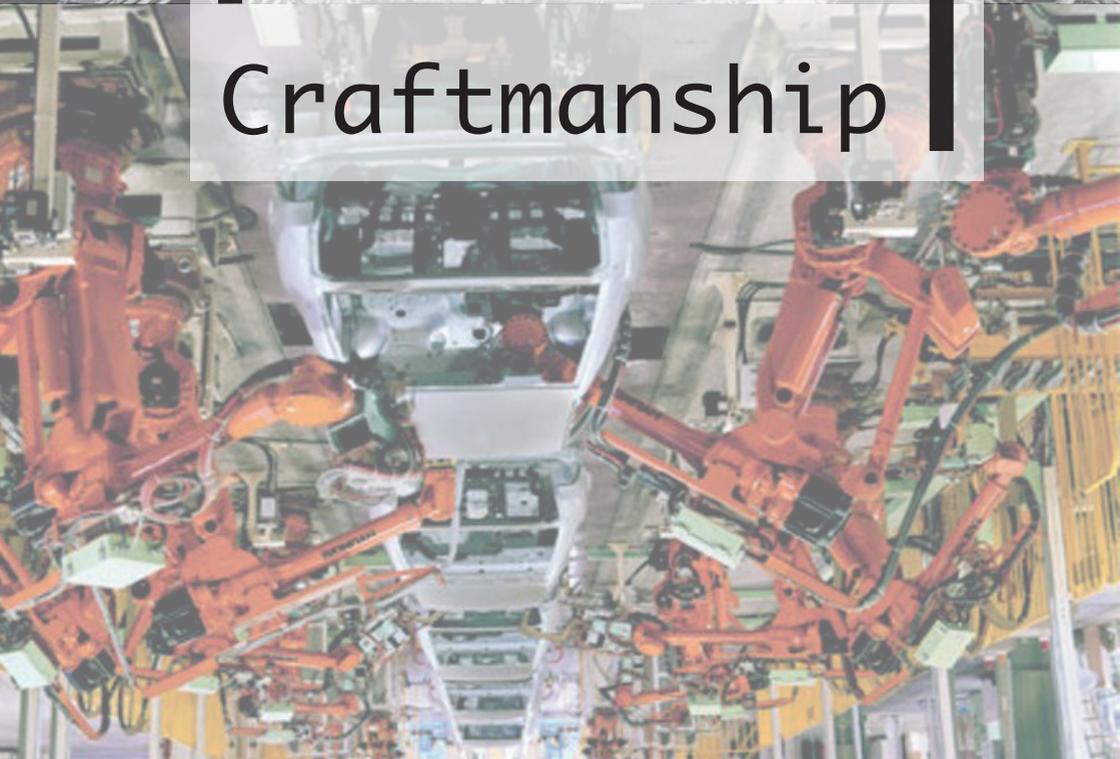




Pre
Post
&
Néo

Craftmanship



CRAFTSMANSHIP

1. The principal activity in your life that you do to earn money.
2. Skill in an occupation or a trade.
3. Ability acquired by training.

Antonym: Industrialism



What is the role of craftsmanship in our society? What is the tradition attached to it? how can we identify a craft? What is it's relevance in today's society?



Florence Dibell Bartlett a famous curator and founder of the museum of international folk art in Santa Fe, dedicated her life to bring all the different crafts from different culture. She was motivated to do so, because she truly believed that « Craft is a bond between the people of the world ».

In a certain extent it is, in fact humans became self conscious due to the tools they created. At first it was rudimental and simple, but has the time passed by the technique became more and more advance.

Four small sculpture respectively from Russia, Pakistan and China.



*Traditionnal Chinese
Porcelain Kiln.*

There is a strong heredity that came along with crafts, we can at first take a look at the geographical areas and see the importance of ceramics and porcelain in eastern asia. As it probably started in China, and due to some historic events, such as wars this technique started to spread all over Asia. It was later on imported to Europe via the silk road. On a smaller time frame, there is also the family heredity that goes along with craft, where it can be learned and transmitted from generation to generation. Where the oldest son takes the family business back and it can go on for centuries.

