



تاللي

TALLI

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TO REVIVE CULTURE

&



CELEBRATE TRADITION

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EXECUTIVE SUMMARY



In this manual, we will walk you through our project on design-led innovation and innovation management. In this project, we were inspired by the Al Dhaid community. Our focus is Emirati embroidery, poetry, and the desert. We will show you our ideas and solutions that we came up and how we used innovation to do that. Part one of this manual is the design-led innovation that shows our ideas: Pop-up, workshops, and a Brand. And it also give more information about our topic. The innovation management, which is part two, involves the management side of the project

INTRODUCTION

In the Innovation and Strategy class, we were asked to use innovation to create work for an exhibition inspired by Al Dhaid community, which is a town in the emirate of Sharjah. Al Dhaid is known for preserving heritage of poetry, desert, and traditional Emirati fashion. As a team, we researched more in depth about fashion, poetry, and desert and we came up with a few solutions that will benefit both the Al Dhaid community and ourselves. Also, our ideas will create awareness and will educate people about traditional Emirati embroidery and poetry



DESIGN-LED

INNOVATION

INSIGHT

WHAT IS TALLI

Talli is a traditional Emirati handicraft, featuring bright colors and rich embroidery designs. Talli was used to decorate all kinds of women clothing, from wedding dresses and formal clothes, to casual clothing. The process takes around two to six months to make one sheet of Talli



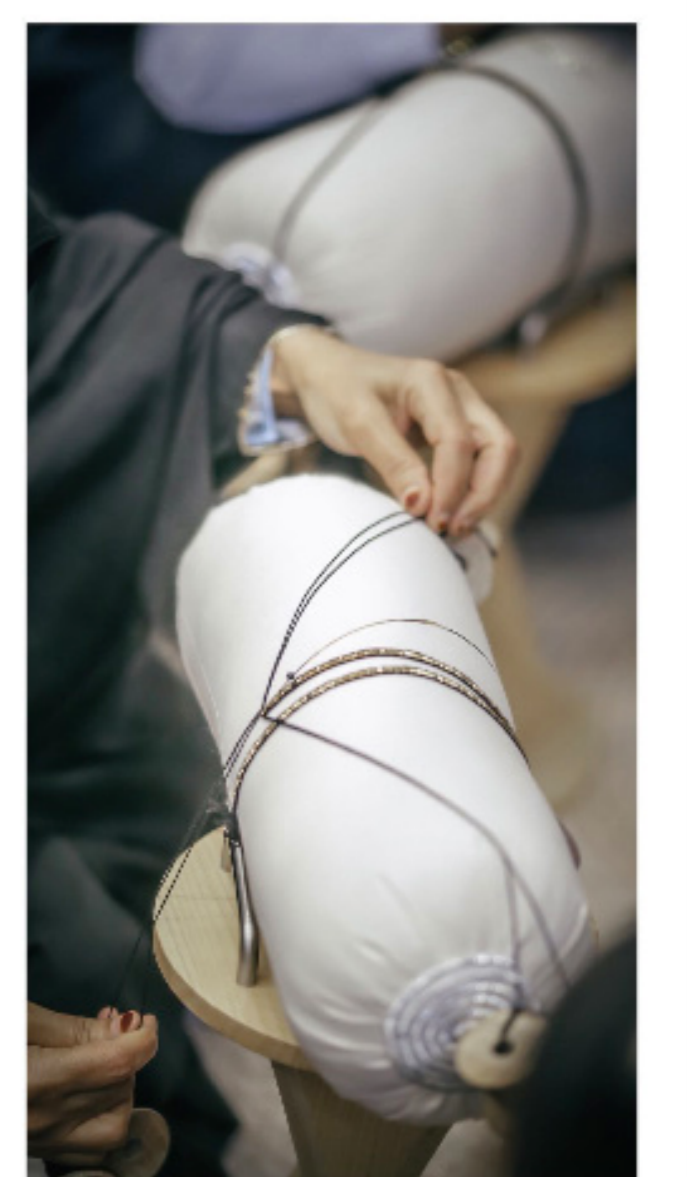
photograph source Alghadeer UAE Crafts

THE EMBROIDERY STAGE

A round-shaped pillow is used in the embroidery process. Then the pillow is attached on a metal stand called kajoja. Based on the design format, thread balls. women who weave the tali use 8-50 One of the common about practices in the UAE with regard to this craft is that women sit on the ground while practicing the craft Pure silver and gold threads were mainly used in the tali weaving to create the main shape. This results in a design that suits most special weddings .or other occasions

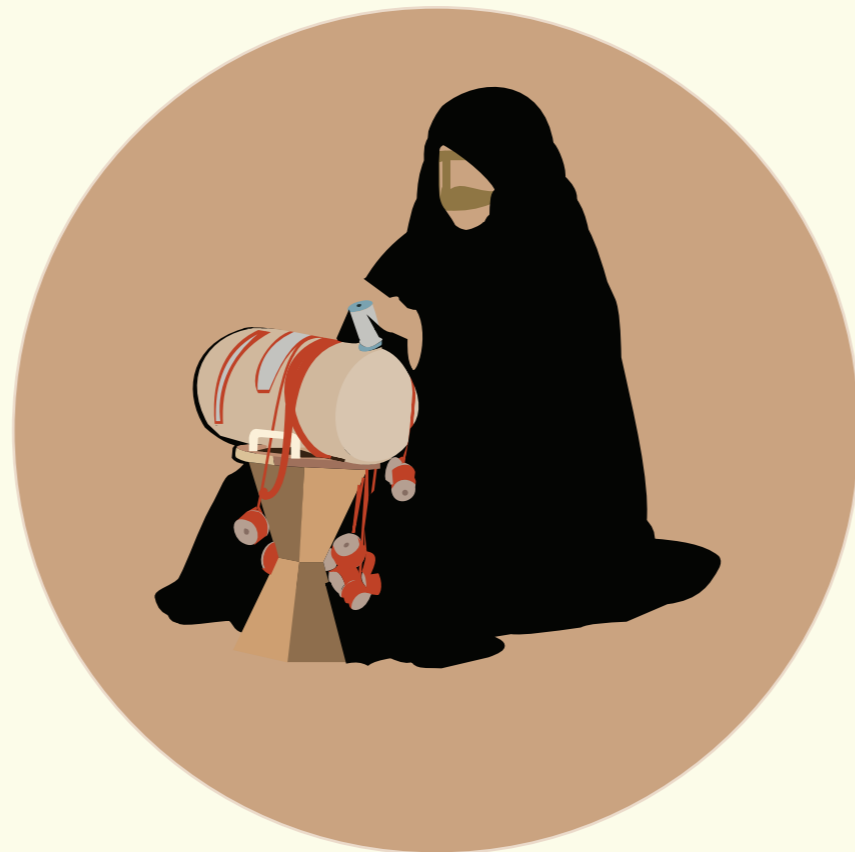


photograph source Alghadeer UAE Crafts



photograph source Alghadeer UAE Crafts

POPULAR COLORS



INSPIRATION

For innovation inspiration, we used Peter Druckers Seven Sources of Innovation and Keely et al's Ten Types of Innovation

