

RESEARCH THEME

XL cycle – a.y. 2024/2025

Title of the doctoral research

Merging the design potential with crafting in the Creative Economy

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Abstract

In the last decades, consumers' interest in craft and one-offs has increased worldwide, as well as the designer's involvement in the maker culture and self-production. This trend includes a rich phenomenology of practices - from professional to entrepreneurship and didactic, too.

In the post-industrial economies, the re-evaluation of making and crafting is functional with the rise of the creative economy. Craft and maker practices are valuable agents in rethinking the contribution of design in our society and the next manufacture if they are combined with new tools and technologies of production and communication.

In some contexts, losing artisan knowledge threatens the legacy that goes beyond the boundaries of the economy of a country: it builds its cultural identity. In other, a craft attitude can focus on a strong relationship between digital technologies and rapid manufacturing, transforming the ways to ideate, develop, manufacture, communicate and distribute a product, overcoming the historical incompatibility of craft with the economic constraints imposed by mass manufacturing in the 20th century.

This line of research proposes to deeply explore this phenomenon, and the design challenge in investigating ways to build relationships and interdependences between the craft and new technologies for promising combinations in socio-economic terms, innovation, and sustainability of production. The topic can be explored in general terms, product categories, or materials.

Keywords

Design Approach to Craft, Maker Culture, Creative Economy, Craft Re-Evaluation, Rapid Manufacturing