

# ISLAND EXPERIENCES



SUSTAINABLE FASHION &  
SUPPLY CHAIN MANAGEMENT PROGRAMME

# ENTERPRISE MUST-KNOWS

**Aod—**

Create,  
design,  
innovate.



# IMMERSION

This unique international study programme is for students interested in creative textile explorations, supply chain management and sustainable fashion. It offers an intimate view into conscious practices in fashion design, product making and sourcing, via the lens of the South Asian island of Sri Lanka. With the curriculum and study experiences built around the island's artisanal cultures, creative heritage and sustainable manufacturing models that serve as an inspiring case study, a working model and a future production source, this summer programme will help you develop your design approach, advance your knowledge, and immerse yourself in a once-in-a-lifetime opportunity. The certificate awarded after completion will be testimony of your ability to consult fashion brands with new knowledge that will give them a special edge, and your place in a sustainable sourcing network for own brands.

# INDUSTRY INTIMACY

## **A DIFFERENT KIND OF MAKER + STORIES TO INSPIRE YOUR STORY**

One of the most inspiring components of this study programme are the excursions into villages where you meet with artisanal communities who practice traditional crafts. By directly interacting with artisanal communities, you will gain the much-needed understanding of their skills, capabilities and especially, how this work empowers them. Their stories, smiles and skills will become part of what drives your products, brands and practices, bringing in a new dimension of social sustainability to your study.

## **A LIVING, BREATHING HERITAGE + NEED-TO-KNOW CRAFT DYNAMICS**

The unusual crafts that Sri Lanka has to offer will be part of this study experience, allowing you to derive a deep understanding of the breadth of possibilities and the scope for innovation, reinvention and experimentation. Going from textile production to unusual printmaking methods, this course's exposure to crafts will be direct, thought-provoking and immersive in every sense. By facilitating workshops and direct interactions with the crafts, the course will give you sensitivity to the limitations, opportunities and material choices of each craft technique, which will form the critical knowledge base upon which you can go on to experiment and reinvent them with fresh perspectives.

# THE PROGRAMME

TALKS +

WORKSHOPS +

INDUSTRY MEETINGS +

FIELD TRIPS +

PROJECT REVIEWS +

MENTORSHIP

## CORE STUDY EXPERIENCE

The course is a multifaceted experience, balancing immersive cultural experiences with engagement in sustainable design and making connections with active, global businesses and supply chains. The programme is all about understanding the elements of design quality, bringing in a unique sense of story while building your own personal business network.

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## SUSTAINABLE DESIGN

**DESIGN RESOURCES + CREATIVE INSPIRATION + STUDIO FACILITIES**

Your study components in sustainable design are intended to help you open up new dimensions in your formal design education and to help you discover alternative creative inspiration. Think workshops with artisan-designer duos, talks by local entrepreneurs leading own sustainable design practices and collaborative studio environments thick with like-minded creatives and talent.



# SUPPLY CHAIN MANAGEMENT

## **UNDERSTANDING THE MAKERS + NETWORKING + LIFETIME CONNECTIONS**

Programme participants will follow the steps of a working supply chain from direct interactions with micro village designers/weavers to cutting-edge, high-tech sustainable manufacturers, seeing first hand Sri Lanka's award-winning green apparel industry produce advanced products for their international clients. These connections will not only advance your knowledge in the essentials of managing supply chains, but also establish valuable networks to establish your own business.

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# CULTURAL IMMERSIONS

## **ARTISANAL HERITAGE + CRAFT TRAILS + CHANGING CULTURES + ISLAND WAY OF DOING THINGS**

The immersive cultural experiences are an important part of crafting a unique study opportunity. These intimate views form the essential backstory creating a unique understanding of a place and its people before beginning to decode its crafts, techniques, production methods, supply chains and businesses. Presented as excursions to artisanal heritage villages amidst breathtaking tropical landscapes, social engagements within urban subcultures, and unique personal experiences, the programme's rich cultural component will provide a new perspective on working with local professionals in unknown destinations.

# ABOUT THE COURSE CONDUCTOR

The programme is presented by AOD's Design for Sustainable Development (DFSD) Foundation. Design for Sustainable Development Foundation - DFSD - is a non-profit organization established by Design Corp in 2011 as a way of giving back to the community.

DFSD is focused primarily on uplifting rural artisans. It works by partnering top designers with skilled crafts people to foster design innovation and excellence in Sri Lankan heritage craft and textiles and it has a strong focus on sound environmental practices, sustainability, and women's empowerment

AOD has brought forward a new dynamism in South Asian design as one of the region's key influencers in creativity and sustainable innovation. Since its beginnings in 2001, AOD has been behind some of the biggest events, initiatives and projects that shaped Sri Lanka's

modern design industry and helped in establishing a new creative economy. This includes Mercedes-Benz Fashion Week Sri Lanka, [www.fashionmarket.lk](http://www.fashionmarket.lk), Sri Lanka Design Festival and the inspiring Island Craft Project that bridged contemporary design with traditional artisans. As an educator, AOD collaborates with UK's prestigious Northumbria University and maintains close links with the likes of Central Saint Martins' London, maintaining its strong resonance with the best and the newest in the global body of design knowledge. In addition to its degree programmes offered in partnership with the UK, AOD also offers a series of short courses, masterclasses and summer intensives that allow young professionals, entrepreneurs and creative nomads to upgrade their skills and access unique knowledge about South Asian design, sustainable innovation and becoming part of emerging creative economies. [www.aod.lk](http://www.aod.lk)



