



in collaboration with



CRAFT REVEALS

new paths towards sustainability

3rd-4th December 2016
Chiang Mai, Thailand

ABOUT THE CONFERENCE

Craft Reveals: New Paths towards Sustainability

Chiang Mai, Thailand

3rd - 4th December 2016

in collaboration with Thailand Creative and Design Center (TCDC), The Japan Foundation, Thailand Conference and Exhibition Bureau (TCEB)

Venue: Chiang Mai Vocational College

Craft Reveals will gather speakers from Asia and the UK to open up conversations about the future of sustainable craft and design, articulating the connections between cultural, social and environmental aspects of traditional skills and local knowledge.

Around the world, traditional crafts are experiencing a revival in the context of sustainable design and social innovation. A number of craft-related initiatives are looking at the potential of revitalizing traditional know-how and connecting them to sustainable design and ethical business practices.

In the years ahead, a deeper relationship between artisans and designers can be nurtured to foster a new era where traditional knowledge and craftsmanship are presented as elements that are conducive to social innovation, cultural heritage preservation, and greener production methods.

SPEAKERS

John Thackara | UK

Writer and social innovation consultant
<http://www.thackara.com>

Art Prapha | Thailand

WANITA Project lead, OXFAM
<https://www.oxfam.org/en/countries/thailand>

Fumikazu Masuda | Japan

Founder, Open House Inc.
<http://openhouse.co.jp/>

Tessa Bunney | UK

Photographer
<http://www.tessabunney.co.uk/>

Edric Ong | Malaysia

Designer
<http://www.edricong.com/>

Dr Saw Lwin | Myanmar

Orchidologist

Sarah Mann | UK

Director, Architecture Design Fashion, British Council
<http://design.britishcouncil.org/>

Kohinoor Yeasmin | Bangladesh

CEO, Tarango
<http://www.tarango-bd.org/>

Natalie Ortiz and Win Sandar Aye | Myanmar

Turquoise Mountain
<http://turquoisemountain.org/>

Belle Benyasarn | Thailand

Textile artist and designer
<http://www.bellebenyasarn.com/>

Arief Budiman | Indonesia

Designer and entrepreneur
<http://rumahsanur.com/>

Jemma Ooi | UK

Designer, CUSTHOM
<http://www.custhom.co.uk>
Tutor, Printed Textiles, Royal College of Art
<http://rca.ac.uk/>

Wuthigrai Siriphon | Thailand

Weaver and textile designer
<https://wsiriphon.com/>

PROGRAMME

DAY1 | Saturday 3 December 2016

09:30 **Coffee and registration**

10:00 **Welcome** | Andrew Glass, Country Director | British Council Thailand

10:05 *Contemporary making and socially engaged practices in the UK*
Sarah Mann, Director | Architecture Design Fashion | British Council

10:30 **Keynote Presentation** | *Making as Reconnecting: Crafts in the Next Economy*
John Thackara | UK

Q&A

11:30 *The Story of Hemp (Lao PDR)*
Tessa Bunney, Photographer | UK

12:00 **Lunch + Pop up Coffee Shop** (Pop-up stalls, video projection and coffee will be available at 13:00)

13:30 *Designer-community collaborations to create an 'experience journey'*
Arief Budiman, Designer & Founder | Matamera Communications | Indonesia

14:00 *The Story of Tarango : Women's Empowerment Through Craft and Entrepreneurship*
Kohinoor Yeasmin, CEO | Tarango (NGO) | Bangladesh

14:30 *Weavers/Designers : The Similarities and Differences in a Discipline*
Wuthigrai Siriphon, textile researcher & designer | Thailand

15:00 **Coffee break**

15.30 **Panel discussion: Human Connections**
Can traditional craftsmanship and local skills lead to social innovation and community-based development?

16:00 **End of day 1**

DAY2 | Sunday 4 December 2016

9:00 **Coffee & registration**

9:30 **Keynote Presentation** | *Wanita Social Enterprise - Improving Lives in Conflict Zones*
Art Prapha, OXFAM Thailand

Q&A

10:15 Video: **“Artisans” by Fashion4Freedom (Vietnam)**
Fashion4Freedom is a social enterprise that works directly with Vietnamese artisans, villages and cooperatives. Its vision is to establish a production model that preserve Vietnamese artisanal heritage through an ethical, sustainable supply chain.

Fashion4Freedom’s collective include 71 communities or village artisans, tailors and 10 large manufacturing partners.

