

MADE UP
MADE IN
MADE BY
MADE FOR
MADE OF
MADE WITH
MADE FROM
MADE UP
MADE IN
MADE BY
MADE FOR
MADE OF
MADE WITH
MADE FROM
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MADE UP
MADE IN
MADE BY
MADE FOR

Crafts—
Design
Narratives

Research,
design and
heritage
initiative
encouraging
collaboration
between
craftsmen
and designers.

STARTING
OCTOBER, 2018

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What?

MADE IN is a research, design and heritage initiative encouraging collaboration and knowledge exchange between traditional craftsmen and contemporary designers. The aim of the project is to revitalize crafts tradition and educate designers about material and immaterial heritage, thus creating new, authentic and more sustainable face of contemporary design.

The **MADE IN** project aims to promote European craft heritage and innovative contemporary design to general public. The goal of the project is to establish knowledge exchange platforms, constructive dialogue, and ultimately, new collaborative practices between craftsmen and designers.

Why?

MADE IN emerged from the heightened awareness of the crucial role that traditional crafts and manufacturing play in creating and sustaining local and European identity. Particularly in this age of globalization, the crafts—tightly woven into the fabric of local communities—present a way to preserve local identity and local distinctiveness. Furthermore, the craft production supports sustainable practices using locally sourced materials and encouraging re-usage/repair of existing products and thus promoting slow consumption.

However, craft workshops and craftsmen are disappearing from urban environments, expelled by overwhelming quantities of cheap “made in China” products. The craft and small manufacturing productions do not find a place within the contemporary designer practices. This is mostly due to the lack of direct exposure of new generations to the values, specifics and histories of these crafts, which present an essential part of any culture.

How?

The **Made in** project aims to preserve this cultural potential by acting on different levels:

- by providing in-depth documentation of chosen local craftsman and manufacturers;
- by establishing knowledge exchange platforms and developing projects connecting craftsmen and designers and finally
- by encouraging their interaction with a broad range of audiences.

Made in encompasses the following activities to advocate accessible and inclusive design and present European craft heritage to wider public:

- traveling exhibitions,
- craft-design residencies and workshops
- seminars/conferences and
- innovative audience development activities.

The project is also proposing creation of new European web platform **Made in**. The intention of this platform is stimulating collaboration between craftsmen and designers, as well as sparking an innovative approach to design services, scenarios and products based on craft tradition. The platform will facilitate the transmission of knowledge and provide professional development opportunities for craftsmen, designers and craft heritage curators and professionals.

Project in partnership with:

Museum of Arts and Crafts (MUO), Oaza,
Museum of Architecture and Design (MAO)
Nova Iskra, Mikser, Werkraum Bregenzerwald

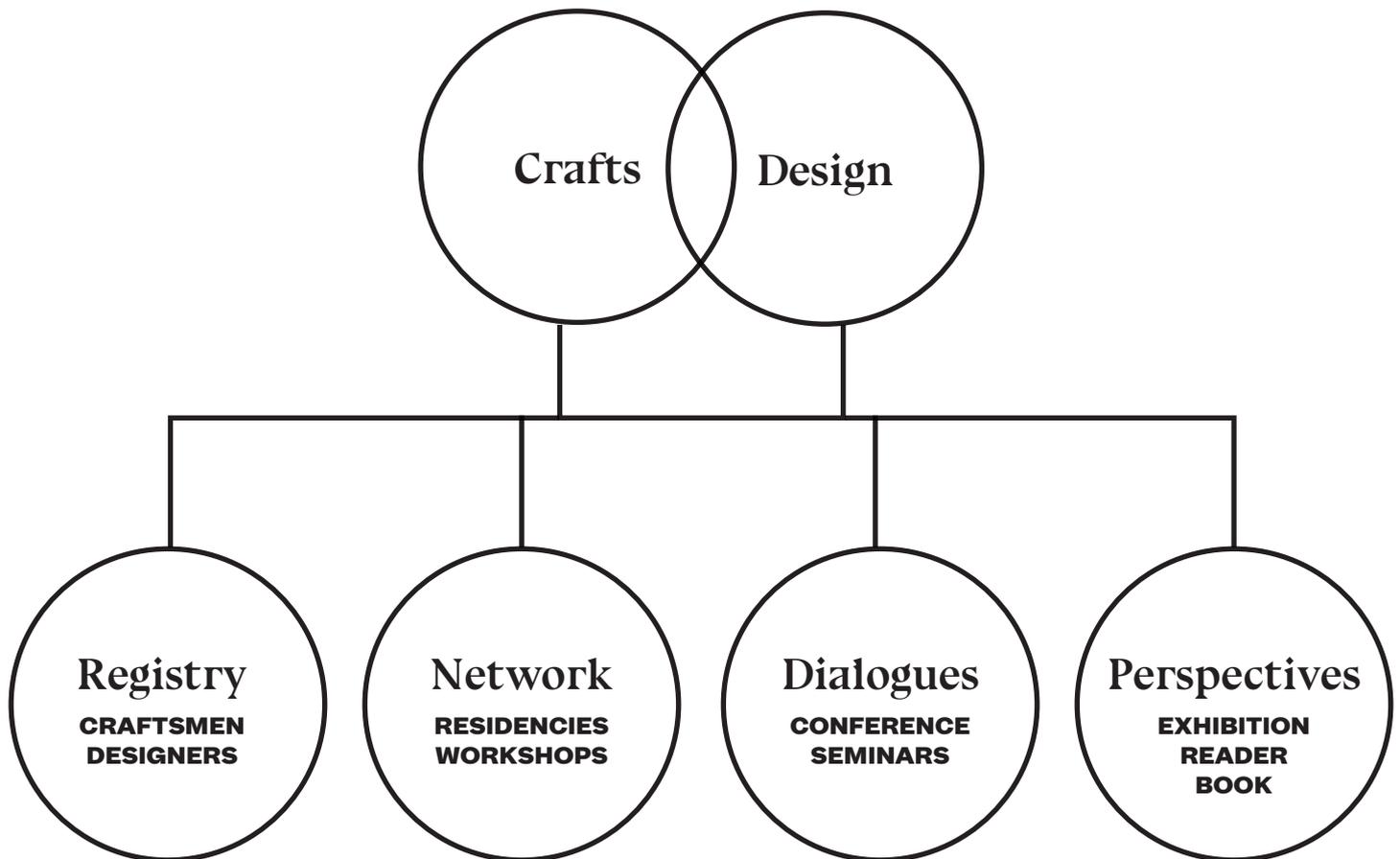
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ACTIVITIES



