

RESEARCH THEME

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Title of the doctoral research Cultivate Maker Aptitude Merging Design, Craft and New Technologies

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Abstract

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.

Moreover, within the framework of new materialisms we witness a “re-enchantment” with practices and methodological experiments that aim to heal the loss of control of the individual workforce, or alienation, to liberate the creativity of the human essence.

This research proposes to deeply explore the potential intersection between craft traditional processes and new technologies for promising combinations in socio-economic, innovation, and sustainability of production terms. The topic will be explored in general terms, shaping a collaborative craft ecosystem and then choosing a product category, a material or a technique.

Keywords

Design Approach to Craft, New Technologies, New Materialism