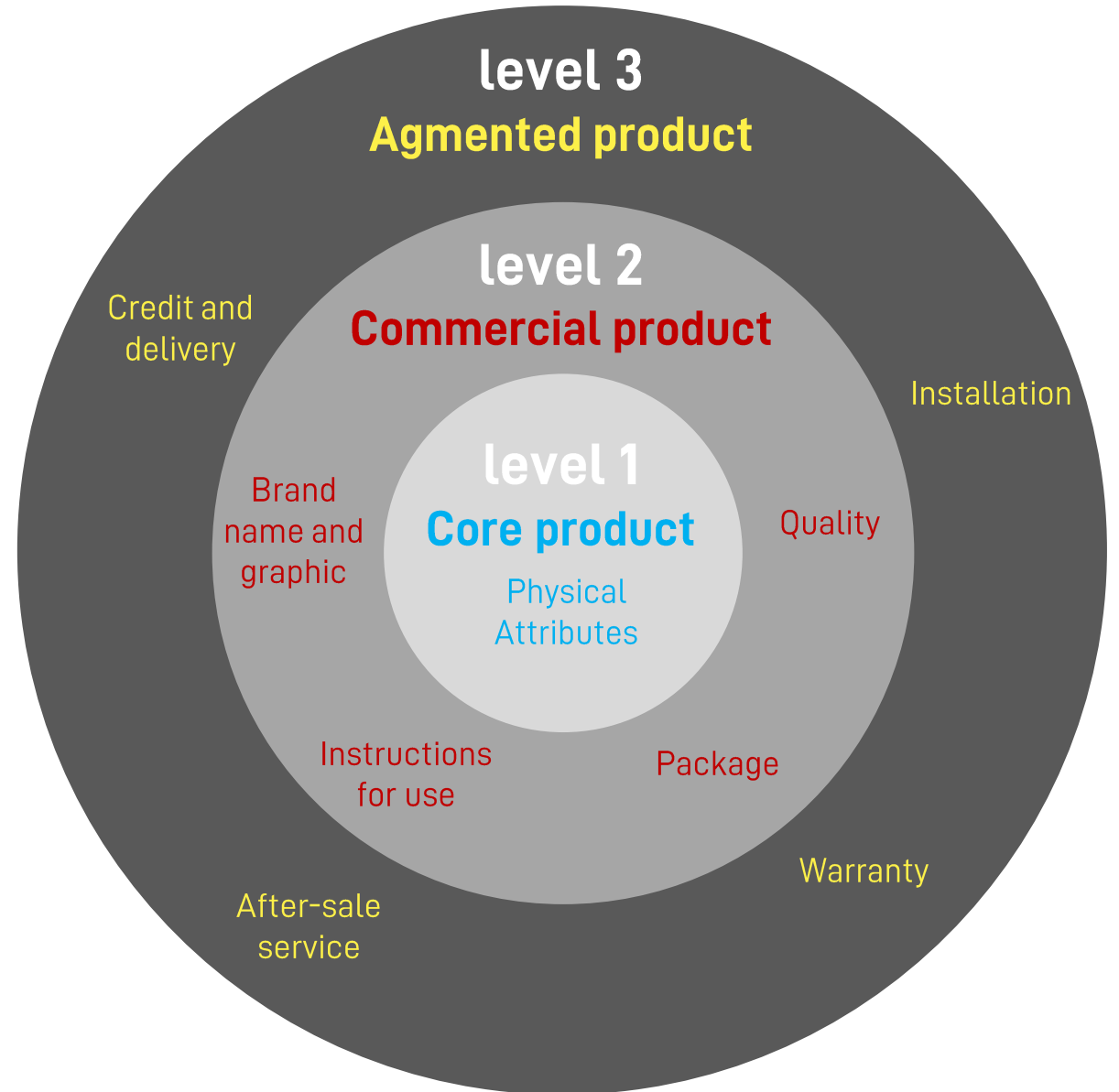
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“augmented product”

(Borja de Mozota, 2011)



program _



The product

- Design
- Craftmanship
- Trends in a complex world
- Territoriality
- Value perception

The artisan

- Purpose: Why, how and what ?