10:30 *Craft connections; designer, entrepreneur and community*
Belle Benyasarn, Textile artist and designer | Thailand

- 11:00 *Sustainable Craft Design*
Prof. Fumikazu Masuda, Designer & Founder | Open House Inc. | Japan
- 11:30 *Traditional Orchid Fibre Handicraft of Lorwaw Tribe in Myanmar*
Dr Saw Lwin, Orchidologist | Myanmar
- 12:00 **Panel discussion: Environmental Connections**
Traditional craftsmanship has been strongly tied to its natural surrounding environments until new global mechanisms were introduced in recent years. What is needed to encourage green practices and safe production amongst artisan communities?
- 12:30 **Lunch + Pop up Coffee Shop** (Pop-up stalls, video projection and coffee will be available at 13:30)
- 14:00 *Space in between*
Jemma Ooi, Tutor, Printed Textiles | Royal College of Art | UK
- 14:30 *Supporting and Reviving Myanmar Traditional Crafts*
Natalie Ortiz and Win Sandar Aye | Turquoise Mountain | Myanmar
- 15:00 **Coffee break**
- 15:15 *Beyond the Woven Dreams*
The Weavers of Rumah Garie longhouse in Sarawak, Malaysia
Edric Ong | Society Atelier Sarawak / World Crafts Council Asia Pacific | Malaysia
- 15:45 **Panel discussion: Cultural Connections**
Crafts are practiced in many different ways and are often re-interpreted to answer the demand of a competitive marketplace. In the face of global influences, what are the key elements that will help sustain local skills with integrity?
- 16:15 **End of day 2**

BIOGRAPHY OF SPEAKERS



John Thackara

For more than thirty years John Thackara has traveled the world in his search of stories about the practical steps taken by communities to realize a sustainable future. He writes about these stories online, and in books; he uses them in talks for cities, and business; he also organizes festivals and events that bring the subjects of these stories together.

John is the author of a widely-read blog and of *How To Thrive In The Next Economy*. His previous book was the best-selling *In the Bubble: Designing In A Complex World* (MIT Press).



Art Prapha

Art Prapha leads the private sector development team at OXFAM Thailand, in charge of corporate engagement to improve sustainability level in the food industry in Thailand. This includes issues such as forced labour, deforestation and overfishing where Thai companies have been in the global spotlight to improve their existing practices. He is also leading the community-based social enterprise incubation to improve the livelihoods of local communities, particularly women groups in rural areas in Thailand. OXFAM works on improving women's economic well-being as a foundation to empower women socially and politically, particularly in the conflict areas.

Sarah Mann

Sarah Mann became Director of the Architecture Design Fashion in April 2016. She joined the British Council from the National Trust, where she has been developing a strand of contemporary programming for a portfolio of historic properties.

Previously, Sarah was Programme Manager for the British Council on Connect ZA, a three-year season of arts projects focused on building connections between emerging creative industries in the UK and South Africa. She commissioned projects including the Maker Library Network with Daniel Charny as part of Cape Town's World Design Capital and Joburg Photo Umbrella with Brighton Photo Biennial and the Market Photo Workshop.

Between 2008 and 2012, Sarah was part of the curatorial team and Head of Learning and Participation at Somerset House, where she worked on a ground-breaking series of exhibitions and public programmes including SHOWstudio: Fashion Revolution, Pick Me Up: Graphic Arts Fair, Maison Margiela 20 and Tim Walker: Storyteller. Sarah has an MA in Curating Contemporary Design from Kingston University and the Design Museum.

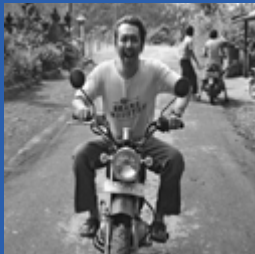




Tessa Bunney

As a photographer, Tessa has a particular interest in different landscapes and the way they are shaped by human activity. Working closely with communities and individuals, she has spent the past 25 years as a photographer, and her whole life, being fascinated by the intricacies of rural life.

In 2013 her work was nominated by the prestigious photography award Prix Pictet and it has also been previously published by numerous papers including the Financial Times.



Arief Budiman

Arief Budiman studied design in Udayana University and ISI Denpasar—both in Bali—in the Faculty of Design majoring Visual Communication. He established Matamera Communications 1991, a creative agency focusing on design, marketing communications, strategic planning and branding in Bali.

Ayip and Matamera Communications had been delivering creative counsel in various projects since 1991. They teamed up to work on city branding for Denpasar in 2009-2012, and simultaneously formulating brand activation concept for Denpasar Festival. In 2012, He was also the mastermind behind the strategy of public space for Wisnu Open Space in developing the programs of Yayasan Wisnu, Bali 2012. And EcoSmart in 2013 continue with Rumah Sanur as Creative Hub in 2014 as co-founder, and Rumah Sanur now become model in developing local value in collaboration platform with two main subjects: Creative ecosystem and social innovation.