SOURCES OF INNOVATION

The unexpected: we are combining ideas in unexpected ways to attract new audiences but by protecting heritage

Demographics: To attract younger women that are attracted to fashion and poetry, and attract women from older generations to that would like to keep this tradition going

COST REDUCTION STRATEGY

We will not build a factory to make the Talli fashion items, instead, we found people from Al Ghadeer Center that already make Talli and fashion items made from it. Also, the poets that will perform in our event will be coming from Al Dhaid. We also are using pop ups to reduce cost

TYPES OF INNOVATION

Experience: Creating a pop up event so that people can engage and experience our ideas

Offering: Show how talli works by teaching women how to make talli, and teaching them poetry by bringing women poets from Al-Dhaid community

We want to bring more attention to Talli and poetry by a unique twist. Our main unique twist is to bring Talli and poetry workshop in a popup shop that would be placed in the middle of the desert, by doing ,so we will show the importance of poetry, Talli, and desert that others have never picture them coming all together in a unique way

According to Peter Drucker there are seven sources of innovation and to be a unique brand we came up with Sources of innovation that are relevant to our brand

The first source of innovation that we found is relevant to our brand is the unexpected, this type of source can happen anytime and unexpectedly. We found the relation of this source by connecting projects / things that already exists but we are combining them in unexpected ideas

The second source of innovation is demograhpics, and what is meant by demograhpics is that poeple have different lifestyles and different intrests and we found that our main client are women that are attracted to fashion and poetry, and attract women from older generations to that would like to keep this tradition going

For any business to function they have to come up with ways to keep their business working and the most important way is to be an innovative company. Doblin cam up with ten types of innovations, these types any innovator will fall for it. Most successful innovations are a combination of multiple types of innovations

The first type of innovation we chose is experience and experience divides up into four parts. The first part is the service and we want our brand to offer something new. second is the channel and how we offer our service is by opening up in the desert which is something new that has not happened yet. third is the brand and our brand is formed through these ideas and thats what make our brand alive. Lastly, is customer engagement without customer engagement our brand wont exists the most important thing to our brand is to have strong relationship with Emirati women who cherish their heritage, Talli, poetry, and the desert

The second type of innovation is offering. Our brand offers the best and original representation of Emirati heritage with a modernized twist. The first part of offering is product performance, we want to teach those of interest how talli is made step by step and by using the original way of doing talli and we want to give them the best Emirati written poetry to give them the experience of how lovely is the original poetry with the amazing desert weather

IDEA

LOGO



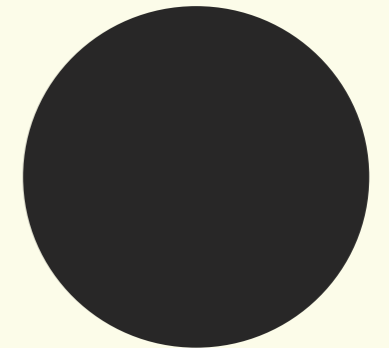
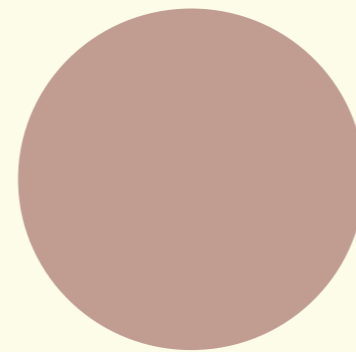
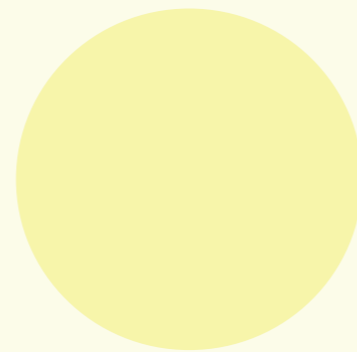
BRAND
TALLI

