

# Enabling Innovation: from concept to reality

## Anne Selby – Arashi Shibori Wrapping Machine

### CASE STUDY

#### Overview

Winning a Bath Spa University Innovation Award, enabled Anne Selby to design and test a prototype machine that will modernise the labour-intensive traditional Japanese arashi shibori technique of wrapping fabric around a pole for pleating and patterning of fabric.

#### About the Project

Anne Selby was a student on the MA Design (Textiles) course at Bath Spa University when she applied for innovation funding to develop a prototype wrapping machine. A textile artist with over 15 years' experience of working with silk, creating pattern and texture through devoré techniques and print, Anne used her Masters degree to explore pleating as an alternative way of texturing silk. At the same time, she studied shibori extensively, including attending a master class with Carter Smith – a renowned shibori artist based in the USA.

Arashi Shibori is a little-known textile technique that is experiencing something of a revival, especially in America. It involves wrapping material around a cylindrical pipe, binding this with thread and compressing it to form pleats. Once compressed, the fabric can be treated with dyes to introduce colour, discharged to remove colour and steamed/heated to fix pleats. The final results can be patterned and pleated, or just patterned. When hand done, this method is extremely time-consuming – and therefore expensive – and can also cause repetitive strain injury.

Anne's innovation project aimed to design and test a prototype machine that would modernise the labour-intensive Japanese arashi shibori technique and which could be sold to individual artists, designer/makers and educational centres.

#### Benefits

The funding enabled technical specification drawings to be done, an engineering company to be commissioned to produce the prototype wrapping machine, legal fees in relation to the wording for a confidentiality agreement with manufacturers.



Anne Selby Scarf

#### Fast Facts

- £5,000 innovation funding and £3,000 follow on funding was awarded to Anne Selby to develop her concept and test its commercial feasibility.
- Anne was awarded the FSB 'Most Innovative Small Business' award in August 2008 for the unusual combination of artist and machine developer.
- The developed Compleat™ Arashi Shibori Wrapping Machine has led to Anne receiving €3,000 in the 'Students & Young Professionals' category at the IMB 2009 Innovation Awards.

The process of developing the machine led to new experiences for Anne, such as briefing and dealing with an engineering contractor and understanding technical drawings. It has also included having to suffer all the ups and downs of a supplier going into receivership, including losing Prototype 3, but Anne has learned to re-group and look for an alternative engineering firm that is already experienced in textiles and the industry.

It is not an easy process to develop a machine, consider all the design issues and safety requirements, etc. However, Anne has met so many people who have encouraged her to continue with taking the Compleat™ wrapping machine to market, as well as a fraternity of other passionate pleaters – from India to South Africa and South America.

By creating Compleat™, Anne has made Arashi Shibori more accessible and well known to designers, textile artists, manufacturers and fashion schools worldwide.

## Outcomes

The Business Support Office was able to interest David Dye, Marketing & Training Executive of the British Engineering Manufacturers Association – the largest engineering trade association in the South West of England – to sit on the business review panels that assessed Anne's project progress at regular intervals. David was also very willing to talk to Anne about appropriate engineers for her prototype machine. This helped to keep the project focused and achievable within the capabilities of the industry.

The Business Support Office also arranged for TLT Solicitors to give Anne a pro bono consultation on intellectual property issues that might arise with developing the prototype.

Anne was also introduced to a representative from UKTI and attended its 'Passport to Export' workshop. With the help of International Trade Advisers Norris Myers and Sue Tisdall, Anne was able to progress from the concept phase and explore the potential for her scarves and wraps, as well as how to market and sell the device. Anne also attended a UKTI inward mission by buyers from the USA, where she met the UKTI representative from the US team, who was able to offer further advice on markets there. Anne was able to access 'Passport to Export' funding to attend the International Shibori Symposium in Paris in 2008, where she was able to show the prototype specialist pleating machine and meet potential buyers.

Prototype 2 of the wrapping machine – now called the Compleat™ Arashi Shibori Wrapping Machine by Anne Selby Ltd – was developed in early 2009 by a Bristol-based engineering firm.

Anne has received an incredible amount of PR coverage, including in the local press business pages, on the UKTI website and in The Embroidery World (published by Nippon News in Japan), regarding the export potential of her machine and her silk-pleated accessories as a textile product.

Anne was awarded the 'Most Innovative Small Business' award in August 2008 by the Federation of Small Businesses (Bath & North East Somerset) for the unusual combination of artist and machine developer.

Anne has subsequently received €3,000 at an international machinery fair in the 'Students & Young Professionals' category at the IMB 2009 Innovation Awards in Cologne for her Compleat™ Arashi Shibori Wrapping Machine.



Prototype Wrapping Machine



Anne Selby Concertina Scarf

The process of developing the machine led to new experiences for Anne, such as briefing and dealing with an engineering contractor and understanding technical drawings. It has also included having to suffer all the ups and downs of a supplier going into receivership, including losing Prototype 3, but Anne has learned to re-group and look for an alternative engineering firm that is already experienced in textiles and the industry.

It is not an easy process to develop a machine, consider all the design issues and safety requirements, etc. However, Anne has met so many people who have encouraged her to continue with taking the Compleat™ wrapping machine to market, as well as a fraternity of other passionate pleaters – from India to South Africa and South America.

By creating Compleat™, Anne has made Arashi Shibori more accessible and well known to designers, textile artists, manufacturers and fashion schools worldwide.

## Outcomes

The Business Support Office was able to interest David Dye, Marketing & Training Executive of the British Engineering Manufacturers Association – the largest engineering trade association in the South West of England – to sit on the business review panels that assessed Anne's project progress at regular intervals. David was also very willing to talk to Anne about appropriate engineers for her prototype machine. This helped to keep the project focused and achievable within the capabilities of the industry.

The Business Support Office also arranged for TLT Solicitors to give Anne a pro bono consultation on intellectual property issues that might arise with developing the prototype.

Anne was also introduced to a representative from UKTI and attended its 'Passport to Export' workshop. With the help of International Trade Advisers Norris Myers and Sue Tisdall, Anne was able to progress from the concept phase and explore the potential for her scarves and wraps, as well as how to market and sell the device. Anne also attended a UKTI inward mission by buyers from the USA, where she met the UKTI representative from the US team, who was able to offer further advice on markets there. Anne was able to access 'Passport to Export' funding to attend the International Shibori Symposium in Paris in 2008, where she was able to show the prototype specialist pleating machine and meet potential buyers.

Prototype 2 of the wrapping machine – now called the Compleat™ Arashi Shibori Wrapping Machine by Anne Selby Ltd – was developed in early 2009 by a Bristol-based engineering firm.

Anne has received an incredible amount of PR coverage, including in the local press business pages, on the UKTI website and in The Embroidery World (published by Nippon News in Japan), regarding the export potential of her machine and her silk-pleated accessories as a textile product.

Anne was awarded the 'Most Innovative Small Business' award in August 2008 by the Federation of Small Businesses (Bath & North East Somerset) for the unusual combination of artist and machine developer.

Anne has subsequently received €3,000 at an international machinery fair in the 'Students & Young Professionals' category at the IMB 2009 Innovation Awards in Cologne for her Compleat™ Arashi Shibori Wrapping Machine.



Prototype Wrapping Machine



Anne Selby Concertina Scarf