

“EXPLORING
VIRTUAL HERITAGE
EXPERIENCE GIVING
AS
ENTREPRENEURSHIP
FOR MAKERS”

A contribution to the GFC2020 Lyon

on

Communication Technology at the service of social,
economic and environmental sustainability

COVID LOCKDOWN IMPACT ON CRAFT CAPACITY (CLICC)

A COLLABORATION BETWEEN SCOTLAND AND INDIA

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NATIONAL INSTITUTE OF DESIGN
AHMEDABAD



SRIHTI MANIPAL
INSTITUTE OF ART, DESIGN & TECHNOLOGY, BENGALURU
A Constituent Unit of MAHE, Manipal



BACKGROUND

URGENCY

THEORETICAL FRAMEWORK

CHANGING CRAFTS

- Indian crafts employ up to 200 million artisans

(<https://200millionartisans.org/about>)

- A minority are directly employed in the fashion supply chain.

IMAGE: Embroiderers in Manish Arora's fashion studio in Noida, India, summer 2016 from

Kalkreuter (2020) Anyone's Heritage? Indian Fashion Design's Relationships with Craft between Local Guardianship and Valorization of Global Fashion, Fashion Practice, 12:2, 264-287



CRAFTS IN CRISIS

- Others have suffered significantly under the global lockdown as fairs and tourist trade have been disrupted, and with little central support for this largely informal sector of the economy available

(<https://thevoiceoffashion.com/centrestage/business/coronavirus-impact-on-indian-crafts-and-handlooms--3643>)

IMAGE: Embroiderer Sitaben in her home and studio in Ahmedabad, India, summer 2020



TOWARDS AN EXPERIENCE ECONOMY?

Literature suggest a growing interest in intangible heritage since 2003.

Digitisation as democratic endeavour
and sustainable option?

Image from

<https://www.anthropocenemagazine.org/2018/09/are-we-approaching-peak-stuff/>



CONSUMPTION

Are We Approaching Peak Stuff?

Almost imperceptibly, we are stepping off the
consumption treadmill

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Taylor, J & L K Gibson (2017) Digitisation, digital interaction and social media: embedded barriers to democratic heritage, International Journal of Heritage Studies,23:5, 408-420

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DIGITISATION OF INTANGIBLE HERITAGE

MAKING THE MAKER ACCESSIBLE DESPITE DISTANCE AND LANGUAGE BARRIERS

DIGITISATION MIGHT REINFORCE AUTHORIZED HERITAGE CONTENT

DIGITISATION AS RECORD AND AS EVOLVING PRACTICE

DIGITISATION AND AUTHENTICITY

COMMUNICATING MAKING HERITAGE DIGITALLY

HERITAGE BETWEEN THE CONSUMER'S URGE FOR TRADITION AND THE MAKER'S READINESS TO ADAPT AND EVOLVE

ENTREPRENEURSHIP OF MAKERS

MONETISING DIGITAL CRAFT

TWO MAIN AIMS

How can making pedagogy and affordable digital technology empower artisans to gain more control over their economic wellbeing?

What are the opportunities and implications of developing the artisan role from producer of physical product to conveyor of intangible cultural heritage experience to a paying audience?