Due to the human history, and that we created tools to have control over our environment, we are born makers. And using our ability and our brain is underrated in our society, we can take the example of pre-school with the small

exercise that is made to be able to translate the world around us into paper. We can see an evolution between the spacial understanding by observing children drawing. But also the use of colours, size and depth. By being able to write down your name, you are able to have control over your environment and to fully develop the brain abilities in an advance way.



Paleolithic tools found in europe.



*Victor de L'Aveyron L'enfant sauvage
from François Truffaut (1970)*

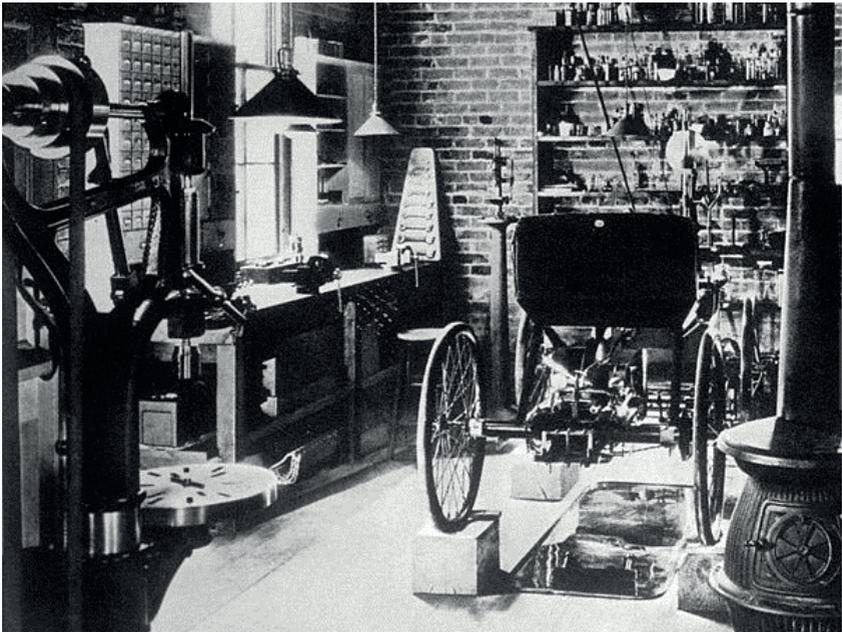
In the movie, *Feral Child* from François Truffaut, a child that was abandoned at a young age in the wood had to survive by itself, but due to the lack of education some reports says that he was not able to open a nut with a stone.

Howard Risatti, an history teacher from the university of Virginia wrote the book *The Theory of Craft*, he's examining the the relation of humans and craft, and more specifically the relation that we have with making. After questioning the differences between design and craft, function and non-function and craft mans and intellectual artist, he later on conclude on the fact that despite their differences all of these aspects were a skill as a trained practice, but more importantly that their core was the strong process between the hands and the head.



The Staircase: Six woodworkers from different countries putting appart their differences and working together as a team.

There is an omnipotence of craft, that is surrounding our lives. It helped us to fully develop ourselves and to have a proper control of our environment. Every aspects in our daily life has been crafted from the shoe to the car, these items have been crafted for years and years until we could appreciate them in their actual form.



De Dion Bouton original workshop with the first steam powered tricycle.



Old craft: Rat Hunter, Human radar and standard workers.

However, now we are observing a massive disinterest of craft that has been in decline for the last century. The book *Old Craft*, makes an inventory of craft that existed in the previous century but that now have disappeared to be replaced by the machines. There is a strong relation between craft and industry. Because industry has been taking over the craft by improving and automating. The first aim was to simplify and increase the productivity of the workers, but it now have massively increase letting the crafts suffocating because of their lack of development and their core value that couldn't change.



If all the craft are being replaced by machines, then what is a modern craft?
Is industry the new craftsmanship ?