FONTS

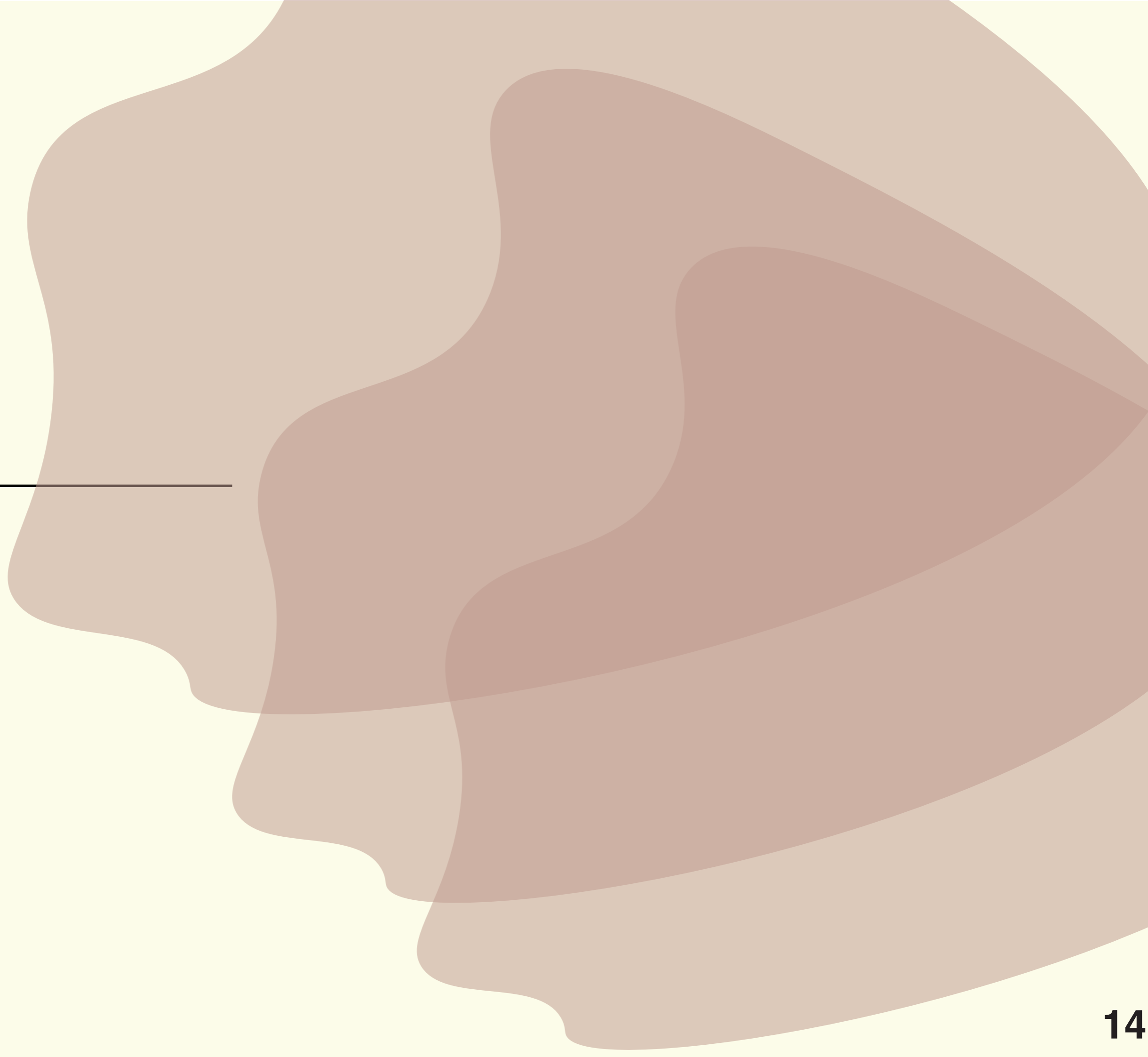
HELVETICA BOLD

HELVETICA

BRAND COLORS



Inspired by the desert



INNOVATION

MANAGEMENT

INNOVATION STRATEGY

To bring Talli and traditional poetry back to life and popularising it while empowering women handicraft makers and poets

Through our ideas, we wish to bring awareness to Emirati poetry and traditional fashion

BUSINESS MODEL CANVAS








The Business Model Canvas

Designed for:

Designed by:

Date:

Version:

<p>Key Partners </p> <ul style="list-style-type: none"> - Al Ghadeer UAE Crafts - Al Dhaid community - UAE old souq suppliers - Al Dhaid poets - Talli makers - Poetry performers - Talli instructors 	<p>Key Activities </p> <ul style="list-style-type: none"> - Pop-ups - Websites - Social Media - Word of mouth - Events - Al Dhaid Community 	<p>Value Propositions </p> <ul style="list-style-type: none"> - we value culture, and are aiming to protect it. We are also celebrating our traditions, and modernising our history. - We offer the workshops for people who are interested in poetry and Talli making. - We offer jobs for women (Talli makers) to empower them. - We offer stylish and modern ways of Talli fashion 	<p>Customer Relationships </p> <p>For a successful business to continue strong customer relationship is needed. For this bond to happen there has to be a similar bond between the customer and the business idea generator. As a result, we strive to build a strong relationship with our customers (Young Emirati Women) who are interested in Tali , poetry workshops.</p>	<p>Customer Segments </p> <ul style="list-style-type: none"> - Tourists: they are an ideal segment as they are very interested in learning about Emirati traditions. - Embroidery enthusiasts: they will want to learn more about traditional embroidery. - Poets / Poetry lovers: they will want to attend the poetry performances.
<p>Cost Structure </p> <ul style="list-style-type: none"> - Instructors cost / salary. - Poets cost / salary. - Pop-up installation cost. - Talli-making materials cost. - Talli fashion items cost. - Design rights cost. 		<p>Revenue Streams </p> <p>Customers will be paying for the workshop and if they would like to buy the fashion items. Whereas the poetry performance will be free of charge.</p>		



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DESIGNED BY: Strategyzer AG
The makers of Business Model Generation and Strategyzer

 **Strategyzer**
strategyzer.com

PRODUCT LIFE CYCLE

The product Life cycle is a cycle that any product or a brand goes through stages that are organized in sequence.

First it goes through the introduction stage.

In the introduction stage the business seeks to develop a market for the product. In our case we set intellectual property to our brand as a whole, to our logo, and even our ideas of our design solution for Al-Dhaid community. In terms of pricing, we first allow women who have interest to Talli and poetry to join our workshops.

