

**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  
MADE FROM  
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

# MADE IN Crafts—Design Narratives

## 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 manufactories 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:**

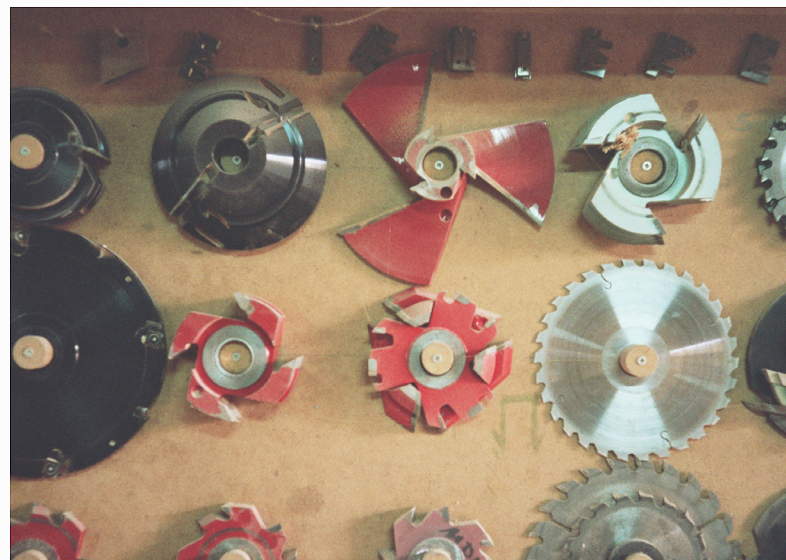
- by providing in-depth documentation of chosen local craftsman and manufacturers;**
- by establishing knowledge exchange platforms and developing projects connecting craftsmen and designers and finally**
- by encouraging their interaction with a broad range of audiences.**

**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.**

# PLATFORM



# MADE IN

Crafts—Design  
Narratives

**International  
kick-off  
conference**



# Design & Crafts in Dialogue

**25<sup>th</sup> October 2018**  
Belgrade, Serbia

**9.30 AM —  
5.30 PM**

**Sprat**  
Cetinjska 15

Alex Coles [UK]  
Emelie Rönndhal [SE]  
Oaza [HR]  
Anna Gudmundsdottir [SE]  
Sanja Rotter [HR]  
Maja Vardjan [SI]  
Thomas Geisler [AT]  
Ivana Fabrio [HR]  
Franziska Wicke [DE]

NITI Kilims [RS]  
Werkraum Bregenzerwald [AT]  
Naša posla [RS]  
SPOK [SE]  
Makadam [RS]  
BIO [SI]  
Folkk [RS]

# MADE IN

## Crafts—Design Narratives

### Kick-off conference

## Design & Crafts in Dialogue

**Thursday, 25<sup>th</sup> October 2018**

**Sprat** Cetinjska 15, Belgrade, Serbia

09.30	Registration & welcome coffee
10.00	Introductions  <b>Relja Bobić</b> [Nova Iskra, RS] <b>Koraljka Vlajo</b> [MUO, HR]
10.10	Made In project presentation  <b>Ivana Borovnjak</b> [Oaza, HR]
10.20	Crafts as Practice  <b>Alex Coles</b> [School of Art, Design and Architecture, University of Huddersfield, UK] <b>Post-Craft: Towards New Economies of Making</b>  <b>Ivana Fabrio</b> [School of Design, Faculty of Architecture, University of Zagreb, HR] <b>Deep Dialogue</b>
11.15	<b>COFFEE BREAK</b>
11.30	Designers' Stories  <b>Emelie Røndhal</b> [SE]  <b>Sanja Rotter</b> [Woodoir, HR]  <b>Marija Đorđević</b> [Naša posla, RS]
12.30	<b>LUNCH BREAK</b>

