

DR FRANCESCO MAZZARELLA FRSA

Senior Lecturer in Fashion and Design for Social Change

Centre for Sustainable Fashion, University of the Arts London
20 John Prince's Street, London W1G OBJ

SUMMARY

I am a Senior Lecturer in Fashion and Design for Social Change at London College of Fashion, UAL, where I teach in a number of courses. I currently work as a researcher at Centre for Sustainable Fashion, UAL, investigating ways in which design activism can be used to create counter-narratives towards sustainability in fashion. Previously, I was Research Associate at Imagination, Lancaster University, working with the AHRC Design Leadership Fellow on the 'Design Research for Change' initiative. In 2018 I was awarded a PhD from Loughborough Design School; my doctoral research project explored how service design can be used to activate textile artisan communities to transition towards a sustainable future.

CORE SKILLS AND COMPETENCES

- Research in fashion activism, textile artisanship, design for social innovation, sustainability, place making, service design
- Delivery of teaching, MA and PhD supervision, writing of students' project briefs, assessment
- Participatory design practice, project management, workshop facilitation, graphic design

EDUCATION

PhD in Service Design for Social Innovation

Sept. 2014 – April 2018, Design School, Loughborough University (Loughborough, UK)

MSc in Ecodesign

Sept. 2011 – July 2013, Politecnico di Torino (Turin, Italy)

BSc in Industrial Design (Product Design)

Sept. 2007 – Dec. 2010, Politecnico di Torino (Turin, Italy)

ACADEMIC AND PROFESSIONAL POSTS SINCE GRADUATION

Senior Lecturer in Fashion and Design for Social Change

October 2021 – Present, London College of Fashion, University of London Arts (London, UK)

External Examiner for the MA programmes: Product Design; Craft; Textiles

October 2020 – Present, Manchester Metropolitan University (Manchester, UK)

Research Fellow in Fashion and Design for Social Change

July 2020 – October 2021, Centre for Sustainable Fashion, University of London Arts (London, UK)

Post-Doctoral Research Fellow

April 2018 – July 2020, Centre for Sustainable Fashion, University of London Arts (London, UK)

AHRC Design Leadership Fellow Research Associate

Feb. 2018 – Dec. 2019, Imagination, Lancaster University (Lancaster, UK)

Hourly Paid Associate Lecturer in: Design Futures; Design Thinking Innovation Accelerator

Feb. 2016 – Dec. 2019, University of the Arts London (London, UK)

Guest Lecturer in Sustainable Design Strategies

Dec. 2016 – May 2017, ESMOD Berlin (Berlin, Germany)

Hourly Paid Associate Lecturer in: Design Thinking; Design Innovation; Experience Design

Mar. 2015 – Mar. 2018, Loughborough University (Loughborough, UK)

Intern and Visiting Tutor

Sept. 2014 – Mar. 2016, SustainRCA, Royal College of Art (London, UK)

Service Request Manager

Dec. 2013 – Aug. 2014, BT Global Services (Budapest, Hungary)

Designer of Exhibitions and Conferences

Jun. 2010 – Oct. 2013, Torino Design Week (Turin, Italy)

Teaching Assistant in: Graphic Design; Design III; New Materials for Design

Mar. 2012 – Feb. 2013, Politecnico di Torino (Turin, Italy)

Assistant Project Manager

Jan. 2011 – Feb. 2013, Torino Lab (Turin, Italy)

RESEARCH FUNDING

- **AHRC – Decolonising Fashion and Textiles: Design for Cultural Sustainability with Refugee Communities** (£249,554)
Principal Investigator, Sept. 2022 – Aug. 2024, University of the Arts London (London, UK)
- **Social Design Institute – Reality, Reciprocity, Resilience** (£5,000)
Principal Investigator, April 2022 – July 2022, University of the Arts London (London, UK)
- **Foundation for Future London – ReGo 2.0** (£40,000)
Co-Investigator, Sept. 2022 – Aug. 2023, University of the Arts London (London, UK)
- **Foundation for Future London – ReGo** (£49,790)
Co-Investigator, May 2021 – April 2022, University of the Arts London (London, UK)
- **Design Council – Design Economy 2021** (£65,985)
Co-Investigator, Jan. 2021 – May 2021, University of the Arts London (London, UK)
- **AHRC – Digital, Regeneration and Experience Economy modelling** (£651,000)
Co-Investigator, Sept. 2020 – Feb. 2022, University of the Arts London (London, UK)
- **London Borough of Waltham Forest – Making for Change: Waltham Forest** (£87,010)
Principal Investigator, Nov. 2018 – Dec. 2020, University of London Arts (London, UK)
- **UAL HEIF – Legacy of Making for Change: Waltham Forest** (£6,150)
Principal Investigator, Apr. 2020 – July 2020, University of London Arts (London, UK)
- **The Sheepdrove Trust – Post-Doctoral Research Fellowship** (£10,000)
Principal Investigator, Apr. 2018 – Jan. 2020, University of London Arts (London, UK)
- **AHRC Design Star CDT – Crafting Situated Services** (£43,000)
PhD researcher, Sept. 2014 – Oct. 2017, Loughborough University (Loughborough, UK)
- **AHRC Design Star CDT – Student Development Fund** (£1,000)
Visiting PhD researcher, Mar. 2016 – Jun. 2016, Cape Peninsula University of Technology (Cape Town, South Africa)
- **Erasmus – International Scholarship** (£3,100)
Visiting Student, Feb. 2013 – Jun. 2013, Minas Gerais State University (Belo Horizonte, Brazil) – Visiting Student, Sept. 2011 – Feb. 2012, University of Twente (Enschede, The Netherlands)

