

Project name; Global Mamas Fair Trade Zone
ASF International Member Organization; ASF-UK
Partners; Global Mamas, Sustain Adinkra
Budget; £150,000 for phase 01 (seeking funding)
Project Start Date; June 2013 - Present

ASF-UK is working in partnership with Global Mamas, a fair trade organisation in Ghana, to realise their goal of creating a new purpose-built textile production centre (the Fair Trade Zone), enabling them to expand their production capacity and meet increasing demand for their handmade African textile products. The new centre will be a model of ethical and sustainable textile production, cultivating an atmosphere that fosters learning, healthy living and team work. We have endeavoured to embody Global Mamas' ethos of women's empowerment through the design process, utilising participatory design principles and techniques to engage Global Mamas' existing employees in designing the kind of spaces they would want to work in.

Throughout the design process 'resourceful and innovative' has been the guiding concept, reflecting Global Mamas' own organisational philosophy. The Fair Trade Zone will be constructed in phases, allowing Global Mamas to expand manageably and sustainably: phase 1 will create employment for 50 new women, incorporating comfortable, naturally lit internal spaces for sewing and administration, alongside pleasant outdoor spaces for batik production, fabric drying, and for lunchtime relaxation. The plans then allow room for expansion in textile production as well as supporting facilities including a canteen and day care centre.

BATIKING SPATIAL ANALYSIS

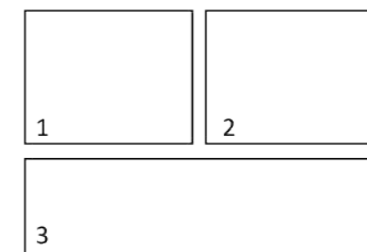
We would like a place to change into our working clothes and leave our belongings

We need tables and chairs to sit and have lunch. At the moment we just sit on the batiking tables.

We want an open space

We want to be able to clean the wax off the walls and floor

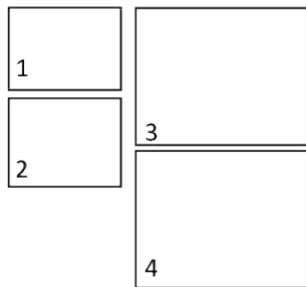
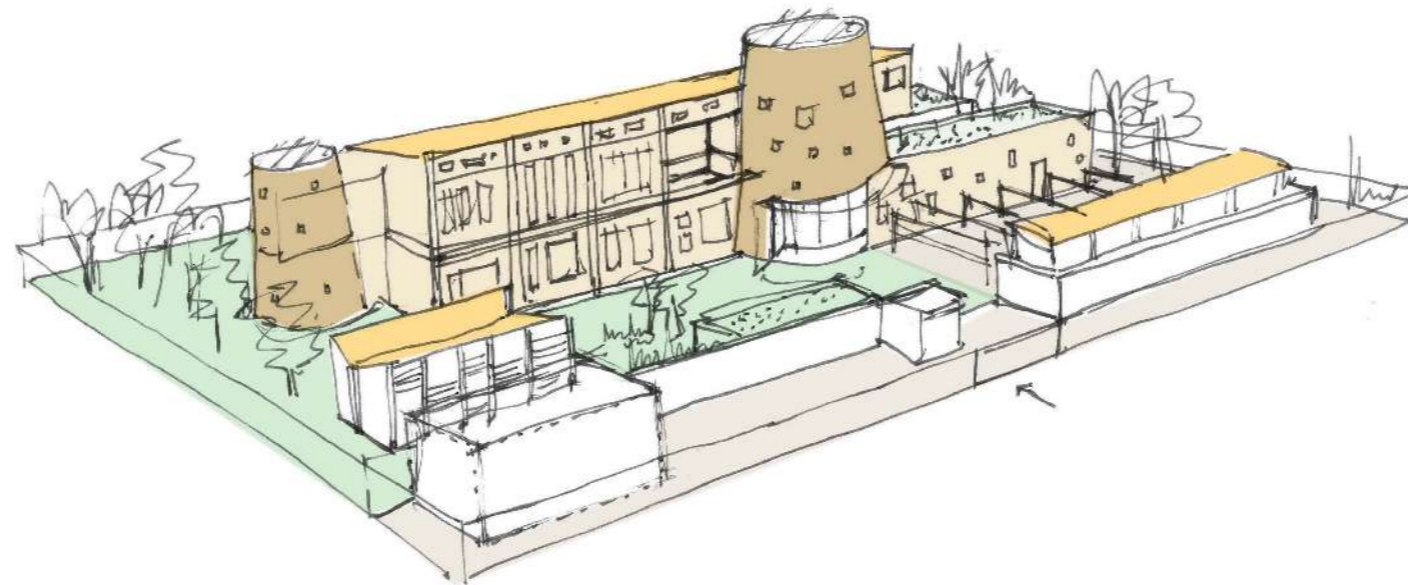
We would like separate drying lines and pegs for different colour dyes