# MADE IN

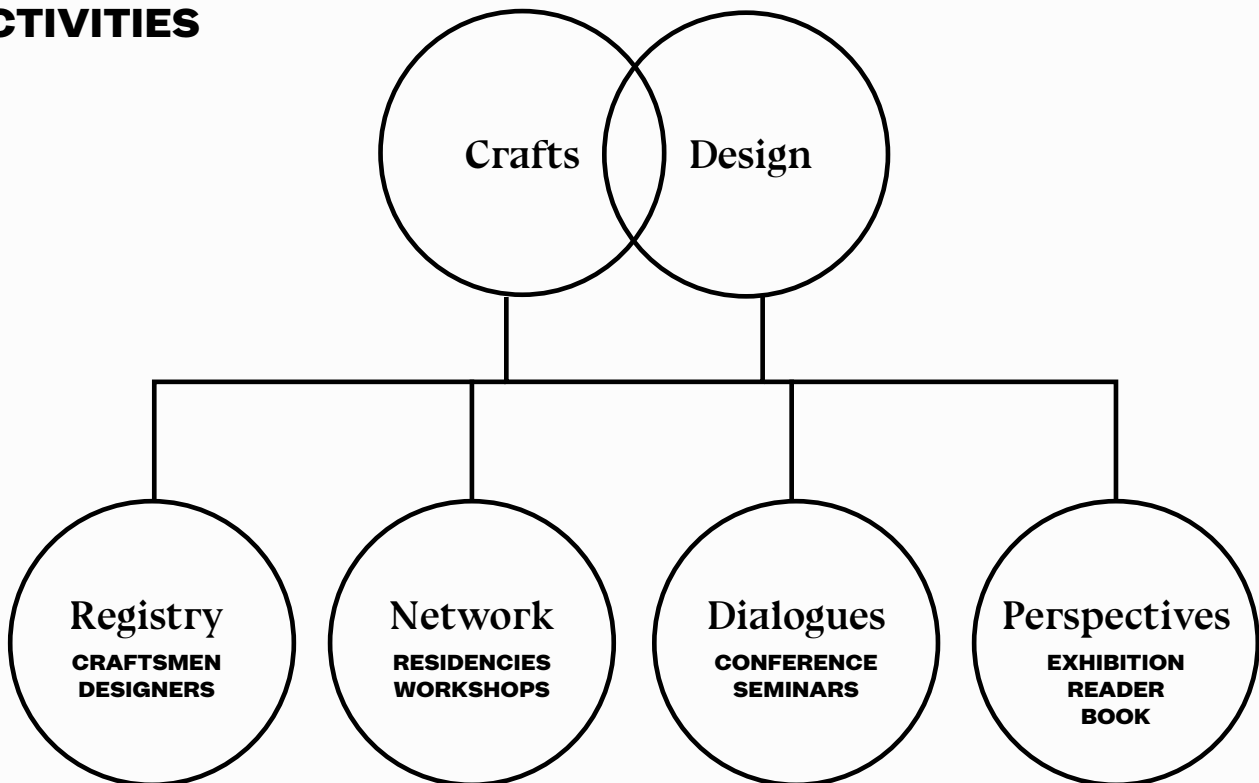
## Crafts—Design Narratives

13.30	<p><b>Research/Platform Projects</b></p> <p><b>Maja Kolar</b> [Oaza, HR] <b>Made In Ilica / Old School Ilica</b></p> <p><b>Thomas Geisler</b> [Werkraum Bregenzerwald, AT] <b>Werkraum Bregenzerwald</b></p> <p><b>Maja Vardjan</b> [MAO, SI] <b>BIO 50: Hidden Crafts</b></p> <p><b>Anna Gudmundsdottir</b> [Form/ Design Center, SE] <b>SPOK</b></p>
15.00	<b>COFFEE BREAK</b>
15.15	<p><b>Design—Crafts Dialogue as Enterprise</b></p> <p><b>Ljubica Milutinović</b> [RS] <b>Niti Kilims</b></p> <p><b>Balša Đuković</b> [RS] <b>Folkk</b></p> <p><b>Milena Radenković</b> [RS] <b>Makadam</b></p>
16.00	<b>COFFEE BREAK</b>
16.15	<p><b>Design—Crafts in Conversation</b></p> <p>Open discussion moderated by <b>Relja Bobić</b> [Nova Iskra, RS]</p>
17.00	<b>Wrap-up and closing remarks</b>
17.30 - 19.00	<b>Guided tour of selected craft workshops across Belgrade city center</b>

# MADE IN

## Crafts—Design Narratives

### 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.

### PARTNERS

Museum of Arts and Crafts — MUO [HR]  
[www.muo.hr](http://www.muo.hr)

Oaza [HR]  
[www.o-a-z-a.com](http://www.o-a-z-a.com)

Museum of Architecture  
and Design — MAO [SI]  
[www.mao.si](http://www.mao.si)

Nova Iskra [RS]  
[www.novaiskra.com](http://www.novaiskra.com)

Mikser [RS]  
[www.mikser.rs](http://www.mikser.rs)

Werkraum Bregenzerwald — WR [AT]  
[www.werkraum.at](http://www.werkraum.at)