The business

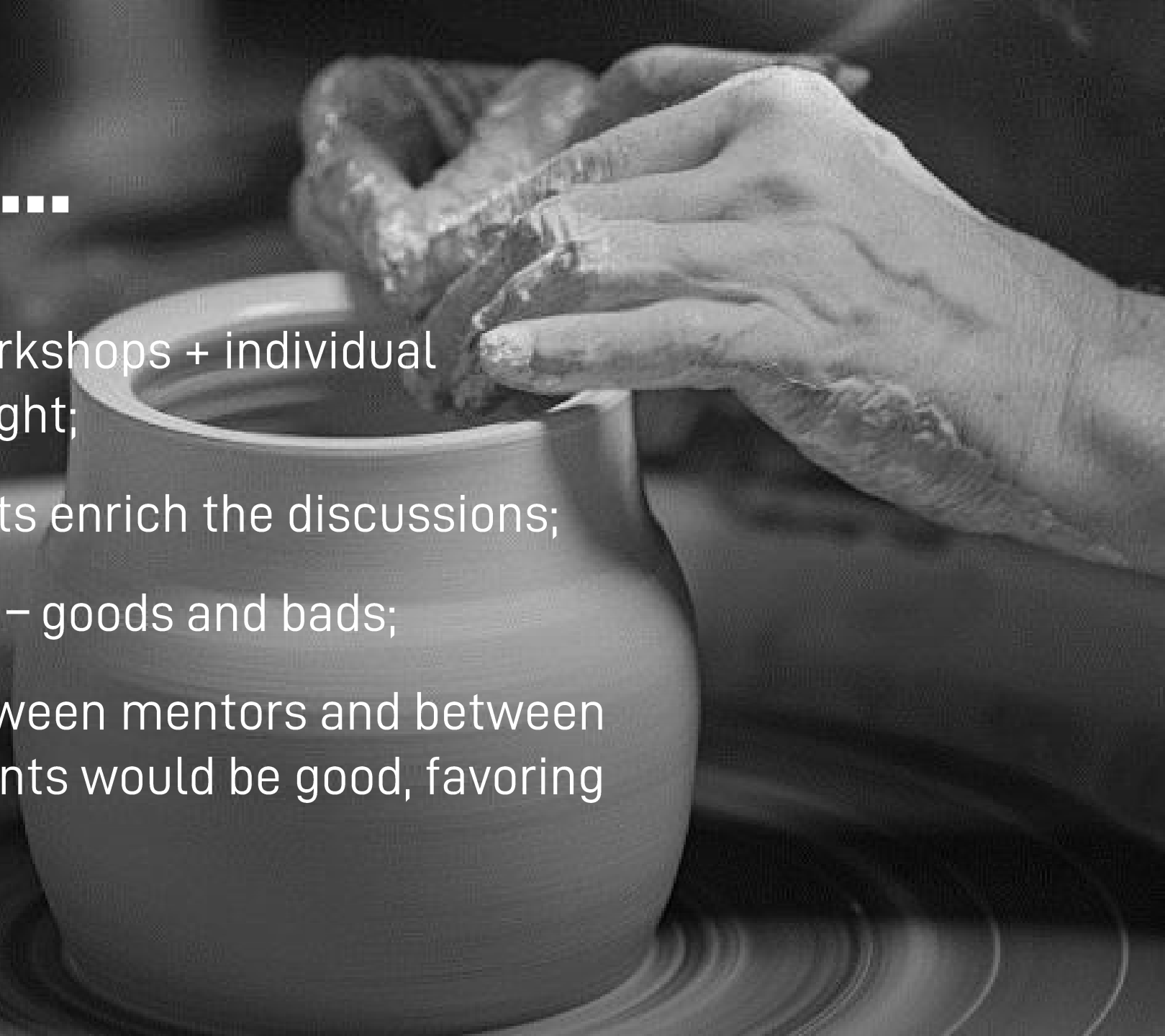
- Value Chain
- Product mix
- Branding

the artists _



and, finally...

- Hybrid approach (Workshops + individual mentorship) is a strength;
- Diversity of specialists enrich the discussions;
- The pandemic factor – goods and bads;
- More interaction between mentors and between mentors and participants would be good, favoring collaboration.



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