1. Global Mamas Seamstress
2. Process diagram
3. Analysis of the batik process

GLOBAL MAMAS FAIR TRADE ZONE - RE THINKING SPACES OF PRODUCTION





1/2. Bamboo and earth blocks will be utilised in the design

3. Concept perspective of buildings

4. Concept perspective of sewing space

The Hasselt Charter

3. Encourage 'ethical professionalism' by favouring cooperation and practice in hand with 'ethical trade', and with entities and financing institutions that work for peace-building processes;

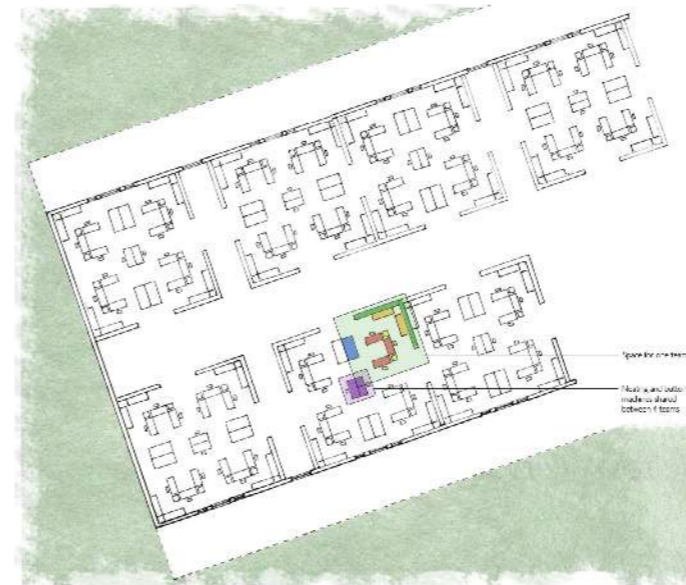
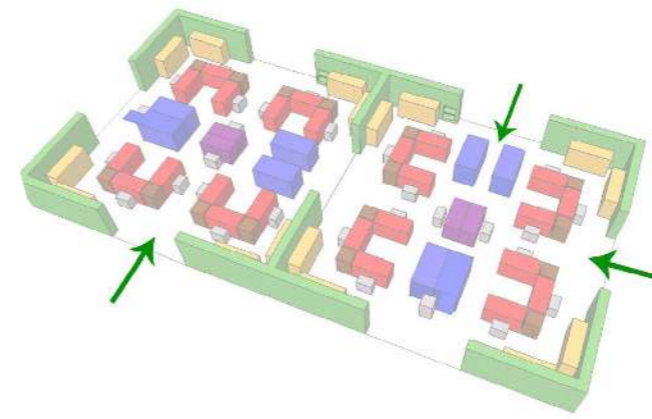
Despite being primarily a manufacturing facility, the new centre will not work and feel like a typical garment factory. Global Mamas promotes an ethical model of textile manufacturing, one which respects and empowers its producers, and the Fair Trade Zone will provide a physical manifestation of this ethical approach to the textile industry. The main sewing production space will be divided by moveable partitions, creating smaller cosy areas allowing the seamstresses to work in teams, each with their own space, fostering a sense of collaboration and community.