METHODOLOGY USED

CONTEXTUAL REVIEW

SUPERUSERS

SUPERARTISAN

VIDEO INSTRUCTION PACKS BY DESIGNERS FOR MAKING INTERVENTIONS BY AMATEURS

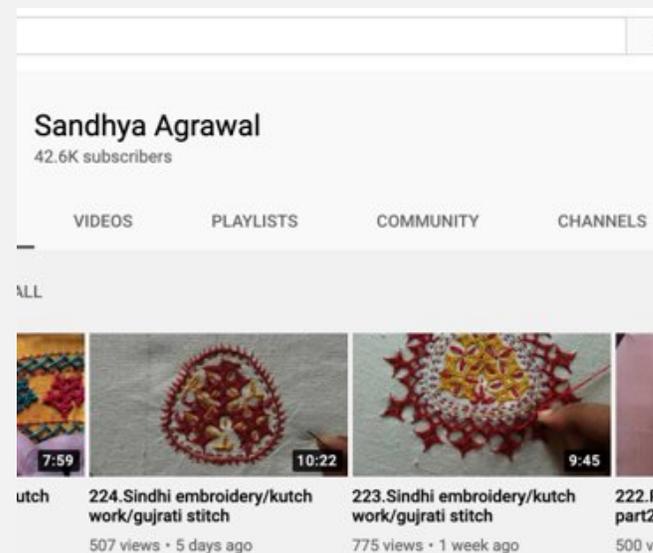


COLLINGWOOD NORRIS

- “Luxury Scottish knitwear (...) Designed in my small studio in the Scottish Borders, my knitwear is made either in the studio by me, Flora, or in small batches at a local mill I work closely with. (...) hand finished (...) to the highest standards, for the luxury of the personal touch.
- I also offer a bespoke visible mending service, mending guides, workshops and materials, to help you keep your knitwear for longer.“

<https://www.collingwoodnorrisdesign.com/visible-mending>

YOUTUBE TUTORIAL VIDEO MAKERS



- Youtube Tutorial videos frequently made by amateur artists / home crafters
- Paid per 1000 views

LIVE ONLINE DESIGN WORKSHOPS FOR CREATIVES AS A BRAND EVENT

LIVE ONLINE CRAFT WORKSHOPS BY ARTISANS IN SUMMER 2020

AST WOMEN HOUSE&HOME EVENTS MAGAZINE OUR APPROACH Search Q WISHLIST (0) LOG IN / REGISTER

TOAST Virtual Creative Residency

Thursday 15th – Saturday 17th October 2020

The annual TOAST Creative Residency aims to bring together a like-minded community of creative individuals. This year, we are hosting our first virtual Creative Residency, an online three-day programme of talks, workshops and live demonstrations.

The programme, inspired by our seasonal campaign Flux & Flow, is open to all and aims to connect individuals and foster thought. Prices for individual events vary. You will also have the opportunity to donate* to the Crafts Council UK and Textile Arts Center, New York

THURSDAY 15TH OCTOBER

Kantha Embroidery with Ekta Kaul
4PM – 6.30PM (BST)

Join award-winning artist Ekta Kaul to discover Kantha embroidery techniques.

Under Ekta's guidance you will learn to use Kantha stitches to create pattern and texture. Ekta will introduce you to a dictionary of Kantha stitches through a gentle step-by-step demonstration and share the cultural context of Kantha textiles in Bengal. Tickets cost £15.

SOLD OUT

- Synchronous delivery via zoom or similar, pay for attendance.

- Requiring bandwidth, language skills and materials.

- One off events but sometimes recorded.

<https://www.toa.st/us/content/features/creativeresidency.htm>

Summer Workshop
On
The Art of painting Mata ni Pachedi
Shri Kirit Jayantibhai Chitara
Master Artisan

June 18th - 21st, 2020
10:00 am to 01:00 pm
Venue | Google meet
Fees ₹2100
90 % discount for ICD students / faculty staff with valid id card

Contact: Ms. Chanchal Rathore, 98228 82728

with free visa: 2020-2021 | 1995-2020

Registration: For more details, Please visit www.icd.ac.in

Summer Workshop
On
Craft Based Narrative through Kaavad
Mr. Satya Narayan Suthar
Master Artisan from (Bassi, Chitorgarh)
Ms. Shubham Tambi
Assistant Professor, ICD

June 22nd - 25th, 2020
10:00 am to 12:00 pm
Venue | Google meet
Fees ₹2800
90 % discount for ICD students / faculty staff with valid id card

Contact: Shubham Tambi, 98228 82728

with free visa: 2020-2021 | 1995-2020

Registration: For more details, Please visit www.icd.ac.in

- Live craft workshops organised by an educational institute in India.

