

Dwarskijkers | Craft your future

Crafts and craftsmanship as a source for innovation and sustainability

Crafts - old fashioned, boring and outdated? Is that the image we have of them, or is it because we are losing their vital knowledge and wisdom to possibly mitigate issues we are currently facing? Is there anything of value to learn, for our modern-day dealings, from these crafts that have been passed on from generation to generation?

In the time of crafts, before the industrial revolution, we did not know waste. We mainly used local resources, and everything was circular. Head, hand and heart were not separated. Working with one's hands was admired as a skill that required years of training to reach mastery. This changed at the start of the 20th century, when we separated head from hand and moved towards the mass-producing industry that allowed us to stay up-to-date with the latest fashion.

A different look at waste

We're now in a transition where we approach waste in a new way. We see it as a valuable resource with lots of potential. But who owns the material? It's time to rethink our revenue models. No longer are profits made from products that were not built for longevity. This is clear by now. Together with you we'd like to think and discuss new solutions for the situation we find ourselves in, during the new DWARSKIJKERS - Craft Your Future!

Attention: The main language for this event is English.

Sign up

It is mandatory to sign up for this event, before Wednesday, October 3th 2018.

“Wednesday, October 10th, is the national day of sustainability, on which we pay attention to how crafts and craftsmanship can lead us to sustainable innovation. “

Practical information

Date and time: Wednesday, October 10th, 2018. From 09:00 - 16:00 hour
Location: Omrin Recycle Boulevard, Voltastraat 11, 8912 AE in Leeuwarden
Admission: Free
Language: English

Format

Three speakers will inspire us with examples about how crafts can lead to new concepts and what chances the new economy can offer us here. In the afternoon we'll discuss how crafts as a guideline can make several perspectives more sustainable. For example, education, government, cultural institutions, corporate and creative industries.

Crafts market in Neushoorn

After this Dwarskijkers day, you're invited to join us in Neushoorn where in cooperation with IepenUp Live a crafts market is organized. From 20:00 hour you're welcome to participate in the interactive live stream show, where Jacco de Boer discusses the importance of crafts.

Program

9:00	Walk-in and reception
9:30 - 12:00	Introduction and keynote speakers: Ana Mestre, Thomas Eyck and Aleid Brouwer
12:00 - 13:00	Lunch
13:00 - 15:00	Five-table-conversation with and from the perspectives of education, government, artisans, corporate and creative industries
15:00 - 16:00	Wrap-up and closing

Speakers

Product designer **Ana Mestre** (Portugal) promoted at the TU Delft with “Cork Design: an action design intervention approach towards sustainable product innovation”, with which she has given a boost to the cork industry in Portugal, that is under pressure. Cork is a sustainable, renewable material that currently is replaced by plastic corks and screw caps. A result of her project is a series of example products that have been designed by a selected group of designers.

Thomas Eyck is a producer and distributor of distinctive and exclusive contemporary designer products. Thomas his collection develops slowly: He only hands out two assignments a year to carefully selected designers. These designers are then invited to design a range of products with a specific material or craft. Key elements are attention and love for material, technique and design. The materials (with nature as the primary source of inspiration) and techniques are carefully selected, in a view of cooperation with the best artisans and manufacturers.

Aleid Brouwer is lector Goal Oriented Entrepreneurship at the academy NHL-Stenden in Leeuwarden. She obtained an Msc. (2000) in Economic Geography and a PhD (2004) in Regional Sciences at the Rijksuniversiteit Groningen. After her promotion she worked as a postdoc at the Institute for Economic Studies at the Rijksuniversiteit Groningen. From 2008 till 2017, as assistent professor, Aleid was connected to the Stedelijk en Regionaal Onderwijsinstituut Groningen (Urban and Regional Institute of Education Groningen) where she applied herself both in her research as in her teachings to sustainable entrepreneurship. Since 2018, Aleid is lector Goal Oriented Entrepreneurship in Leeuwarden, where she conducts research to focus on issues that help entrepreneurs with the transition towards more meaning-oriented business models.