

A CO-CREATION PROCESS FOR PREMIUM TRADITIONAL PORTUGUESE POCKET KNIFES

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Abstract

During an eight weeks DEMOLA project, from March to June 2019, a team of five students together with the representative of Martins Cutelaria Tradicional de Palaçoulo, putted into practice the steps towards an innovative design of a new premium series, the “Portuguese History Collection”. This design project was driven through a co-creation process with the traditional Portuguese pocket knives company Martins Cutelaria Tradicional de Palaçoulo, based in the old village of Palaçoulo, Bragança, Portugal (see [1]). Martins Cutelaria, which has a long history in the design, production and innovation of traditional Portuguese pocket knives, launched the challenge of designing a new premium line for their traditional pocket knives segment. The challenge was to innovate while keeping untouched the identity, tradition and the solid values that are the pillars of the company since it was founded in 1954. Based on the company's motto: “Ter uma navalha Martins Palaçoulo, é ter nas mãos um pedaço da nossa história.”^(*) and inspired by the fact that the year 2019 celebrates the 500th anniversary of the departure of the navigator Fernão de Magalhães for his circumnavigation of the globe by sea, the team worked out the new pocket knives collection “Portuguese History Collection – The Navigations”. This consists in a collection of five thematic pocket knives that can either stand alone or grouped all together in a single thematic case. This collection brings up the memory of a golden period in Portuguese History by associating the great achievements of the sixteenth century Portuguese navigators and the great poet Luis de Camões to the traditional Portuguese pocket knives. In figure 1 it is represented a prototype of one piece of this new collection, dedicated to the celebration of the 500th year of the circumnavigation travel by Fernão de Magalhães.

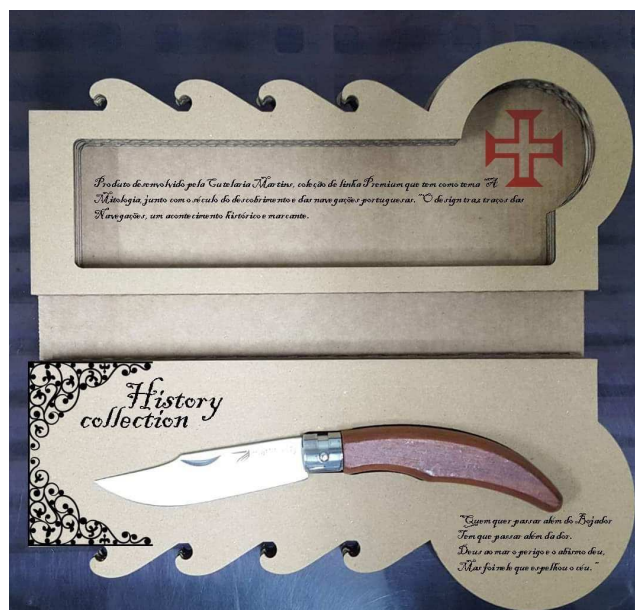


Figure 1: The prototype of one of the pieces of the Portuguese History Collection – The Navigations.

REFERENCES

- [1] How does co-creation helps design thinking? (<https://www.reachbrands.co.uk/blog/how-does-co-creation-help-design-thinking/>) - page visited November 2019