- Open to students of the institute as well as all interested public.

<https://www.icd.ac.in/en/iicd-summer-course/>

PROTOTYPING OF UPSKILLING MANUALS

- Previous educational material for fashion education refined (now with added currency as much of Higher education teaching is confined to online...)



Instructional video by our team member and technical expert Yvonne Caldwell



ReSide - Scotland / India textiles residency

@ResideScotlandIndiaTextilesResidency ·
Community

Send Message

SUPERUSERS AND OTHER STAKEHOLDERS

Home

About

Photos

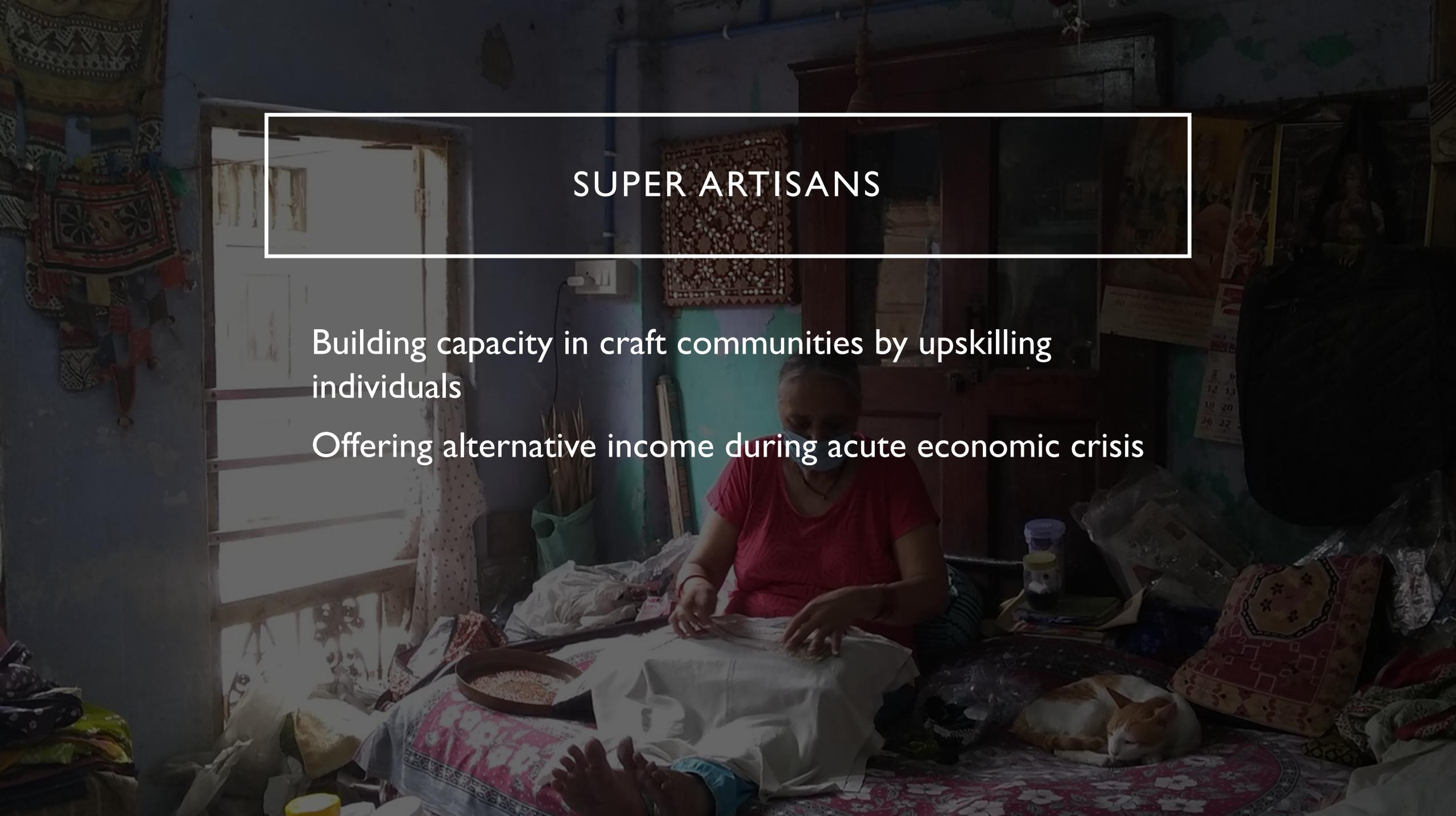
Videos

More ▾

Liked



- Brand identity to stand out amongst free offerings
- Makers not necessarily capable demonstrators
- Emphasis on cultural tourism rather than craft instruction as skills cannot be that easily learned
- Consider as repository of vanishing craft skills
- Consider as a way of keeping craft in the public eye

A woman wearing a red t-shirt and a blue face mask is sitting on a patterned rug on the floor, working on a piece of white fabric. She is in a cluttered room with various items around her, including a wooden cabinet, a calendar, and a dog lying down. The room has a window with a patterned curtain and a doorway leading to another room. The overall atmosphere is one of a busy, lived-in space.

SUPER ARTISANS

Building capacity in craft communities by upskilling individuals

Offering alternative income during acute economic crisis

NGO COLLABORATORS

200millionartisans.org is an NGO that collaborates across academia and industry to help reach those who might be most in need of assistance in meeting 21st century challenges for makers.

Collaborations increase creativity, out-of-the-box-thinking, and lead to greater success.

Passionate about sustainability and craft? We'd love to work with you.

LET'S COLLABORATE



CLICC