**LINDA SPELDEWINDE** / *Entrepreneur*

Founder of AOD, Mercedes-Benz Fashion Week Sri Lanka, [www.fashionmarket.lk](http://www.fashionmarket.lk), Sri Lanka Design Festival

Being in a country that has been blessed with incredible nature, and people, brands and business model geared towards sustaining it, we have a responsibility to share the Sri Lankan sustainable design model with the rest of the world. This course does exactly this, and allows entrepreneurs, designers and creative thinkers from all over the world to understand how sustainability in design can be a central ethos of a brand whether you work with traditional artisans, mega factories or urban businesses. With a futuristic take on education built around study experiences, cultural immersions and mentorship, what we're offering is everything you need to gain a profound understanding of designing and manufacturing sustainable. Inspiring participants on Creative Entrepreneurship and possibilities which is a core part of our DNA will be shared with participants.



**JANE RAPLEY** / *OBE*

Prof. emerita Central Saint Martins UK / AOD academic advisory chair

Having collaborated with AOD and inspired by Sri Lanka and its green manufacturing industries, I am thrilled to see this programme being presented to the many emerging design entrepreneurs, sustainable designers and brand founders from all over the world. Coming from a background where manufacturers and artisans are not as readily available to work with, I found it refreshing to see how Sri Lanka has built itself a sustainable supply chain that is accessible to any young designer, maker or entrepreneur. This democratisation of sustainability in design and making is definitely the future, and I cannot think of a better place to learn it than the beautiful island of Sri Lanka.

# AN UNUSUAL INDUSTRY + A UNIQUE STORY

The world has progressed to embrace sustainability and Sri Lanka Apparel is celebrated as a pioneer in the business. Even today, as ethical fashion is fast becoming the only acceptable norm for wearables, this visionary industry maintains its affinity for strong ethos of groundbreaking innovation. As long-standing partners of AOD, some of the leading names in Sri Lanka Apparel will be opening their doors to the participants of this course, allowing you to get up close and personal with this unusual industry.



*Thulhiriya Fabric Park by MAS Holdings*



*Mihila— the world's first custom built green apparel factory and Asia's first carbon neutral factory by Hirdaramani Group*



**NIKHIL HIRDARAMANI** / Apparel industry leader  
Director, Hirdaramani Group

*I have always believed that Sri Lanka has many incredible things to share with the world, and our sustainable manufacturing and supply chains are among them. As someone who has been at the helm of the local apparel industry as the fourth generation of one of the country's largest manufacturers, I am very much looking forward to share our very best with the participants of this unusual course. Hirdaramani's Mihila factory, which is Asia's first carbon neutral fashion maker, and many more of the most remarkable sustainable initiatives by Sri Lanka will open their doors to this course because we believe sharing and educating is the only way forward to build a greener world.*

# CULTURAL + NEW DESIGN DIMENSIONS

ACCOMMODATION +  
YOUR CREATIVE COMMUNITY +  
LIFESTYLE



The programme also offers students the opportunity to discover an island gem while engaging in their course of study. Studying with AOD also means that you will be part of a creative community of designers, young innovators, design students and academics from all over the world—it's an inspiring mix to be part of. While the programme will take up a significant amount of your time in Sri Lanka for travel, study time, lectures, networking and workshops, you will also have time for personal exploration of Colombo, the textile producing regions, and the rest of an island that offers some of the best beaches in the world, stunning hills, landscapes, wildlife, resorts, and historical treasures.

To discover all this or to arrange a personalised mix of facilities and guidance for your time here, talk to us.



# EVERYTHING ELSE YOU NEED TO KNOW

## PARTICIPATION & REGISTRATION

We invite applications from current students, design professionals, and academic institutes from around the world. We offer three models for engagement with the Sustainable Fashion & Supply Chain Management programme:

### 1. Individual Applicants

Students and design professionals can apply online for the three-week programme curated by AOD and DFSD: [www.aod.lk/pages/aod-study-abroad-summer-programme-2020](http://www.aod.lk/pages/aod-study-abroad-summer-programme-2020)

**Application Deadline: 15th April 2020**

**Start Date: 13th July 2020**

**Programme 01 Cost: USD 550 ( One week)**

**Programme 02 cost : USD 900 ( Two weeks - Week one + optional one week)**

The price includes accommodation in Colombo on twin sharing basis, travel expenses for the field trips around the island and all associated programme costs. The price does not include air travel to and from Sri Lanka, visa, food and personal expenses.

### 2. Student Exchange

We invite academic institutes to a student exchange where students from an academic institute can send a representative from their institute to participate in the July 2020 programme mentioned above. In return, an AOD student would receive an equivalent opportunity to participate in a short course or programme of the partnering institute.

**For queries and further information contact: [studyabroad@aod.lk](mailto:studyabroad@aod.lk)**

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