

Walking the line

The role of power in the becoming of organisational paradox

Project

This project examines how organisational paradox become a paradox in the context of local textile and fashion manufacturing. Within this context, it explores how local and collaborative solutions can contribute to a more sustainable textile and fashion industry.

The results from this study have informed the MAKES seminar series and tailored meetings between design and production in Denmark, Norway, and Sweden. The results are also informing a MOOC on sustainable business models for the fashion industry, educational material on sustainable business models combining online and offline activities (SUSTBUS), and an academic article.

Research questions & results

Recent years have shown an upsurge in local textile and fashion production in Western Europe as an alternative to global textile and fashion supply chains. Paradoxically, articulating the meaning and value of local heavily depends on the idea of global – global constituting the ‘enemy’ as well as the origin of legitimacy. Local is staged as the ‘non-global’.

While paradox has become the “new normal” in the volatile, rapidly changing landscape of organisations, the literature remains surprisingly silent on the issue of power in the study of paradoxes. It has been highlighted that a more in-depth understanding of the role of power is essential as it may help answer questions as to how paradoxes become paradoxes.

Drawing on Pierre Bourdieu’s concept of capital, the results from this qualitative study of local textile and fashion production in Norway shows that the type and composition of stakeholders’ capital are key as they work to increase the perceived value of local production as well as their position in the Norwegian textile and fashion industry.

Research and Development Team

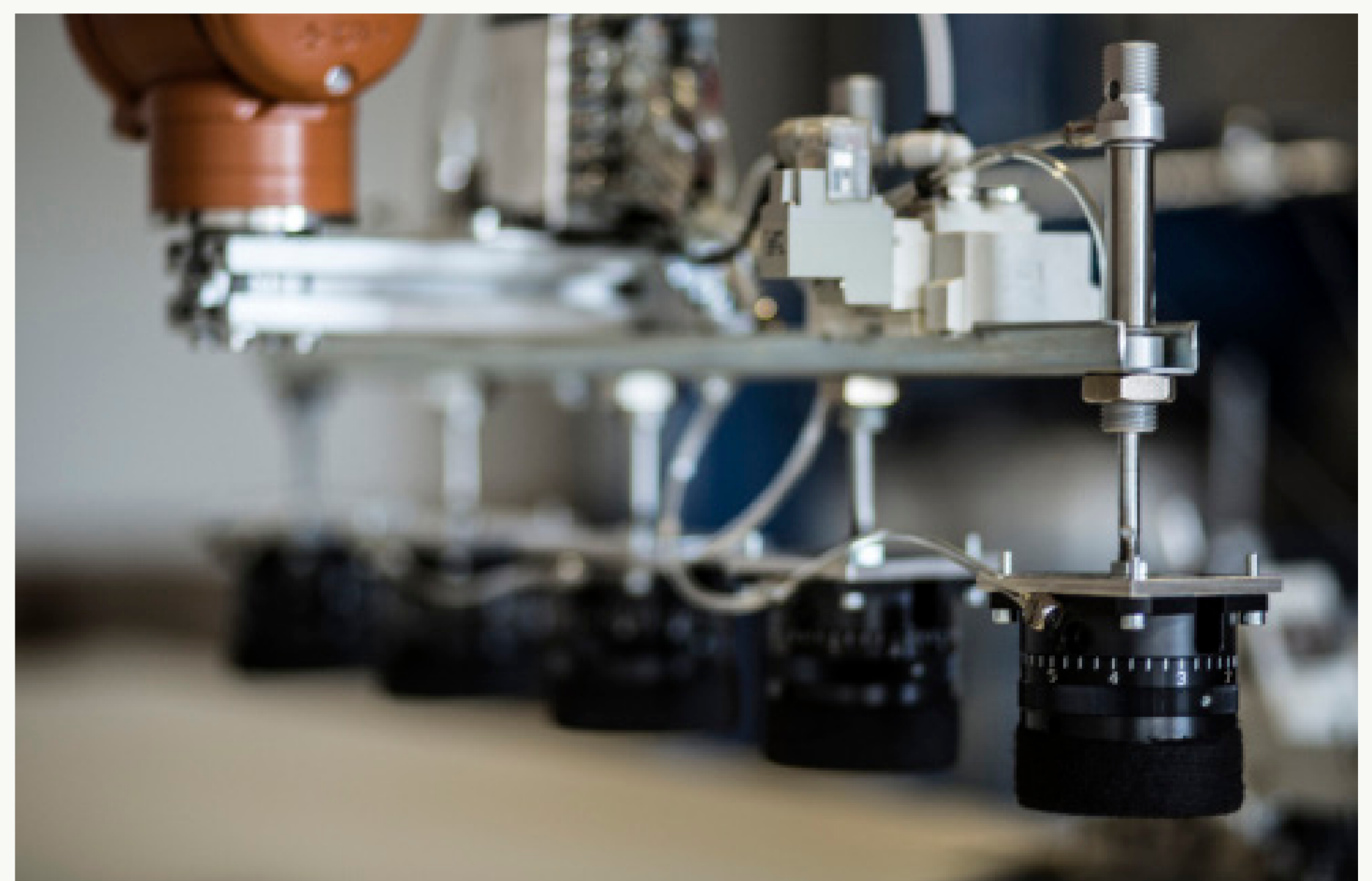
Kirsti Reitan Andersen is a Post Doc. Her research focuses on barriers and opportunities for practicing sustainability, specifically focusing on the textile and fashion industry.

Esben Rahbek Gjerdrum Pedersen is a Professor, PhD. Generally speaking, his research focuses on how new management systems and tools are implemented in public and private organisations.

Ana Lucia Diaz Schiavon is a Filmmaker and Designer. Working closely with researchers, she develops educational material targeting students and practitioners, using film and animation as tools of communication and knowledge transfer.

Collaborations

KRUS
Lifestyle & Design Cluster
The Norwegian Fashion Hub
Nordiska Textilakademien



Photos: Emil Nørgaard Munk