We supported the CLICC Study, a cross-cultural collaboration between Universities in the UK and India – [Heriot-Watt University](#), Scotland, [NID](#), and [Srishti Manipal](#) – to offer innovative entrepreneurship opportunities to India's craft communities. The project co-created video tutorial pilots to allow artisans to attract paying customers and become economically resilient. We helped create visibility for the CLICC Study, recruiting a cross-section of artisans across India, and expanding the reach of the project by crowdsourcing translations in over six regional languages.

RESULTS ACHIEVED

ARTISANS' CHALLENGES

OUTCOMES

ARTISANS' BUSINESS MODELS PRE PANDEMIC

- Through physically travelling -
 - Sales interactions for local or international exhibitions
 - Procurement of raw material from markets.
- Global exposure through visitors either for cultural tourism or research initiatives.
- Older artisans do not use technology much - phones are only used to make calls.
 - Superartisan Sita ben learned to use Whatsapp only in April this year to send pictures of her work to people.
- Younger artisans still learning about reach of digital platforms, especially social media.



Image shared by Zafar Bhai, glass artisan, based in Firozabad (Uttar Pradesh)

ARTISANS' NEW CHALLENGES AND OPPORTUNITIES DURING COVID

Most artisan concerns entailed -

- Uncertainty what craft content might best be digitised.
- Unsureness over long term benefits of digitisation to artisan.
- Lack of suitable equipment and technical skills for digital capture of process.
- A general reluctance/shyness in facing the camera especially among the women.
- Different forms of interaction were discussed, for example, for one set the artisans in a community were grouped in twos since they seemed more comfortable facing the camera for one another.



OUTCOMES

- A set of principles for films was determined:
 - Films could portray physical making space, local context or making practice (at artisan's choice), be silent or subtitled, edited or raw.
 - Films as (temporary or permanent) alternative to cultural tourism might be more respectful to crafts than films seeking to teach making skills to amateurs in the experience economy.
 - Films should be shot by artisan (communities).
 - Films could attract payment either as click per view or targeted events for captive audiences, and platforms for either distribution would have to be identified.