5. Facilitate the use of appropriate technologies, materials and labour adequate to local values, to the cultural specificity and responsive to the natural environment;

We are committed to remaining sensitive to the environmental footprint of the new centre by incorporating local, sustainable building materials as much as possible: compressed earth blocks will be used for the superstructure and bamboo for internal partitions. Not only are these readily available, they also enable us to make use of local labour and technical expertise. The environmental impact will be further minimised through the use of sustainable energy systems such as solar for producing electricity and biogas for fuel for the highly intensive batik-making process. Passive cooling strategies have been included in the design, and the building's position responds to the climatic conditions. The roof has been designed to facilitate rainwater harvesting, which will be collected in an underground storage tank.

GLOBAL MAMAS FAIR TRADE ZONE - RE THINKING SPACES OF PRODUCTION

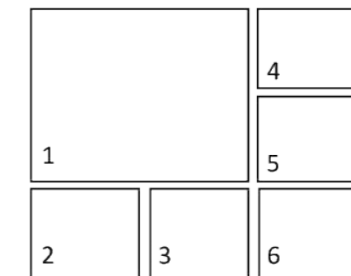
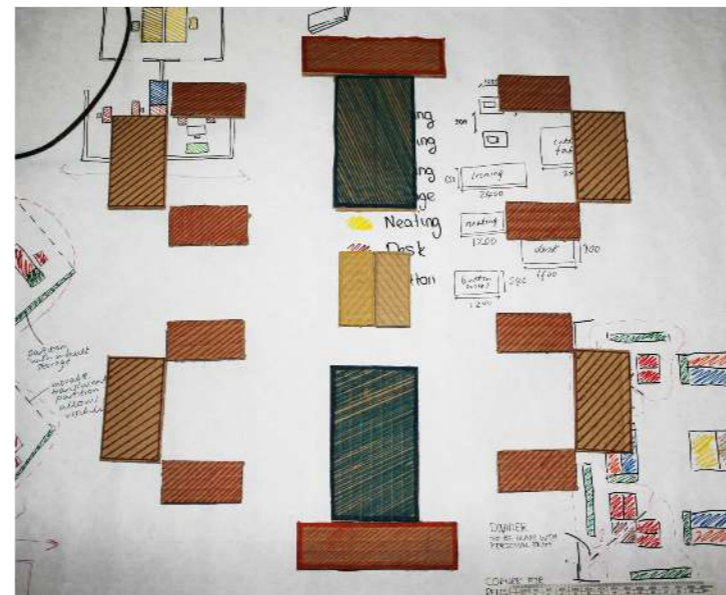




6. Share knowledge, promote discussion, reflection and awareness, and collaborate in the advancement of the 'social production of habitat'

The project was launched in the summer of 2013 with a workshop event in Accra, which brought together Global Mamas' staff, local built environment professionals, and local and international architecture students, to collaborate on re-thinking spaces of textile production in ethical and sustainable ways.

The ethos of participatory design is central to the project. Key to the design process has been collaboration between a student team led by ASF-UK and Global Mamas' end users of the new building. During the initial design stage we have used focus group workshops and modelling exercises to engage with the women who work in Global Mamas' existing production facility, gaining their knowledge and expertise of the textile production process, and their understanding of the spaces they need to work most effectively.



- 1/2. Participatory design session
- 3. Outcomes of design session
- 4. Developing plans using models
- 5. Design integrated into plan
- 6. Concept perspective

GLOBAL MAMAS FAIR TRADE ZONE - RE THINKING SPACES OF PRODUCTION