Latest Publications

- Twamley, G. & **Mazzarella, F.** (2022). The Benevolent Future of Fashion – A Framework for Business Partnerships with a Social Purpose, *Discern: International Journal of Design for Social Change, Sustainable Innovation and Entrepreneurship*, 3(2), 38-57.
- Mazzarella, F.** & Black, S. (2022). Fashioning Change: Fashion Activism and its Outcomes on Local Communities. *Fashion Practice: The Journal of Design, Creative Process & The Fashion Industry*. DOI: [10.1080/17569370.2022.2095729](https://doi.org/10.1080/17569370.2022.2095729)
- Banerjee, A. & **Mazzarella, F.** (2022). Designing Innovative Craft Enterprises in India – A Framework for Change-Makers. *She Ji: The Journal of Design, Economics, and Innovation*, 8:2, 192-216.
- Mazzarella, F.**, May, A.J. & Mitchell, V. (2021). A Methodological Framework for Crafting Situated Services. *Journal of Service Management*, 32:5, 752-782. DOI: [10.1108/JOSM-05-2020-0188](https://doi.org/10.1108/JOSM-05-2020-0188).
- Ouano, J. & **Mazzarella, F.** (2021). Design-driven Approaches to Enable Sustainable Entrepreneurship – Two Case Studies of Regional Textile Communities from the Philippines and the UK. *The Value of Design-driven Entrepreneurship, The Design Journal*, 24:5, 1-21.
- Mazzarella, F.** & Bofylatos, S. (Eds.) (2021). *Design for Social Innovation and Entrepreneurship*. Milan, Italy: DESIS Network Association. ISBN: 978-88-941673-2-0.
- Mazzarella, F.** & Schuster, A. (2021). *CUT*. London, UK: University of the Arts London.
- Bailey, J., Kimbell, L., Kaszynska, P., **Mazzarella, F.**, Todd, J., & Nold, C. (2021). *Design Economy 2021 – Environmental and Social Value of Design*. London, UK: Design Council.
- Mazzarella, F.** (2020). *Making for Change: Waltham Forest*. London, UK: University of the Arts London. ISBN: 978-1-906908-60-7.
- Rodgers, P.A., **Mazzarella, F.** & Conerney, L. (2020). Interrogating the Value of Design Research for Change. *The Design Journal*, 23:4, 491-514.
- Mazzarella, F.**, Storey, H. & Williams, D. (2019). Counter-narratives Towards Sustainability in Fashion – Scoping an Academic Discourse on Fashion Activism Through a Case Study on the Centre for Sustainable Fashion. *The Design Journal*, 22:sup1, 821-833.
- Hirscher, A-L., **Mazzarella, F.** & Fuad-Luke, A. (2019). Socialising Value Creation Through Practices of Making Clothing Differently – A Case Study of a Makershop With Diverse Locals. *Fashion Practice: The Journal of Design, Creative Process & The Fashion Industry*, 11:1, 53-80.
- Rodgers, P.A., **Mazzarella, F.** & Conerney, L. (2019). Investigating the Next Generation of Design Researchers. *The Design Journal*, 22:sup1, 1467-1480.
- Rodgers, P.A., Conerney, L. & **Mazzarella, F.** (2019). Deconstructing Design Research. *The Design Journal*, 22:sup1, 1287-1303.
- Rodgers, P.A., **Mazzarella, F.** & Conerney, L. (2019). The Evolving Landscape of Design Research for Change. In: *Proceedings of the International Association of Societies of Design Research Conference 2019*. 2-5 September 2019, Manchester, UK: Manchester Metropolitan University.
- Mazzarella, F.** (2018). *Crafting Situated Services – Meaningful Design for Social Innovation With Textile Artisan Communities*. (PhD Thesis) Loughborough University, Loughborough, UK.
- Mazzarella, F.**, Mitchell, V., May, A.J. & Escobar-Tello, M.C. (2018). Weaving the Threads: Service Innovation with Textile Artisan Communities. In: *Proceedings of ServDes 2018: Proof of Concept*. 18-20 June 2018, Milan, Italy: Politecnico di Milano.
- Mazzarella, F.**, Mitchell, V. & Escobar-Tello, M.C. (2017). Crafting Sustainable Futures – The Value of the Service Designer in Activating Meaningful Social Innovation from Within Textile Artisan Communities. *The Design Journal*, 20:sup1, S2935-S2950.