Registry of Knowledge holders includes the profiles, skills, knowledge and processes of remaining craftsmen detected in the mapping phase of the project in 4 countries: Croatia, Slovenia, Serbia, Austria. Besides craftsmen, registry will also include profiles of designers who will collaborate with the craftsmen during the next phases of the project.

Knowledge exchange and collaborative activities in form of workshops for younger students and residencies for international designers with an aim to revitalize craft practices and enable craftsmen to implement innovative design methods into their practices, but also to refine the design process through methods and approaches used by craftsmen.

Educational and discursive programmes in form of conferences and seminars have the intention of informing public about the current state of crafts and design production and raise questions about their future. All programmes will be open to design and crafts professionals as well as for general public.

The exhibition will present new products and models of production, as results of the conducted residencies and workshop. Discursive and educational programmes held by designers and craftsmen participating in the projects will accompany the travelling exhibition. The whole project will be documented throughout the printed Reader and the Book.

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PARTNERS

Museum of Arts and Crafts (MUO), HR www.muo.hr

MUO was established in 1880 as a result of an initiative by the Art Society and in particular by its then director Izidor Kršnjavi. The basic aim was to preserve the traditional values of national crafts and at the same time to provide new cultural standards for the rising middle-class. Today, the Museum is one of Croatia's fundamental national cultural institutions. It houses the finest collections of fine and applied art that date from 14th to 21st century and has the largest and richest holdings in Croatia of fine and applied art. In the permanent exhibition visitors have a chance to see nearly 3000 exhibits, which provide the insight into historical changes in styles that reflect special features of the Croatian cultural space and the wider spiritual and intellectual movements of time.

Oaza, HR www.o-a-z-a.com

Originally formed after a series of joint cross-disciplinary cooperations between 6 professionals in different art and design fields and has been working formally within the cultural sector since 2014 as Oaza Art Organization. Since then, Oaza had been continuously involved in art and design research based projects for independent cultural sector, self-initiated design projects (curatorial practices, conceptual design, social design, strategic and conceptual design, publishing, design education) and projects for clients (product and interior design, visual communication, exhibition and set-up design, design management, art direction and consulting).

Museum of Architecture and Design (MAO), SLO www.mao.si

MAO preserves and archives works from prominent architects and designers of the 20th and 21st centuries, constituting a rich history of creative ideas, vision and production. MAO organizes and shares this source of inspiration and exploration of architecture and design through its compelling exhibitions, publications and diverse programme, which is aimed at a broad circle of visitors. At the same time it is opening itself as a space for everyone who wishes to research, study, and learn more about how we inhabit our living space, how we organize it, change it, design it and make it our own. MAO serves as a dynamic forum for the exchange of ideas, knowledge and dialogue for and among a wide range of visitors. Since 1972 the museum organizes Biennial of Design (BIO), the oldest European design biennial with a strong international presence and positioning.

Nova Iskra, RS www.novaiskra.com

A creative hub and co-working space focused on the fields of creative industries, art, design, new technologies, social theory and practice. The main topics that Nova Iskra explores are connected with the concept of future – Future Learning, Future Living and Future Working. Nova Iskra aims to have an important role in the process of creating public policies, on local, national, regional and European levels, in relation to the topics such as development of the creative industries, new professions and the future of work, non-formal education, digital humanities and other related fields. Throughout this process, Nova Iskra collaborates with local and international companies, civil society organizations and other groups or individuals interested in these subjects or already active in these fields.

Mikser, RS www.house.mikser.rs

A non-governmental and non-profit organization, established with focus on improving the creative work in the field of design and creative industries. The objectives of the Association are: Development of social tolerance through the convergence and interaction of different cultures; Promoting a positive approach to cultural diversity in contemporary society; Promoting cultural and artistic project of international exchange and cooperation; Strengthening cultural policies in Serbia and the region and participating in the international efforts of similar organizations in the promotion of global cultural policy; Improving and promoting contemporary visual disciplines; The impact on the development of interdisciplinary ecology, urban planning, architecture, design.

Werkraum Bregenzwald (WR), AT www.werkraum.at

WR is a craft and trade association of currently 90 business members established in 1999, uniting craftsmen of different guilds, promoting cooperation and exchange of ideas. WR strives for sustainable development of crafts and trade of the region through: Economic sustainability by maintaining and creating local jobs and training opportunities; Ecological sustainability by producing long-term goods for daily use; Social sustainability by establishing trusting relationships and personal connections; And cultural sustainability by preserving the quality of crafts and ensuring cultural continuity. WR has established its own venue for exhibitions and events designed by Swiss architect Peter Zumthor. Opened in 2013 in Andelsbuch the "Werkraumhaus" serves as space for exhibitions, workshops, lectures, seminars and symposiums.

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