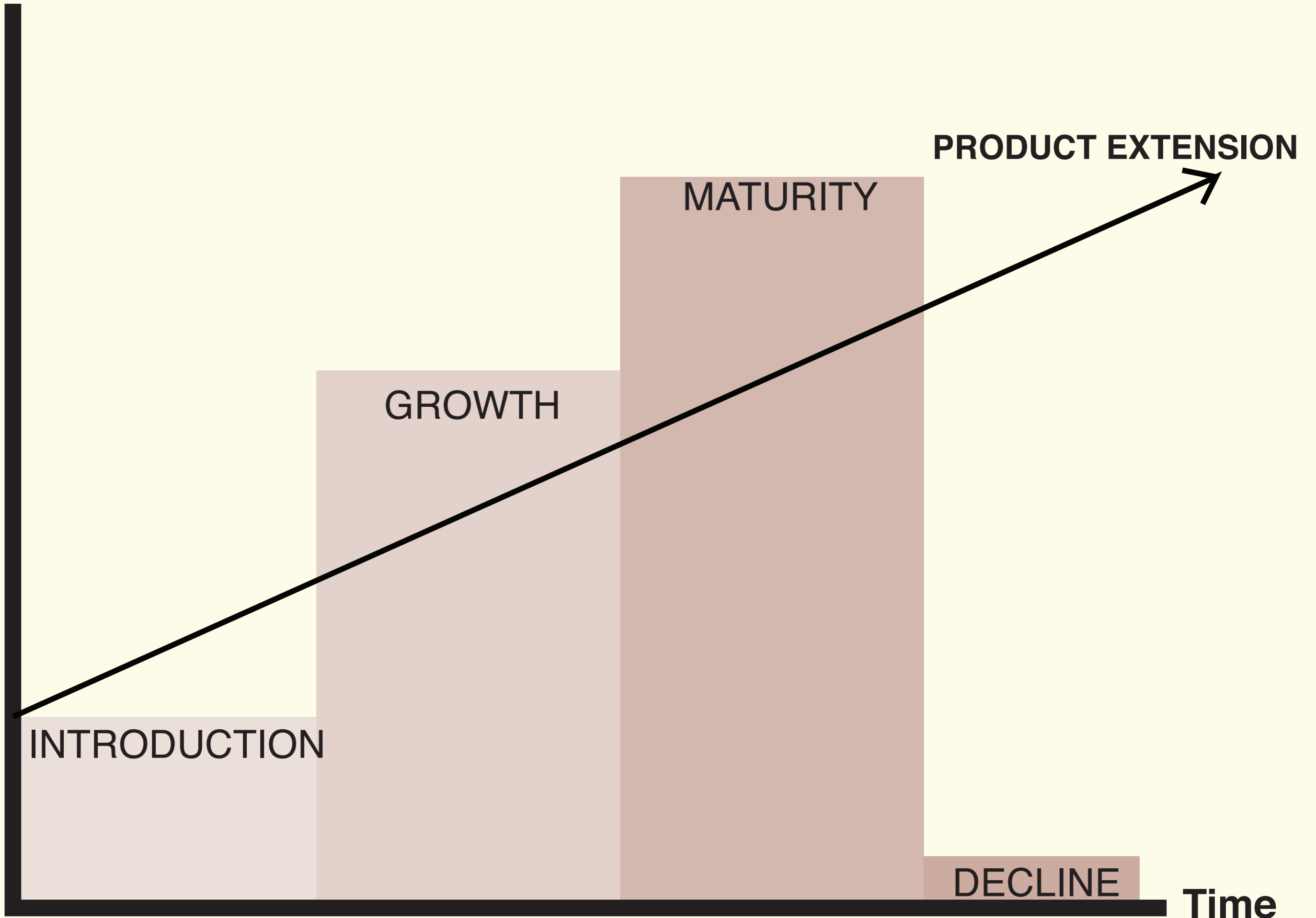
Second, is the growth stage and in this stage the brands looks for ways to increase its market share and preference.

Because we want Talli to grow more, we added the option of online workshops after our first year anniversary. And by doing so, we will maintain the prices of the workshops.

In this stage we believe that our brand will grow the most because of the new features added and because it wont focus on a specific group of people

Third, is the maturity stage other brand might compete with us since the idea of workshops is already out in the market. However, by adding new features to our brand we might be able to maintain our growth stage. For example, maybe we can make in-home workshops this might differentiate us from competing brands in the market. Lastly, is the decline stage and in this stage, Its either we continue working on our brand by developing new ideas, lowering our prices or by shutting down. However our aim here is to grow our brand as we want to protect and remind people of our heritage, so we want to generate new ideas every once in a while to add value to our brand

Sales



MVC

PURPOSE

Modernize history by bringing old Emirati fashion. Talli, to be exact, and back to life, preserving its technique, created by Emirati women who valued UAE's heritage. We also want to educate people about Emirati poetry, and bring more attention to it

GOVERNANCE

Everything is passed through the Director, before release . The managers work hand in hand together, in order to create a subtle movement of plans and ideas

COMMUNICATION

Emails

Meetings

Video/Phone calls

Website

RULES

Ensure that the same old technique of Talli is used, but with a modern touch. In this way we will keep and preserve the traditional uses

Ensure ethical standards, fairness, and equality for women within our group, and beyond

VALUES

Respecting and protecting culture

Celebrating tradition

Modernizing history

Ensuring longevity through innovation

AUDIENCE

Young women who are interested in talli and poetry, as well as old women who are trying to keep this tradition from fading away

ROLES

To immortalize the craft of talli making, and the art a beauty of poetry, all through experincing it in the desret

EXPERIENCE

An experience is created through our pop up event, where people will have the opportunity to go through our participants' popup, where things made of Talli are being displayed and sold. A Talli making workshop will be held, alongside poetry sessions to preserve the beauty of both crafts and art. All that will take place in several desert spots within the UAE

We used the cost reduction strategy. We will not build a factory to make the Talli fashion items, instead, we found people from Al Ghadeer Center that already make Talli and fashion items made from it. Also, the poets that will perform in our event will be coming from Al Dhaid

PRODUCT POSITIONING AND PRICING

Positioning, the process of placing your brand in the customer's mind. Talli is brand that preserves history, yet give it a modern touch, feel, and way of expression. Therefore, the Ministry of culture and knowledge development will be considered as our sponsors, as well as Museums all over the UAE. Many ideas of events are out there, like Sharjah heritage week, and many more, we do have the same goal, which is to revive, and immortalize things that make up the Emirati culture. Yet, we do focus of Talli, desert, and poetry all at once, which was never done before. We also have a different approach in design and he also modernize them, while still keeping them at there core shape/way/form. The Talli event, includes popups, poetry sessions, and talli making classes, all within the rich desert of the Emirates. Its is an event that touches upon a shopping experience, entertainment, education, and preserving culture with a modern touch, to make it suitable for people in this day and age. All this is within the price range of 50 DHS per ticket