PAIRED WITH DIGITAL AND VIDEO PEDAGOGY FOR A 16-PAGE STEP BY STEP MANUAL

Manuals covered topics -

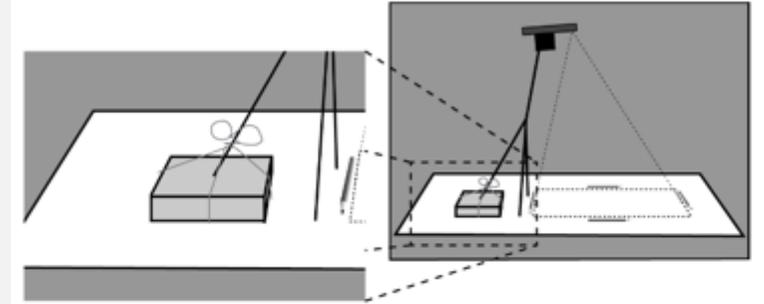
1. Introduction to various Social media platforms;
2. Video shooting with specific good frame criteria for various platforms;
3. Transfer of files from camera to card;
4. Setting up a tripod

Guides will be available widely as a free resource.



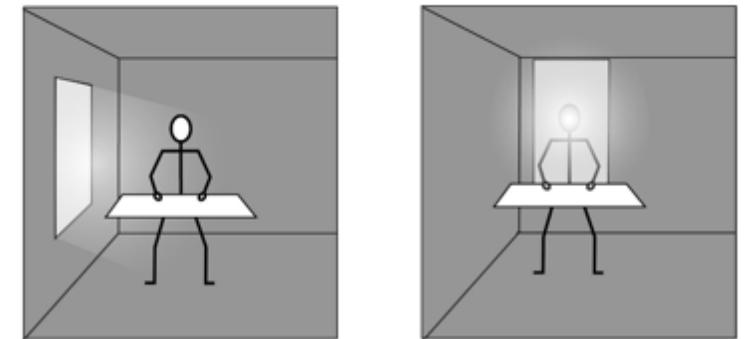
Screenshot from video guide with Tripod instructions

To obtain a flatter, less distorted overhead shot, prop up the back leg of the tripod on an object. If necessary, use a reasonably heavy object and tie the leg of the tripod to it, in order to prevent it from falling over. The phone does not always need to be completely horizontal.



2.3 Lighting/Illumination

Good lighting of the subject is essential. Using a nearby window is fine as long as it is not behind you. Try to avoid creating shadows on the work area.



