



VALUE CHAIN ANALYSIS

North America

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ART FORM

Seminole Patchwork



Image source: <https://www.linenbeauty.com/blog/how-to-weave-linen-fabric>



Seminole Patchwork: Design and Production Process

Value Additions	Description	Usage	Dependency
Design selection	Select traditional or contemporary Seminole patterns.	Custom amount	Cultural Traditions
Fabric cutting	Precisely cut fabric into strips of various widths.	Batch capacity	Artisan skill
Strip construction	Sew strips together to create patterned bands.	Fixed amount	Artisanal tool
Pattern assembly	Join patterned bands to form the final design.	Custom amount	Special equipment
Finishing & Flattening	Add borders, backing, or incorporate into final product.	Single item only	Cultural Traditions

Seminole Patchwork: Distribution Channels

- Native craft markets
- Specialty boutiques
- Online marketplaces
- Museum gift shops



Seminole Patchwork: Consumer Behaviour

Particular	Description
Revival in Native American culture and history	Buyers value the connection to Seminole history and traditions.
Appreciation for intricate textile work	Consumers admire the skill and creativity in patchwork designs.
Desire for unique, handcrafted clothing accessories	Handcrafted nature appeals to those seeking one-of-a-kind pieces.
Resurgence in support for indigenous artisans	Supporters of indigenous rights seek authentic, artisan-made products.

Seminole Patchwork: Market Dynamics

Particular	Description
Growing interest in indigenous crafts	Appreciation in Indigenous craft interest has increased awareness and demand.
Limited number of skilled artisans	Artisan scarcity due to few active practitioners impacts production capacity.
Competition from cheaper but inspired items	Mass-produced imitation products have challenged authentic Seminole art items.
Niche market for indigenous art	Niche but dedicated market for genuine Seminole crafts favoring authenticity:



ART FORM

Edgefield Pottery

Image source: <https://www.themagazineantiques.com/article/the-origins-of-edgefield-pottery/>

Edgefield Pottery: Design and Production Process

Value Additions	Description	Usage	Dependency
Clay preparation	Dig and process local clay, remove impurities.	Bulk volume	Raw materials
Molding/Throwing	Shape pottery on wheel or using molds.	Fixed amount	Artisanal tool
Decorating	Add designs, often using slip-trailing technique.	Custom amount	Artisan skill
Glazing	Apply alkaline glaze, a hallmark of Edgefield pottery.	Custom amount	Cultural Traditions
Firing	Kiln-fire pottery, often using wood-burning method.	Batch capacity	Special equipment

Edgefield Pottery : Distribution Channels

- Antique dealers
- Art gallery shops
- Pottery Studios
- Specialty retailers

Edgefield Pottery : Consumer Behaviour

Particular	Description
African-American history and craftsmanship	Buyers from African-American diaspora value the connection to the craft's history.
Historical Southern pottery tradition	Collectors appreciate the unique pottery tradition with Southern heritage.
Collectible value of Edgefield pieces.	Limited availability of authentic pieces drives the interest of art collectors.
Aesthetic appeal of handcrafted items	Unique designs and historical techniques appeal to retro art & craft enthusiasts.

Edgefield Pottery: Market Dynamics

Particular	Description
Limited supply of authentic Edgefield pottery	Scarcity of historical pieces increases value but reduces popular demand
Growing interest in African-American culture	Steady resurgence in appreciation for 19th CE African-American crafts
Contemporary artistic competition	Modern potters produce similar styles for contemporary items.
Preservation efforts by institutions	Museums & Art Institutions are actively collecting and preserving pieces.

ART FORM

Sweetgrass Basketry



Image source: <https://www.circlecreativecollective.org/calendar/traditional-sweetgrass-basket-weaving>

Sweetgrass Basketry: Design and Production Process

Value Additions	Description	Usage	Dependency
Grass Harvesting	Collection of sweetgrass and palm leaves from marshes and forests	Bulk volume	Raw materials
Grass Preparation	The sweetgrass is dried, cleaned, and made ready for weaving	Fixed amount	Artisan skill
Basket Weaving	Baskets are intricately woven by hand with long sewing needles	Custom amount	Artisan skill
Polishing & Setting	Finished baskets are polished and allowed to set into a steady structure	Single item only	Artisan skill