The industry is the result of thousands and thousands of human development through crafts. But it is also based on the human wish to control it's environment and the wish t to go further and beyond it's capacity by allowing the machines to complete their tasks.

Industry started to rise, when human started to organise the work, and especially within the Ford. He once said that he didn't paid his employees to walk, then he started to create work stations. He separated the tasks, control the movement that they repeated for days, these operations were meticulously calculated, recorded and control by a frame that was decided in advance.



Frederick Winslow Taylor showing a worker how to quickly put bold on a part of an engine.



The Human Condition from Masaki Kobayashi.

However, it decreased the human condition, were the aim of building something disappeared, as Chaplin criticise in the Modern Times.

Aristotle made a distinction between what he called the poiesis (the action) and the praxis (the production).

The praxis is not affected by the process, the only focused is on the finality and the end product. However the poiesis is doing according to your own knowledge and story, and is mainly process based. But Aristotle made a second important distinction between technicity and technique.

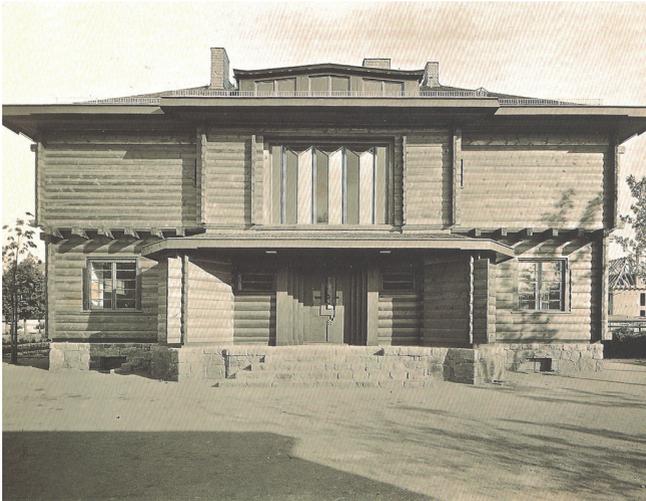
The technicity, also known as machines are invasive and in an unstoppable development.

However, the technique that is human based that is stuck, and has conservative values (that will later on be altered)

These two distinction both have a strong position and are both extreme in their approach, it is strongly linked to subjectivity and on which side you place yourself in.

Despite that the founder of Bahaus, Walter Gropius tried to link the artisanal past with the industrial present as a way to reconstruct Germany after World War I.

With the use of wood, that is present in big quantity, industrial processes and the different wood craft that are a big heritage of the German culture.



An example of a wood house From Walter Gropius in 1920.



Logorama from François Alaux, Hervé de Crécy and Ludovic Houplain. (2009)

Pierre-Damien Huyguhe later said that it is within the instance of the economy that a true change between art and industry can happen. If we are able to balance technicity and technique, it could radically change our society and have a good impact in our lives.

But the fact that we are currently living in a digitalised society, where we can feel a strong loss of touch and contact approaching every aspects of our life. This is due to the immaterial information and data that we are constantly playing with.

The capitalist system we live in, in an era of mass consumption where most of the products are homogenised, standardised, dehumanized with a terrible lack of authenticity.



Brazil (1985)

Furthermore, as Weber predicted, there is a bureaucratisation of our lives. As we can see in the movie *Brazil* (1985), with a process rationalisation, linked to the specificity and work division of our society. We are constantly following rules, procedures and convention in the extent of our daily life.

We are reaching a point where the differentiation from the life in a working environment and in the daily life.

In his book, Hugues Jacquet says « there is correlation between the rival of interest into craft making processes and the crisis of the capitalist system »



*William Morris
interior*

We can observe this phenomenon in many different era, the first one happened during the second industrial revolution, with the Art and Craft movement created by William Morris. He aimed to free the working class, that worked in horrible conditions, with craftsmanship.