Kohinoor Yeasmin

Tarango is a voluntary non-government organisation which dreams of and desires to contribute to the establishment of a just and poverty-free society by organising and training the most disadvantaged women through its committed, dedicated and skilled workers. It further aims to make the women resourceful, skilled and production-oriented by assisting them to develop their human potential and talents in order to take up sustainable economic activities to establish a self-reliant and gender-balanced society.



Wuthigrai Siriphon

Wuthigrai Siriphon is a Thai weaver. He graduated with an MA in Textiles and is currently enrolling as an MPhil/PhD researcher at the Royal College of Art in the UK. His research focuses on unfolding the design thinking of traditional Thai weavers that comprises tacit knowledge and is little understood in explicit, scholarly terms. Wuthigrai is also a lecturer in textile design at Thammasat University, Thailand, and a scholarship recipient of the AnandaMahidol Foundation.





Belle Benyasarn

Belle Benyasarn is a Bangkok-based textile artist and designer. Her studio takes a creative new approach to textile design creating sculptural woven fabric, exploring the capacities of material and experimental technique conveys volume and organic form on different design outcome and aspects including fashion, interior and gallery work.



Fumikazu Masuda

After graduating from Tokyo Zokei University, Fumikazu Masuda has worked for a housing industry and a design firm before setting up his own office as an independent industrial designer in 1978.

Besides working on research projects on “design for sustainability”, he is always keen to apply design’s philosophy and methods to his practical daily works.

He is currently specialized in the field of Design for Sustainability, including eco-design, accessible and inclusive design as well as social design.

He has held “Destination”, a series of international design conference of design for sustainability, every year from 2006 to 2016.

He has recently moved “Open House” to a rural area in Yamaguchi prefecture from midtown Tokyo for realizing sustainable design.

Dr Saw Lwin

Dr Saw Lwin is an expert in orchid plants and science with an extensive research experience on native orchid plants of Myanmar. He is involved in the revitalization of orchid fiber, which is traditionally made by Kachin women in the north of the country, teaching them how to process the fiber and create patterns to adorn local textile garments.



Jemma Ooi

Jemma Ooi is the tutor for Printed Textiles at the Royal College of Art. She is also co-founder of CUSTHOM, a design studio that challenges the form and limitations of conventional wallpapers, ceramics and textiles through experimenting with tactility and graphic led visuals. This way of working allows the studio to take a detailed approach to manipulating materials and question the traditional application of design processes.





Natalie Ortiz Villalobos

Natalie Ortiz Villalobos is the Crafts Programme Manager at Turquoise Mountain Myanmar. Natalie has spent the last three years in Myanmar working with diverse crafts producers across the country and leading a successful social business. She is driven by a passionate belief that design can unlock innovation and help solve pressing social problems. Some of her publications have been featured in the Design Management Institute, the Netherlands Institute of Design and Makeshift Magazine. Natalie holds an MSc in International Business and Management for Design from Salford University in the United Kingdom, and in Euromed Management in France, where she specialized in social innovation. She also holds a degree in Graphic Design from the Universidad Veritas Costa Rica.



Win Sandar Aye

Win Sandar Aye is the Crafts Programme Assistant at Turquoise Mountain. Sandar is passionate about crafts and has been working directly with our jewelry artisans, undertaking research on silk textiles and has spent over a year working alongside lacquerware producers in Bagan. Sandar has experience working for the tourism industry and is comfortable in multicultural environments. Sandar is interested in women's empowerment, crafts revival and the preservation of Myanmar identity.

Edric Ong

Edric Ong is a multi-awarded Malaysian designer of natural dye textiles, fashion and crafts. He is the President of Society Atelier Sarawak, the Arts and Crafts Society of Sarawak in East Malaysia. He is also the Immediate Past President of the ASEAN Handicraft Promotion and Development Association (AHPADA), an organization that administers the UNESCO-AHPADA Craft Seal of Excellence since 2000. Currently he is Senior Vice President of the World Crafts Council Asia Pacific.



COFFEE POP-UP

Jakatae Jayo

Jakatae is a Lahu Chele (Black Lahu) ethnic from Ban Huay Nam Rin, Wiang Pa Pao District, Chiang Rai. Apart from running his own organic coffee farm "Farm of Life" which produces 100% organic arabica coffee, he runs Jakatae's Farm Life which offers workshops to those interested to learn about the Lahu way of life. He also made documentary films about Lahu cultures.





Providing new opportunities for female artisans and makers in the traditional craft sector within Southeast Asia

ABOUT THE PROGRAMME

New for Old is a regional programme that provides learning opportunities for women artisans through creative innovation and exchange whilst promoting traditional crafts and heritage for social inclusion and economic development within Southeast Asia (Burma, Malaysia, Thailand, Vietnam).

