

Woodwork studio live-streams production to show transparency



The origin of goods is increasingly important to consumers trying to buy responsibly. Argentine designer Alejandro Sticotti showcases the beauty of artisan-created pieces meant to last a lifetime. In partnership with e-commerce platform Sudacas.com, the Sticotti workshop is live-streaming production of everything ordered during its recent [Indiegogo campaign](#).

Modular and handmade, wooden Sticotti bookshelves and coat racks are flatpacked, easily assembled, and shipped worldwide for free. The entire bookcase hangs from a wall-mounted bracket, and requires no additional nails; the coat hanger uses self-sustaining, Japanese joinery joints. Sudacas believes in the integrity of South American wood, and the long-lasting characteristic of beautiful wooden furniture. Taking transparency to the ultimate level, the startup is live-streaming the creation processes of their South American craftsmen.



We have seen a [SaaS platform](#) use blockchain to help brands tell a product's story. How else can tech be used to showcase production transparency?

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