A page from the written guide

SITA BEN'S BEFORE AND AFTER VIDEOS



Video taken by Sita ben on 17th August

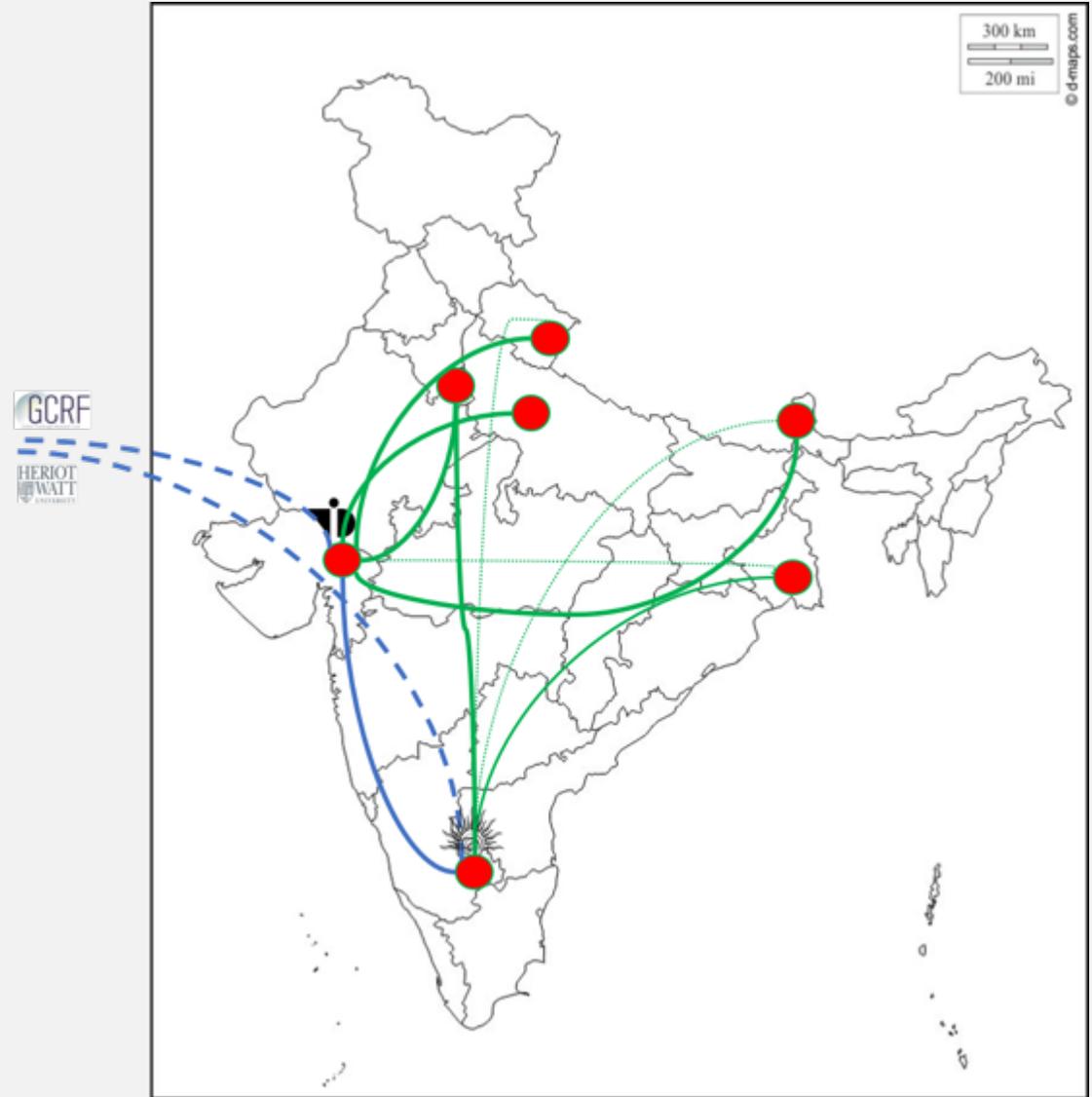


Video taken by Sita ben on 25th August

IMPACT OF COMMUNICATION TECHNOLOGY
FOR SOCIAL, ECONOMIC,
& ENVIRONMENTAL SUSTAINABILITY

IMPACT

- **Extending networks through -**
 - Systematic participation in emerging discussion fora (zoom mostly),
 - Dialogue with established and emerging Craft action groups & NGOs, in India
- **NOW -**
 - potentially participating artisans now exceeding 50
 - covers more than a 12 distinct crafts & geographies



CONTENT FROM ARTISANS

The project has original content from artisans engaged in diverse material crafts from weaving to woodcarving to basketry.

Empowerment and reach of artisans redefined

Subscriptions
Library



The Felt making art of Kullu



The glass-blowers of Firozabad



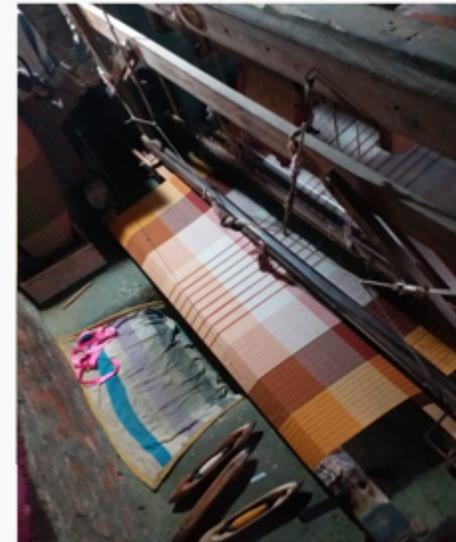
The Bead Necklace maker of Ahmedabad



The blockprinters



The Woodturners



The Cotton weavers

CONTENT FROM PROJECT

The craft video guide has been translated into more than 6 local languages in addition to Hindi and English.