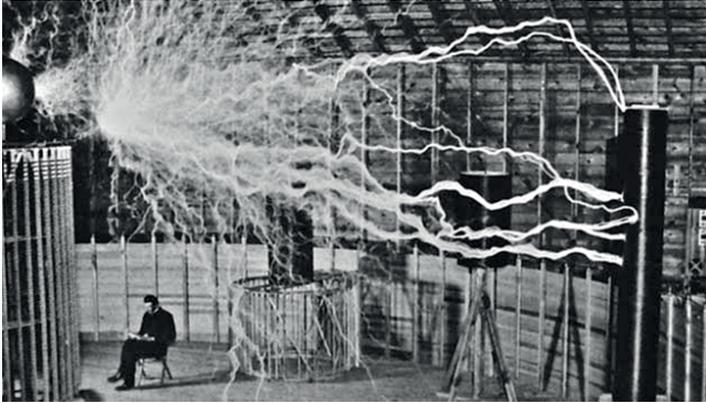
Summer of Love

In 1969, with the summer of love, as a rupture from the consumerist way of life of their parents.

And now, from the financial crisis of the subprime, there is a lost of sense, called the brown out. And the upper class are fleeing from high paying job to do a reconversion. Most of them are learning a craft, and are now part of what we can call the néo-craftsmanship. Now, there is a search for meaning to consume and live differently, and to re localise in a smaller scale.



Néo-Craftmans: Highly educated adults that are currently reconverting as butchers



Nikola Tesla studying the Jacob ladder.

In fact to engage in an activity , our imagination has to be in contrast to the reality we find ourselves in and as Brumer said « Play is a special form of violating fixity ».

According to Susanna Miller, playfulness decouple messages, experiences and objects from their usual context. It helps to create a new frame that allows a better freedom and creative possibilities. Tesla, Einstein, Da Vinci were big inventors because they were able to mix playfulness, making and thinking. In fact play reduces consciousness it also helps to think differently. « Not only the process of doing something enjoyable, but it is also about gaining mastery over the attention, in which consciousness direct toward the variables of everyday life, including what is happening presently, what could be happening else where, and what might be happening in the future. »



A 13 floor building collapse in Shanghai due to a CAD error.

According to Richard Sennett, craftsmanship is an enduring human impulse, the desire to do a job well for it's own sake. The notion of flow has an important part for humans, because in fact it facilitate the connexion between the head-eyes-hand- tools . And by practicing this skills, it will allow you to have an intelligent head and a playful mind according to him.

The notion of skill as a trained practice, where the machine can be perceived as a physical threat. We can observe this phenomenon with the Computer Assisted Design, where the circularity of the design process completely disappear with the machine and the possibility to modify every parameters at any time you want.

The informal economy is the biggest non regulated economy in the world, in Africa it represents more than 80% and in developing countries it is very organised and structured, where some people are collecting very specific materials. However, in Europe it is very chaotic and desorganised.

Saskia Sassen said that « the new informal sector is the product of advanced capitalism, the site of the most entrepreneurial aspects of the urban economy »

It is accessible for easy entry jobs and also the independence related to it. But there are also a big number of down-pits such as the inexistant union, no safety and stays a non-regulated sector.



Street hairdresser in China part of the informal economy



Banco del Tiempo in Madrid

The Moonlighters are formal employees in big companies and they have an extra activity in the informal sector. It gives them the benefits of having a health insurance, union and a extra money.

Monlighters are using their free time as a peculiar activity but another form of economy started and spread across hispanic countries and it is call la banco del tiempo. Based the principal that you can get time and give time

by exchanging knowledge and expertise with others. Human has the urge to control and dominate the time. A psychologist analysed how the notion of time was perceived by us and she came out with three main distinction.

The instaneity due to the media and the big communication between individuals, the immediately due to the possibility of answer at anytime, anywhere that creates an exigence and finally the urgency that is responding to the immediately.

Richard Sennett said that «With the obsession of time, it isn't possible to keep long term values».