DIFFUSION OF INNOVATION CURVE

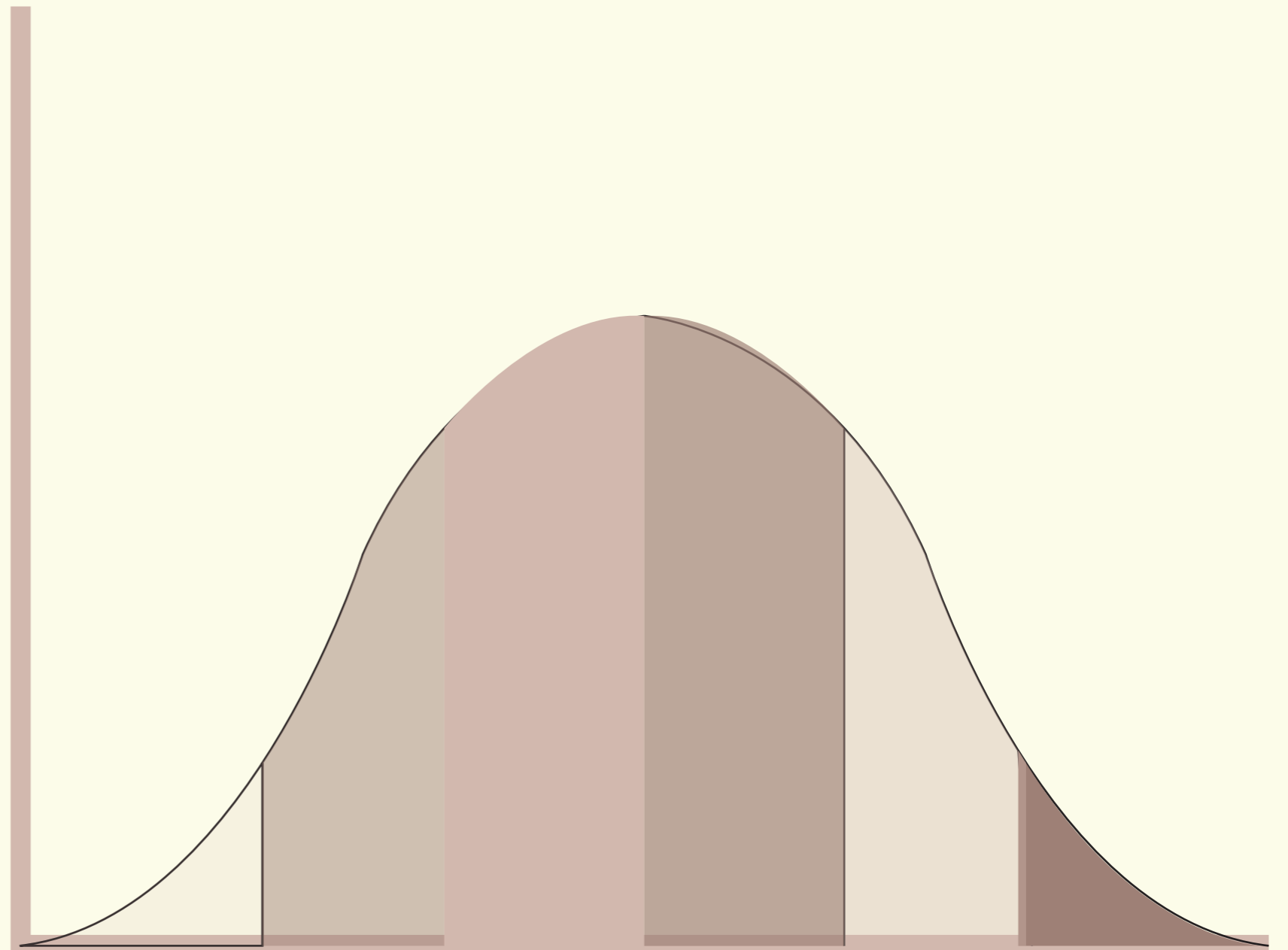
Innovators: people who are highly interested in Emirati embroidery and poetry. They are major enthusiasts and they will help us gain market acceptance

Early Adopters: people who are interested in Emirati embroidery and poetry

Early Majority: people who will attend our events after hearing from others and knowing their experience

Late Majority: people who will attend our events knowing that they will surely gain a full experience in Emirati embroidery and poetry

Laggards: people who still stick to old Emirati traditions and still use them or old Emiratis



TECHNOLOGICAL INNOVATION

Technological innovation is the introduction or the alteration of some form of technology in the organization in this case our brand (Talli) to form a new product or process that will help the brand grow and stay in business

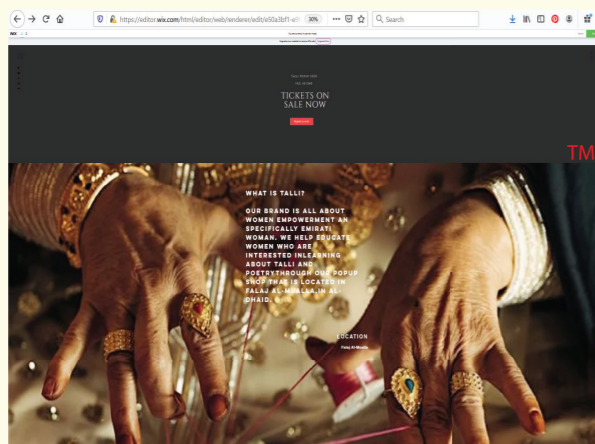
Our brand Talli we will continue to open up in different and new locations in the United Arab Emirates to popularize our brand even more. By doing so, we will increase our profits because more people will be able to visit the popup shop and get the special experience from our brand.

Talli is a traditional craft and in general the technique has not changed in years. In terms of on-going technological innovation, we will engage textile students and art and design students in a workshop where they can work with experienced Emirati women who are experts in the craft of Talli. In this way, we can stimulate discussion and the creation of new ideas for old technologies, and consider how we might assign design rights or copyright to new creations in agreement with the stakeholders involved



STANDARDS

IP or Standards is an international protection code that protects your ideas from competing brands in our case to steal or get your idea, name logo, or even text from your own brand. As a group, we chose few standards that are relevant to our brand Talli.



