



The Vienna-based organisation, [co/rizom](#) works on a tool to empower traditional artisans in the field of design by supporting them at product development, access to the international design discourse and business development to make them marketable.

Together with [Wiener Times](#) and [Zestrea](#) from Transylvania in Romania, they created a collection of pillows and traditional chairs, we are happy to present to you today.

co/rizom will be present at [ROMANIAN DESIGN WEEK](#) (September 11th - 20th, 2020), and at [VIENNA DESIGN WEEK](#) (September 25th - October 4th, 2020).

pillows from Wiener Times

Traditional fabrics – woven & embroidered by hand – are transformed into a series of travel pillows. By interacting with the rich history of transylvanian folk art, the pillows are decidedly transporting a re-edition of peasant chairs into a contemporary universe.

“Balancing on the edge of design, crafts, art and decoration Wiener Times fabricate objects of use with a distinct, elegant style yet edgy. The emphasis is on textiles. The pieces are all created with an intense focus on the crafted detail and are actively questioning and pushing the lines between abstraction and function.”

Wiener Times are Susanne Schneider and Johannes Schweiger. www.wienertimes.com

chairs and traditional fabrics from Zestrea

Zestrea is a Romanian volunteer cooperative and a community of [co/rizom](#), committed to the local tradition of embroidery & carpentry.

<https://www.corizom.org/copy-of-albania>

co/rizom

tools to empower artisans

At a time when interest in crafts is exploding but traditional making skills are vanishing, the co/rizom methodology will use design principles and product development methods, as well as simple but effective branding and marketing strategies, to help artisans form small social enterprises and become suppliers to retailers.

To develop this process, they have built a team of experts, created a network of advisors and ensure that the artisans they work with are involved every step of the way as the co-designers of the process.

They believe that traditional crafts can only survive if artisans are empowered and supported and that the co/rizom development tool will help create thriving, resilient and connected communities that can enact fair employment practices, improve the quality of their products and ensure the survival of context-specific skills and historic ways of making that might otherwise be lost forever.

co/rizom was founded by Alina Serban and Nadja Zerunian the creative mind and the social business developer Andrei Georgescu. Team members are Gabor Nagy and Lisa Pock.

www.corizom.org

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