

Craftism.



Saving
the world
knit by knit.

— TOPIC —

Craftism



DESIGN
DEBATES

2

— DATE —

29th November

— TIME —

16.00 – 17.30

— LOCATION —

Designhuis
Eindhoven

— KEYNOTES —

Betsy Greer
Marina Toeters
Eunjeong Jeon

— MODERATOR —

Oscar Tomico

SAVE A SEAT AT:

WWW
DESIGNDEBATES
NL

Craftivism.

29TH NOVEMBER
16.00 - 17.30

DESIGNHUIS
EINDHOVEN

Craft regains interest. Both as a leisurely activity (think about the surge of sewing clubs, crafts festivals and guerilla knitting groups) and as a field of research, handiwork techniques found a new en masse audience. As did craft's social context. In her 'Knitting for Good', Betsy Greer exemplifies how knitting and creativity can improve one's life, the life of anyone in one's community and the world at large. Marina Toeters, who works as an intermediary for fashion and technical companies, looks at the broader context of crafts and specifically how crafts can be combined with high tech materials and techniques. Researcher Eunjeong Jeon investigates how woolen clothing used in interactive objects can prompt emotions.

Is Craftivism significant for our contemporary society? How can we benefit from knitting, sewing and how can we attribute the social fabric around it? Besides an interactive debate, we will experience craftivism's impact by 'knitting'!

This debate is conceived in collaboration with V2 in Rotterdam. www.v2.nl

Betsy Greer has been called a lot of things, a crafter, an activist, an unsung hero, the godmother of Craftivism, among other things. She got her MA in Sociology from Goldsmiths College in London in 2004. Her master's dissertation was on knitting, DIY culture and community development. She writes about craftivism, craft, creativity and the positive side of activism.

Marina Toeters loves to expand innovative fashion by sharing knowledge. As freelance intermediary Marina Toeters works for fashion and technical companies; creates concepts, brainstorm sessions, presentations and garments for example for technical companies that are looking for new applications for their materials or advises designers interested in material and process innovation.

Eunjeong Jeon is researcher and designer at the Curtin University of Technology. Jeon is currently undertaking a PhD Aesthetic Experience and Comfort: 'Object Playing with Movement', A source of Comfort and Enjoyment. The main aim of the research is to develop concepts and design principles of movement-based interaction for inducing emotion, focusing on wool clothing as an interactive object.

Moderator:

Oscar Tomico is Assistant Professor of the Designing Quality in Interaction Research Group at the Department of Industrial Design, TU/e. His main research topic is to develop situated practices allowing for a constructive confrontation between the designer's rational and societal motivations and values (co-reflection).

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