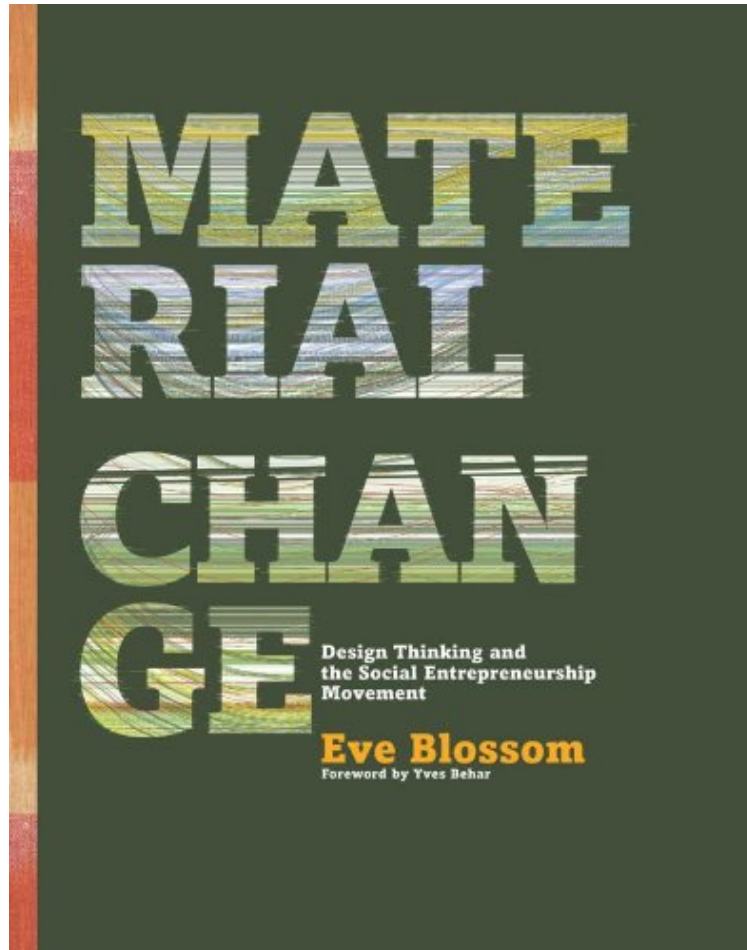


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Material Change Kindle Edition (NONE)

Eve Blossom

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Eve Blossom : Material Change Kindle Edition (NONE) before purchasing it in order to gage whether or not it would be worth my time, and all praised Material Change Kindle Edition (NONE):

0 of 0 people found the following review helpful. The Unique LoomBy StaciMaterial Change has been designed in a unique loom. When I had begun reading the book, I found that I was frustrated because of the inconsistency of the pages, because they were two separate stories together on one page. As I continued forward, I realized the design and started over to ensure I was grasping the concepts. After I did this, I fell in love with the weaving design. The most incredible thing about the way the layout of the book is that the pages are written just like fabric being intertwined together. Each chapter has an intricate weave pattern that combine the topic as visual aid in understanding and appreciating the art. There are pictures that show the people working at the market, weaving at the factory, and adding color to the fabric. Visually it is extremely appealing, once you let yourself step away from the classic layout of a book, you will become entranced with its one of a kind design.The book has an incredible start with the story of how Eve Blossom (the writer and storyteller of the book) was entranced with the culture and how she had stumbled upon