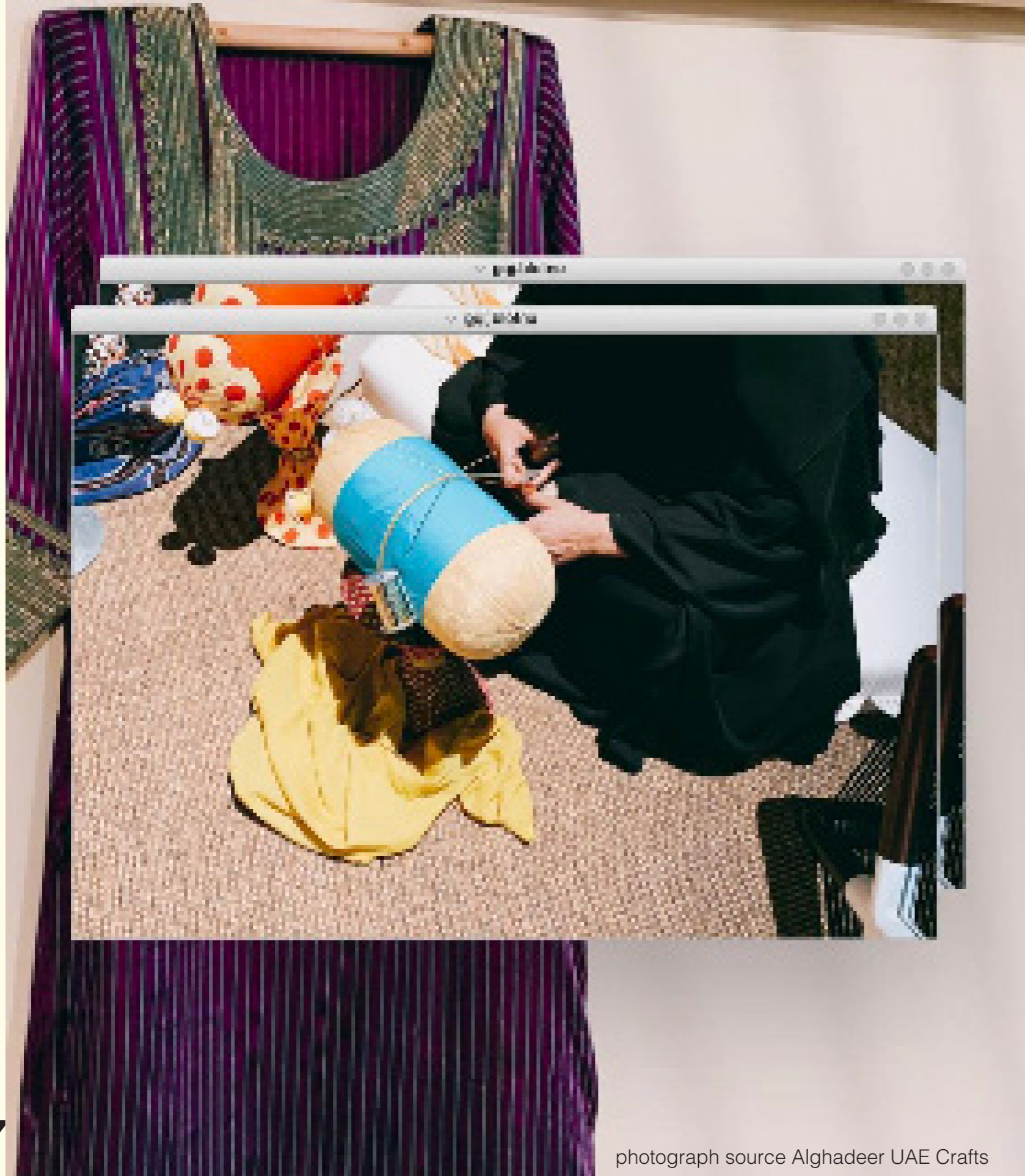
First right is the Trademark. Trademark is a type of intellectual property that protects the brand logo and the brand name in the form of a symbol on the logo. There are three symbols the circled R (®), little capital letters TM (™), and the little capital letters SM (SM). The circled R can only be used once you have a federal registration. This means you've applied for it and received a trademark registration from the US government. The other two symbols you can use are little capital letters TM or SM. These are the symbols you should use, you know before you file a trademark application or during the application process.

We chose TM to protect the goods of our brand like the process of making that Talli in the pop up shop.

And we chose SM to protect the services our brand make for people. For example the popup shop itself, our online website and the idea of women Talli and Poetry workshops and our logo.

We chose the SM and the TM trademarks to protect our ideas before even going to protect them with the circled R because it takes times to do so, and we want to protect our ideas as fast as possible.

COPYRIGHTS



Additionally, we found that Copyrights are relevant to our brand because the function of copyrights trademark is to protect any visual or written creations by our brand or our brand's group. For instance, copyrights are used in our own website content, and in the poetry written by the women that work for our brand

CULTURAL INNOVATION

Cultural Innovation and values are the commonly shared beliefs about what is acceptable and unacceptable, or right and wrong, within a society. We have set new standards of making talli in the UAE which means that we have made new ideas into existing cultural heritage because we want our brand, Talli, to be recognized by UNESCO as a cultural expression of great value to the world in terms of heritage and culture. We also want it to be recognized by UN Women as they are known for providing women empowerment in the workplace, marketplace, and community for textile industry.

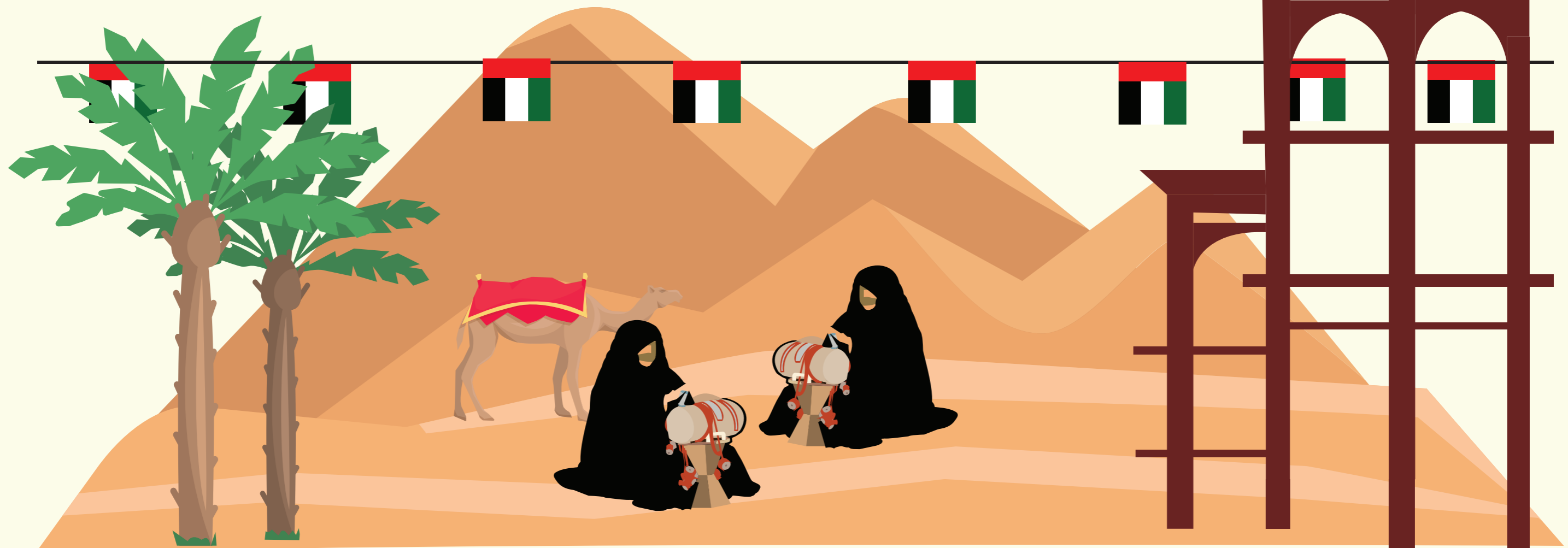
MARKET ENTRY

Market entry is bringing in products or services into the target market. Our brand launch date is on the UAE's national day which is on 2020/12/2 and our first location to launch our brand is in Falaj Almualla which is a desert area in Al-Dhaid.