It aims to generate refreshed opportunities for the craft sector through the following objectives:

- Maintain local cultural assets and identities through sustainable approaches that can be used by future generations, notably by introducing culture-based creative processes and social entrepreneurship within local training programmes.
- Establish connections between artisans and designers (particularly young designers) in order to generate a renewed interest in traditional crafts, materials and techniques, leading towards sustainable design practices and social innovation.
- Grow a stronger appreciation for 'culture-based goods' both locally and internationally.
- Deepen the relation between the UK and Asia through close collaborations based on creative innovation, drawing a new path that combines the design expertise from UK institutions and the unique knowledge of traditional artisans in Asia.

PROGRAMME PARTNERS

- Royal College of Art, London, UK
- Knowledge and Technology Centre for Northern Thai Textile, Fai Gaem Mai, Chiang Mai University (Thailand)
- Department of Small Scale Industries (SSID), Ministry of Agriculture, Livestock and Irrigation (Burma)
- Vietnam Rural Industries Development and Research Institute (VIRI), Hanoi (Vietnam)

ACTIVITIES

Creative Research Residency

Locations: Burma, Thailand, Vietnam

Dates: 6th - 21st December 2016

During 2016-17, the programme will send cross-disciplinary teams comprising of UK designers and local researchers to collectively analyse local cultural contexts and the specific needs of artisan communities in target locations of Burma, Thailand and Vietnam. The research content will be used as a starting point to develop relevant support models for artisan communities and encourage stronger industry connections between designers and makers, emphasizing ethical and entrepreneurial practices.

EVENTS

Craft Reveals Conference in Chiang Mai, Thailand

Dates: 3rd - 4th December 2016

Partners: Thailand Creative and Design Center (TCDC), The Japan Foundation, Thailand Conference and Exhibition Bureau (TCEB)

Craft Reveals will gather speakers from Asia, the UK and Japan to open up conversations about the future of sustainable craft and design, articulating the connections between cultural, social and environmental aspects of traditional skills and local knowledge.

New for Old Exhibition at the London Craft Week London, UK

Dates: May-June 2017

Partners: Aram Gallery, London Craft Week

A cross-cultural exhibition displaying the distinctive crafts cultures, artisans and environments of southeast Asia, curated by the Royal College Art and based on the findings of the creative research residency.

PAST ACTIVITIES

During the first active years (2014-16), New for Old worked to support the development of the handicraft sector through business and design training workshops as well as public showcases in both Asia and the UK.

Scottish-Thai Crafts Exhibition at the Royal Botanical Gardens, Edinburgh Scotland

<http://design.britishcouncil.org/blog/2016/apr/19/new-old-thailand-uk/>

New for Old at the Clerkenwell Design Week

<http://design.britishcouncil.org/blog/2016/may/23/new-old-thailand-clerkenwell-design-week/>

Scottish-Thai crafts collaboration in Phrae, Thailand

<https://www.britishcouncil.or.th/en/programmes/arts/weekly-photo/scottish-thai-craft-design-exchange>

Crafts and Social Enterprise (Thailand)

<https://www.britishcouncil.or.th/en/programmes/society/news-and-updates/collaboration-crafts-and-social-enterprise>

From Craft to Art (Burma)

<http://www.britishcouncil.org.mm/programmes/arts/craft-art>

Craft Forward Conference (Burma)

<http://www.britishcouncil.org.mm/programmes/arts/craft-art/craft-forward-conference>

New for Old in Indonesia – Kotagede silversmiths

<http://design.britishcouncil.org/blog/2014/apr/04/kotagede-silversmiths/>



ABOUT BRITISH COUNCIL THAILAND

The British Council is the UK's international organisation for educational opportunities and cultural relations. We create international opportunities for the people of the UK and other countries and build trust between them worldwide. We use English, Arts, Education and Society – the best of the UK's great cultural assets – to bring people together and to attract partners to working with the UK. The British Council has over 7,000 staff working in 191 offices in 110 countries and territories.

Our Arts and Creative Industries programme is designed to refresh international perceptions of the UK, create international partnerships and forge long-term cultural links. It develops a network of global cultural connections and works with the best of UK arts in Film, Literature, Theatre, Dance, Music, Architecture, Design, Fashion, Visual Arts, and Creative and Economy through a range of events.

The British Council has been building relationships between Thailand and the UK since 1938. We established our first separate offices in Bangkok in 1952. We now operate from a network of 5 centres in Bangkok in Siam Square, Pinklao, Ladprao, Chaengwattana, Srinakarin and a centre in Chiang Mai.

 <http://www.britishcouncil.or.th>

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