the intricate, traditional fabrics. In 1992, Blossom went to a traditional market in Hanoi, North Vietnam. While she was walking through the market, she had stumbled upon a section with textiles that she was fascinated with. Since it had impacted her with such incredible force she located the lady behind the textiles (named Anh) and asked if she could see more. On Anh's motorbike, she took Blossom on a journey to a weaving location near the market. This is where it all began and how Blossom explains that she knew she wanted to work with these people. Blossom continued forward in her career by returning to school, working in Los Angeles, then returning to Vietnam to work. She researched, advised and built artisan relationships over thirteen years and continued to move forward with that development to create her for-profit social company in designs called Lulan Artisans. Creating her mission, "to preserve artisanal traditions; to give workers an ample wage, benefits and a safe workplace; to bring stability to communities by creating jobs; and to provide economic alternatives to human trafficking." Along with her own social entrepreneur ventures, she also brings stories about disruptive entrepreneurs who are working together in the design, social and business aspects. It is really well integrated throughout the book with the stories and ambitions of these other entrepreneurs. The result of these combined business endeavors is a new and fresh model to the conventional thought. These unconventional methods are what shaped much of the creation of Blossom's company. Blossom is the founder and CEO of Lulan Artisans with a background in architecture which correlates well with design. Dedicated to solving the issues that are occurring with human trafficking by ensuring that the company helps artisans sell their expertise, textiles and other goods to consumers. Her business has expanded not only in the general area, but through the internet they are now sold to online consumers worldwide and in showrooms. It is most renowned because of the appearance of the goods being sold in New York City at the ABC Carpet Home store. I share the passion of textiles, economic sustainability and social change that Blossom portrays in her journey through South East Asia. With her social entrepreneurship she has developed a company that has influenced all of those things and more. Having also encountered many families who were involved in human trafficking to get their family by financially, the implementation of Lulan Artisans has brought the importance of the fine craftsmanship in their textiles back into their lives. There are many struggles that are constantly being presented, as Blossom acknowledges, being aware and willing to move forward with innovative means to help create a more sustainable situation is the goal that she wants to bring to everyone's attention. This is a fantastic book and I would highly recommend it to anyone who has an interest for textiles, human life or South East Asia's economic living. 0 of 0 people found the following review helpful. Good book By Geek Queen The concepts and the designs in the book started me thinking in a whole different way. The author does a great job of opening the readers mind to new ideas, textures and ideas. I would get the hard copy. I usually read everything on my Samsung tablet but so glad I have the hard copy of this book. I go back and read/feel the pages over and over again. 0 of 0 people found the following review helpful. Just what design businesses need! By Rockitwithjbird This book poses an amazing model for how the new revolution of designed business can be shaped. I recommend this to anyone starting a business, within current corporate culture, or studying the anti-trafficking movement.

Material Change shows that there is something going on in design-something powerful. Design can change the world. This new way of thinking is revolutionizing the business of design and the design of business. Material Change is the story of trained architect and entrepreneur Eve Blossom, who built her design business, Lulan Artisans, on a framework of ecological, economic, social, communal and cultural sustainability. Lulan Artisans is a for-profit social venture that designs, produces and markets contemporary textiles made by Blossom's collaborators-over 650 weavers, dyers, spinners and finishers in Cambodia, India, Laos, Thailand and Vietnam. Lulan's mission is to effect systemic social change: to give workers an ample wage and benefits; to bring stability to communities by creating jobs; to preserve artisanal skills; and to provide economic alternatives so that individuals can make better economic choices. In the book, we follow Eve's process of forming a grassroots, for-profit social venture. She openly shares her story and the thinking behind her vision, in the hope of inspiring others to act and to open-source the model for others to adapt, customize and share. Material Change also brings us the distinct voices of a range of other social entrepreneurs who are working around the world, including Muna AbuSulayman, Patrick Awuah, Shashin Chokshi, Tali Gottlieb, Joi Ito, Dr. Jordan Kassalow, Shaffi Mather, Tobias Rose-Stockwell, Juliana Rotich and Ricardo Teraacute;n. Social entrepreneurship is a movement, and it is growing every day. We don't know when the tipping point will be, but this new approach is here to stay. This is the new sustainable and holistic business model for the twenty-first century. Eve Blossom is the founder and CEO of Lulan Artisans. An architect by training, Eve lectures worldwide on sustainable integrated design and innovative business methodologies. She is a TED speaker and an Aspen Institute Liberty Fellow. This is her first authored book. This is the ebook edition of Material Change, originally published in print form in October, 2011.

Blossom has written extensively about her work as a designer of beautiful things, but more so of sustainable business and systems in a new book, Material Change. The book contains stunning photography and art highlighting the ideas

and people who inspired the bright-eyed, soft-spoken CEO and Aspen Fellow. (Lora Kolodny Fast Company)