Freely circulated from project to larger network for Capacity Building

1.3 अपने वीडियो को प्रोन की मेमोरी के बदले मेमोरी कार्ड में ऐसे डालें

By default, Kinemaster will save the videos you shoot with it to your phone's internal memory.

Eventually, you may need to clear space from your phone's internal memory, or you may want to move videos to the memory card (the phone calls it "external storage") so that you can post the card, with videos, to Anishka for uploading.

To copy or move videos from internal storage to the card, open the File Manager app:

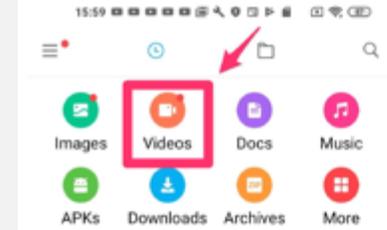
then find the video(s) you want to move and select them (by default, they'll be in the Kinemaster 'albums').

सामान्य तौर पे Kinemaster ऐप सारे वीडियो आपके प्रोन की अंदरूनी मेमोरी में सार देता है।

प्रोन की अंदरूनी मेमोरी पूरी भर सकती है। दुबारा यह गुनाह होना की आप अपने वीडियो को मेमोरी कार्ड में सार दे। यह कार्ड आप असीमा को बेज सकते है। जिकके कार असीमा आपके वीडियो अपलोड कर सकती है।

प्रोन की अंदरूनी मेमोरी मे अपने वीडियो मेमोरी कार्ड में सारने के लिए फाइल मैनेजर ऐप खोलें

आप यह सारे वीडियो चुन में जिनके आपको मेमोरी कार्ड में डालना है, यह वीडियो आपको Kinemaster एल्बम में मिलेंगे।



क्राफ्ट विडियो निर्मिती

तुमची कला सर्वदूर पसरविण्यासाठी तुमच्याच मोबाईलचा वापर करून तुम्ही कशाप्रकारे छोटीशी फिल्म बनवू शकता हे स्टेप बाय स्टेप, सोप्या शब्दात सांगणारी ही मार्गदर्शिका (गाईड) आहे.

या फिल्म मध्ये, तुम्ही वस्तू कशा बनवता, त्या निर्मिती प्रक्रियेतले बारकावे, खुब्या दाखवू शकाल, जेणेकरून पाहणाऱ्या लोकांना तुमची मेहनत आणि कौशल्य याची जाणीव होईल.

किंवा तुम्ही जिथे बसून काम करता त्या ठिकाणाची सैर तुम्ही या फिल्मद्वारे घडवून आणू शकाल, यामुळे तुमचे आणि तुमच्या घराचे (किंवा कारखान्याचे) तुम्ही बनविलेल्या वस्तूशी असलेले नाते अजून चांगल्या रीतीने त्यांच्या समोर येईल.

तुम्ही वरील दोन्ही घटक असलेली फिल्मसुद्धा बनवू शकाल. त्यामुळे लोकांना तुमच्या वस्तू प्रत्यक्ष विकत घेण्यापूर्वी, तुमच्या घरात येऊन तुम्ही जगत असलेली कला अनुभवता येईल.

Hindi

Marathi

IMPACT

VALUE of Cultural Heritage amongst the maker communities themselves

Prolonged LIFE of hand-done/made cultural practices

FUTURE Collaborations

- Teamed up with the HWU business school to explore new ways of monetising digital making heritage
- Disruptive responses to climate emergency and global economic turmoil - might translate into lessons for industries involved in making

CLICC NEXT STEPS

- Extending the project's scope by applying its basic premises around immersive tech in disruptive tourism projects have been formulated.
- The project team has invited film experts to explore filming aspects of Making Heritage more deeply.

