

MADE IN Crafts—Design
Narratives

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Design & Crafts in Dialogue #2

SEMINAR

31/1/2019

concept and organisation: OAZA

5.00 — 8.00 PM

Kino Europa (Müller Hall)

Varšavska 3, Zagreb

Organized by



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Second in a row of Seminars, followed by the International lecture series **Design & Crafts in Dialogue #2**, and organized by OAZA, will take place in Zagreb on the **January 31st, 2019**. Seminars are part of the two-year long international project **MADE IN / Crafts—Design Narratives**. While MADE IN / Crafts—Design Narratives project explores the relationship between crafts and design in general, the Dialogue#2 series will open up topics and feature talks about the new models of collaboration, curation and production of crafts and design by representatives of organisations, curators, craftspeople and designers from The Netherlands, Belgium, Italy, Austria, Slovenia, Serbia and Croatia.

The main intention of the Dialogues#2 series is to raise new questions, and try to tackle the once already posed: Does craft need design and vice versa? What are the new models of exchange between crafts and design? Is there new life to be found in the methods, outcomes and distribution of craft? What can designers learn from a country's craft tradition? How to deal with crafts beyond the context of heritage and national identity? What are the crafts of today, in relation to the contemporary lifestyles and everyday habits? Is there such thing as "digital craft"? Are there sustainability models for traditional crafts beyond tourism and souvenir artefacts?

MADE IN is a research, design and heritage initiative encouraging collaboration and knowledge exchange between craftsmen and contemporary designers. The aim of the project is to rediscover crafts tradition and production methods and educate designers about material and immaterial culture, thus creating new, authentic and more sustainable conditions for practicing design.

The MADE IN project promotes European craft heritage and innovative contemporary design to general public through many different activities: research and mapping of crafts, public conferences and expert seminars, design/crafts residencies, workshops, publications and exhibitions, as well as the development of an online platform, which will facilitate the transmission of knowledge and provide professional development opportunities for craftsmen, designers, curators and professionals.

MADE IN emerged from the heightened awareness of the crucial role that crafts and manufactories play in creating and sustaining local identities.

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On Thursday, January 31st from 5.00 to 8.00 PM, OAZA will host the International public seminar **Design & Crafts in Dialogue #2** at **Kino Europa (Müller Hall)** venue in Zagreb (Varšavska 3). Detailed schedule and more info about the project can be viewed at the following [link](#).

Questions and topics around the status of contemporary crafts and design will be raised during public lectures by renowned experts. In the first lecture **ON COLLABORATION**, titled **Does Craft need Design?**, **Willemien Ippel** and **Marion Poortvliet (Crafts Council Nederland)** will be speaking of the new makers, their ways of production and representation in different formats, but also about their role as an organisation and mediator between craftsmen and designers within the Dutch cultural production. A 30' lecture will be followed by a 15' Q&A, moderated by **Relja Bobić (Nova Iskra, RS)** and **Maja Lalić (Mikser, RS)**.

Four case study exhibitions will open up thoughts and reflections **ON CURATING CRAFTS** in the lecture **Making, thinking, (re)connecting**, by Belgian curator and art historian **Evelien Bracke (Design Museum Gent, BE)**. The lecture will look at the difficulties, challenges and opportunities related to the curation and presentation of crafts in a contemporary context. What is the potential of crafts in the 21st century and how can it be translated towards a broader public within an institutional context? A 30' lecture will be followed by a 15' Q&A, moderated by **Thomas Geisler (Werkraum Bregenzwald, AT)**, **Maja Vardjan (MAO, SI)** and **Koraljka Vlajo (MUO, HR)**.

ON DESIGN PRACTICE, brings lectures by two young renowned designers and researchers. **Henriette Waal (Atelier Luma, NL, FR)** will speak about the sustainable ways in which **Atelier Luma** creates and uses the natural and cultural resources of the bioregion and develops local solutions to global issues — from agricultural waste recycling to the promotion of traditional craft, as well as the facilitation of encounters between audacious creators, in a lecture named **Multiple beginnings: Crafting possible futures**. **Andrea de Chirico (SUPERLOCAL, IT, NL)** will take us on a short journey into **0 miles production** — a global network that promotes local manufacturing, fosters a future vision on crafts and more in general on production. The lecture will also serve as an invitation for participation in its new iteration which will take place in form of a workshop for young design professionals and craftsmen this coming spring in Zagreb. The lectures will be followed by a 15' Q&A, moderated by **Ivana Borovnjak** and **Maja Kolar (OAZA, HR)**.

The lecture series is aimed at designers, design students, researchers, curators, academics, entrepreneurs or design brand managers, small manufacturers and craftsmen.

Anyone interested can attend, but application is mandatory via the online form bit.ly/designandcraft-sindialogue2, no later than Tuesday, January 28th.

Delegates will be notified of their confirmed participation by the following morning, while the total capacity of the event is limited to 70 participants. Advantage will be given to those applicants whose professional or educational practice is closely related to the conference topics.

The project is led by **Museum of Arts and Crafts — MUO (Croatia)**, and involves distinguished partners with extensive experience in the field: **Werkraum Bregenzwald (Austria)**, **Museum of Architecture and Design — MAO (Slovenia)**, **OAZA (Croatia)** and **Nova Iskra and Mikser (Serbia)**.

Made In / Crafts — Design Narratives is a two-year project co-funded by Creative Europe program of the European Union, Ministry of Culture of the Republic of Croatia and Kultura Nova Foundation. Seminar is co-funded by the Netherlands Embassy in Zagreb.

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LECTURE SERIES

Design & Crafts in Dialogue #2

4.30 — 4.50 PM

Registration and welcome coffee

4.50 — 5.00 PM

Introduction

ON COLLABORATION

5.00 — 5.45 PM

Does Craft need Design?

Willemien Ippel, Marion Poortvliet

Crafts Council Nederland (NL) / 30'

Q&A with: Relja Bobić Nova Iskra (RS), Maja Lalić Mikser (RS) / 15'

ON CURATING CRAFTS

5.45 — 6.30 PM

Making, thinking, (re)connecting

Evelien Bracke **Design Museum Gent (BE) / 30'**

Q&A with: Thomas Geisler Werkraum Bregenzwald (AT),

Maja Vardjan **MAO (SI), Koraljka Vlajo MUO (HR) / 15'**

6.30 — 6.45 PM

Coffee Break

ON DESIGN PRACTICE

6.45 — 8.00 PM

Multiple beginnings: Crafting possible futures

Henriette Waal **Atelier Luma (NL, FR) / 30'**

0 Miles Production

Andrea de Chirico **Superlocal (IT, NL) / 30'**

Q&A with: Ivana Borovnjak, Maja Kolar OAZA (HR) / 15'

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