.We chose this area because that's where the heritage is preserved to this day. In addition, we chose the UAE's date of the national day to celebrate Emirati's culture and heritage. Also, tourists visit the UAE mostly during winter time because to them it is the perfect warm weather to do activities outside and to us Emiratis we can only do outdoor activities during winter time. Lastly, because most people have vacations during this time whether it is a Christmas vacation for schools or to take time off the job.

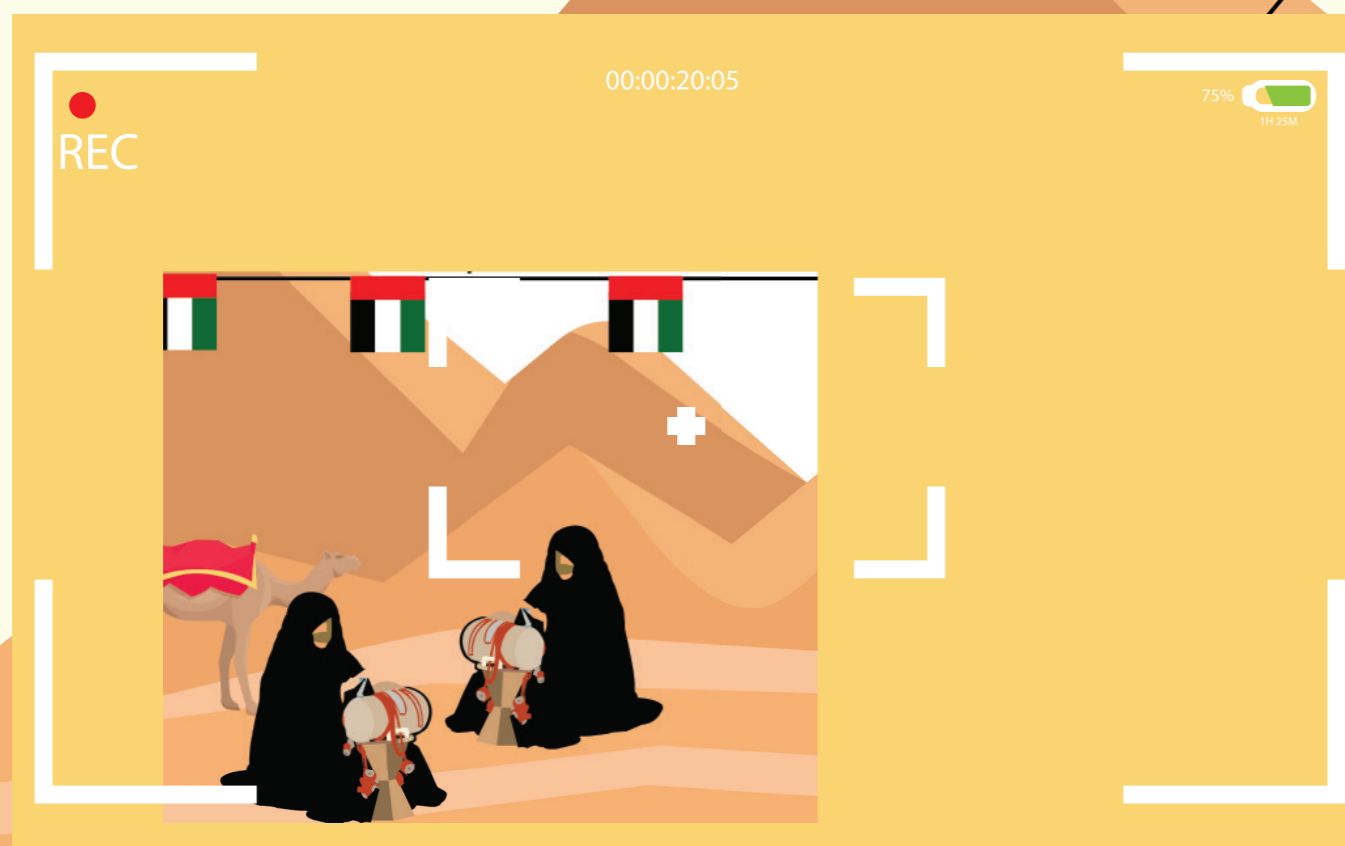
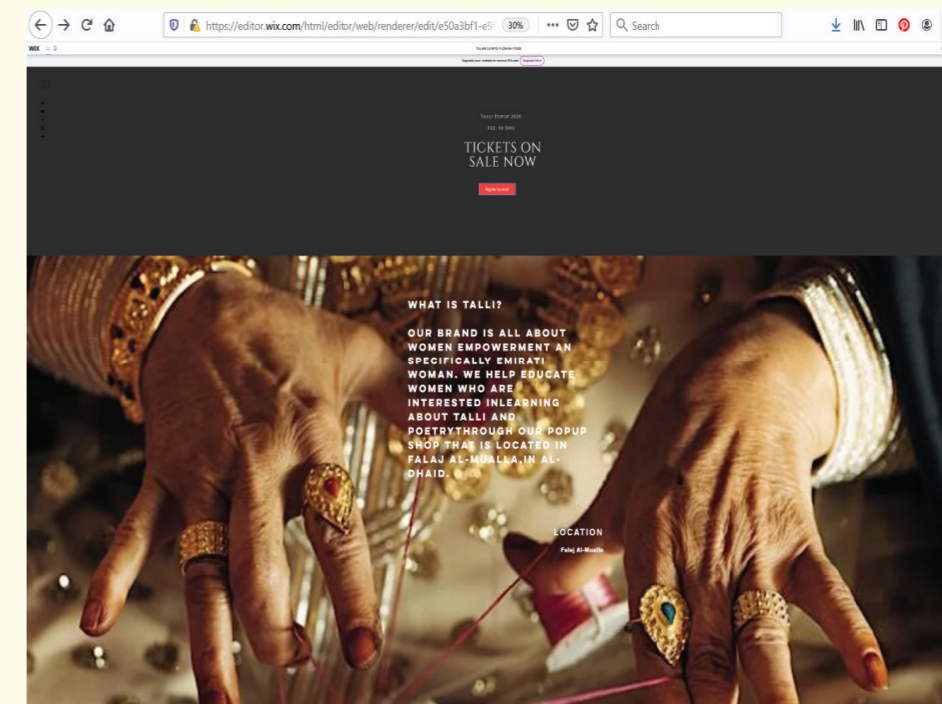


49TH NATIONAL DAY



To further expand our brand, we will launch the virtual experience of the pop up after our first anniversary of .2021/12/2 the popup which will be on The reason we chose our anniversary date is because we want people to get the best prices for the online pop up shop experience and also it is a great time for people to get for their special one's the online popup shop experience ticket with the lowest price

EXPERIENCE THE POP UP VIRTUALLY THROUGH OUR WEBSITE.