Sweetgrass Basketry: Distribution Channels

- Cultural tourism stores
- Online artisan platforms
- Museum shops



Sweetgrass Basketry: Consumer Behaviour

Particular	Description
Being rooted in Gulla community	Consumers value the cultural roots of sweetgrass basketry in Gullah Gechee history
Support for heritage preservation	Buyers seek to support under represented craftsperson to ensure traditions don't die out

Sweetgrass Basketry: Market Dynamics

Particular	Description
Interest in African-American heritage	Feeling connected with roots and traditions from Africa and South Carolina
Niche demand for handcrafted baskets	Growing demand for authentic, culturally significant crafts
Small-scale production cannot meet demand	Limited supply due to small-scale and labor-intensive artisanal production



ART FORM

Cowichan Sweaters

Image source: Wikipedia

Cowichan Sweaters: Design and Production Process

Value Additions	Description	Usage	Dependency
Wool preparation	Clean, card, and prepare raw wool.	Bulk volume	Raw materials
Spinning	Hand-spin wool into yarn using traditional equipments.	Fixed amount	Artisanal tool
Dyeing	Color the yarn using dyes (some designs use natural colors).	Custom amount	Raw materials
Design creation	Create or derive from traditional Cowichan patterns.	Batch capacity	Cultural Traditions
Hand knitting	Hand-knit the sweater using traditional techniques.	Single item only	Artisan skill

Cowichan Sweaters: Distribution Channels

- Indigenous artisan markets
- Specialty clothing boutiques
- Cowichan ecommerce stores
- Tourist gift shops around Vancouver

Cowichan Sweaters: Consumer Behaviour

Particular	Description
Appreciation for Indigenous craft	Buyers value Canadian craftsmanship and the connection to Cowichan culture.
Ethical and durable handmade knitwear	Consumers appreciate the warmth and durability and ethical sourcing of hand-knit wool.
Products with cultural authenticity	Desire for genuine products supporting Indigenous artisans from Canada.
Value for unique, iconic Canadian item	Canadian icon: Appeal as a distinctive Canadian cultural and fashion item.

Cowichan Sweaters: Market Dynamics

Particular	Description
Limited number of authentic artisans	Scarcity of active and authentic Cowichan knitters impacts supply.
Mass-produced imitations	Mass-produced derivative versions challenge the authentic sweaters
Ethical handmade clothing	Increasing demand for ethically-sourced and responsibly-made clothing.
Seasonal demand fluctuations	Fluctuating trends due to higher demand in colder months, tourist seasons.

ART FORM

Mi'kmaq Quillwork



Image source: <https://museums.ca/site/awards/2022/research>

Mi'kmaq Quillwork: Design and Production Process

Value Additions	Description	Usage	Dependency
Quill Harvesting	Porcupine quills are collected and cleaned for use	Fixed amount	Raw materials
Preparation	Quills are soaked and softened for manipulation	Batch capacity	Artisan skill
Dyeing	Softened Quills are then dyed as per requirement	Custom amount	Artisan skill
Weaving & Decoration	Quills are woven into birchbark or sewn onto accessories	Single item only	Cultural Traditions

Mi'kmaq Quillwork: Distribution Channels

- Native American art galleries
- Online boutique marketplaces
- Physical indigenous craft fairs

Mi'kmaq Quillwork: Consumer Behaviour

Particular	Description
Appreciation of Heritage	Historical value of Mi'kmaq quillwork, appreciating their craftsmanship and depiction of traditional patterns.
Desire for Authentic Items	Preference for handknit quillwork by Mi'kmaq artisans, seeking authenticity in weaving techniques, and intricate designs.
Support for indigenous craftsmanship	Consumers value the sociocultural significance of Mi'kmaq art forms
Interest in sustainable handicraft	Buyers interested in handmade crafts prioritize sustainably sourced materials

Mi'kmaq Quillwork: Market Dynamics

Particular	Description
Niche demand for indigenous art & crafts	Buyers are interested in supporting indigenous communities, but driven by philanthropic intent, not commercial.
Culturally significant but limited appeal	Craft form has survived industrialisation due to Mi'kmaq practices, but overall market demand has evolved
Low supply due to slow production capacity	Quilling or beading on items done individually, requiring focus and time, whereas a machine can do multiple items simultaneously



Thank You

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