Talli PopUp 2021

ECO-SYSTEM MAPPING

Talli has many opportunities to grow and become known in the region. As there are many events in the UAE that support heritage, art & design, Talli can participate in these events to gain more popularity. These events include

RAS AL KHAIMAH FINE ARTS FESTIVAL

SHARJAH HERITAGE DAYS

SHEIKH ZAYED HERITAGE FESTIVAL

SIKKA ART FESTIVAL

RAS AL KHAIMAH FINE ARTS
FESTIVAL

SHARJAH HERITAGE
DAYS

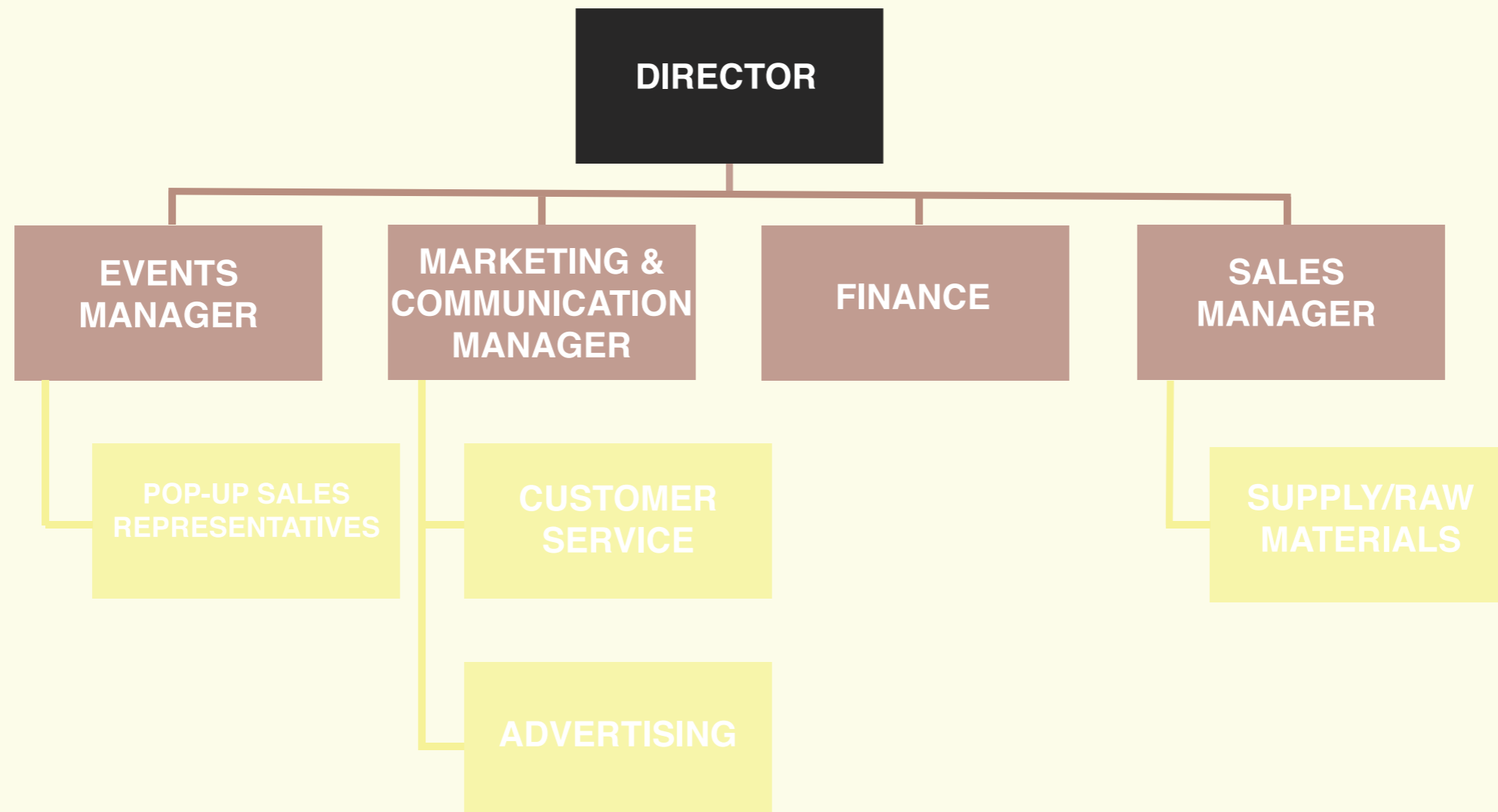
SIKKA ART FESTIVAL

SHEIKH ZAYED HERITAGE FESTIVAL



MANAGING INNOVATION TEAMS

To become an organized team, a Director will be responsible for the overall operation of the brand. Under the Director, we will have an events manager, a marketing and communications manager, a finance manager, and a sales manager. Each manager is responsible for a different area but they will all work together as a team



STAKEHOLDER MAP

This map shows the stakeholders related to our event. For example, tourists will be interested to attend our event as tourists usually like to learn about the country they are visiting. Our event .will provide them a sense of the Emirati culture

Dubai Culture hosts many events in Dubai related to arts and culture, including Sikka Art Festival, and they also hold cultural initiatives. There are exciting opportunities for Talli to develop if they partner with Dubai Culture



CONCLUSION

Talli and poetry are highly precious in the Emirati culture. They were used in the UAE for many years. Through our strategies and ideas, we want to keep preserving these traditions in order to keep them alive for the next generations. Whether it is the workshop where people will learn the technique of the Talli, or the poetry performances where people will watch and listen to the Emirati poetry, our goal will be reached hopefully.

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@alghadeeruaecrafts on Instagram.

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