

a collaboration project by:



CRAFT

W E E K

12 - 18 OCTOBER 2020

Programme Report

Programme Rationale

With increasing global interest on climate change and consumptive economic models in a post-globalised world, we came to a time where there's a need to discuss on alternative approaches to crafts, addressing sustainability across environment, economic and culture through crafts, and explore new economic models, systems and ways of collaborating.

Due to COVID-19 pandemic, we have seen the importance of working through digital collaboration, increasing the needs for impactful storytelling, to address the social, economic and cultural issues that surround the crafts sector.

Hence, with countries around the world celebrating their own crafts through a craft week, we want to take on this momentum to celebrate craftsmanship, makers, and materials in Indonesia, highlighting the importance of climate change and sustainable models, eco-friendly materials, by working with partners and crowdsourcing stories about crafts

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Objective

- To create awareness especially general public about new materials and sustainable crafts
- Create more discussions, knowledge sharing among people in the sector about sustainable crafts
- To showcase crafters who are working in the eco-friendly craft sector

Participating Partners

- Manual Jakarta
- Material Labrary by Playo

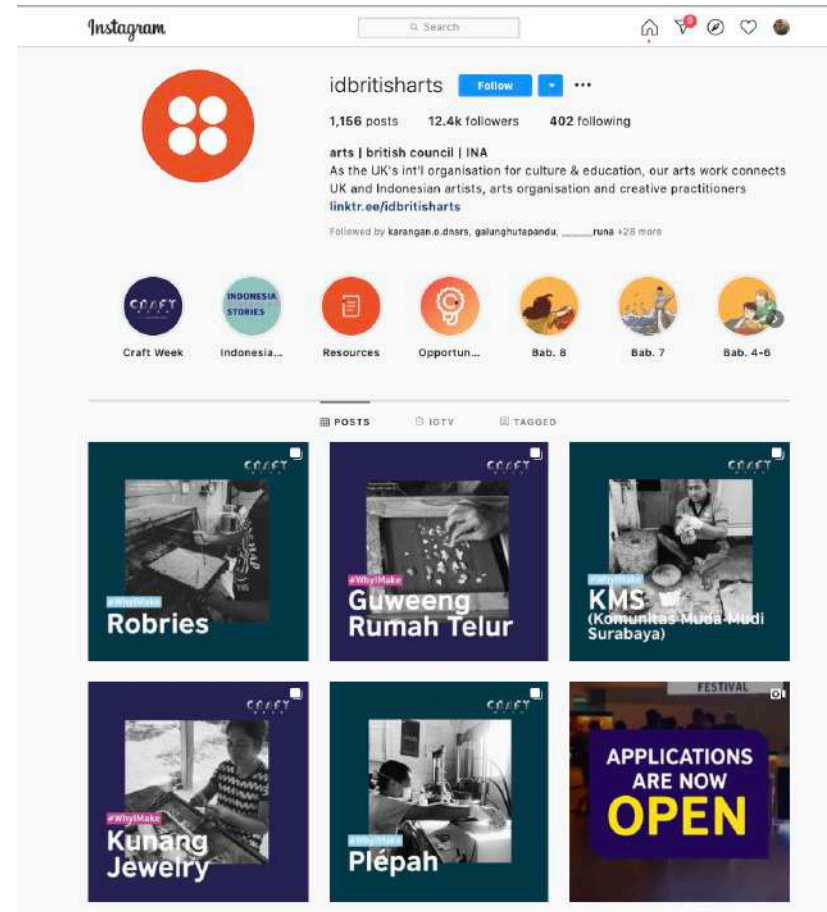
Schedule

Date	Time	Programme Name	Recording / Facebook Live Link
All Week	all day	#WhyIMake Campaign	https://www.instagram.com/idbritisharts/
Tuesday, 13 October 2020	16.00 - 17.30	Webinar: Sustainable Materials in Indonesia and UK Craft Sector and Research Launch	https://www.facebook.com/BritishCouncilIndonesia/videos/451332339176643/
	19.00 - 21.00 WIB	Reveal: Circular Design Futures #1	https://www.facebook.com/BritishCouncilIndonesia/videos/1609810695885566/
Wednesday, 14 October 2020	19.00 - 21.00	Reveal: Circular Design Futures #2	https://www.facebook.com/watch/?v=820551225384092
Thursday, 15 October 2020	19.00 - 20.00	Why Factor: Crafting Futures	https://www.instagram.com/tv/CGXVhIHFxNc/
Friday, 16 October 2020	14.00 - 17.00 WIB	Online Workshop: Nerikomi	
Saturday, 17 October 2020	19.00 - 21.00 WIB	Webinar: Eco-Product Is The New Big Thing	https://www.facebook.com/227693545744/videos/3388034951287277
Sunday, 18 October 2020	14.00 - 15.30	Crafting Waste as a Business Opportunity by Manual Jakarta	https://drive.google.com/drive/folders/1jFOnJ_nEWd7y1J1tvxOLJebt-21zZHOU?usp=sharing

Programmes

Social Media Activation.

- We will also highlight crafters mapped out in the research by giving funfacts and promote the #WhyIMake campaign
- Selected Crafters:
 - **Plepah**
 - **Robries,**
 - **Kunang Jewelry,**
 - **KMS**
 - **Guweeng (Rumah Telur)**



Programmes

Sustainable Materials in Indonesia and UK Craft Sector and Research Launch

(Tuesday, 16.00 – 17.30 WIB)

This webinar will discuss the landscape of new materials and sustainable materials both in Indonesia and UK. After the webinar, British Council will officially release our recent research report in the mapping of new materials and repurposed materials through our website.

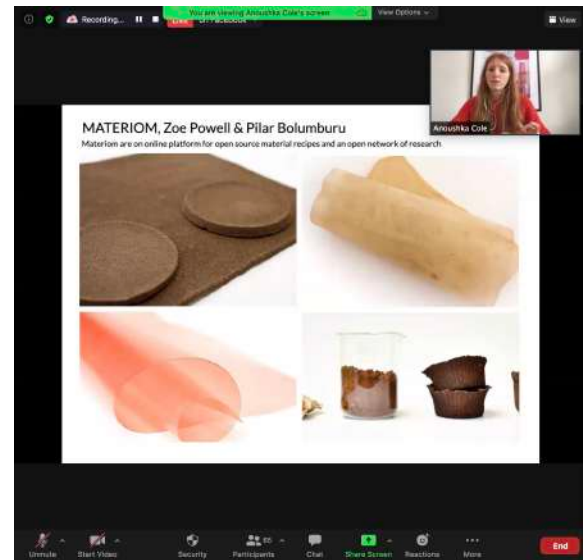
Speaker:

- Niniek – Budaya Kreatif Foundation
- Anoushka Cole

Moderator:

Camelia Harahap – British Council Indonesia

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Total Registrations: 89

Peak participants: 65

Total participants joined: 77

Total Views on Facebook Live: 348 views

Programmes

Reveal: Circular Design Futures #1

Tuesday, October 13th 2020, 7 – 9pm WIB

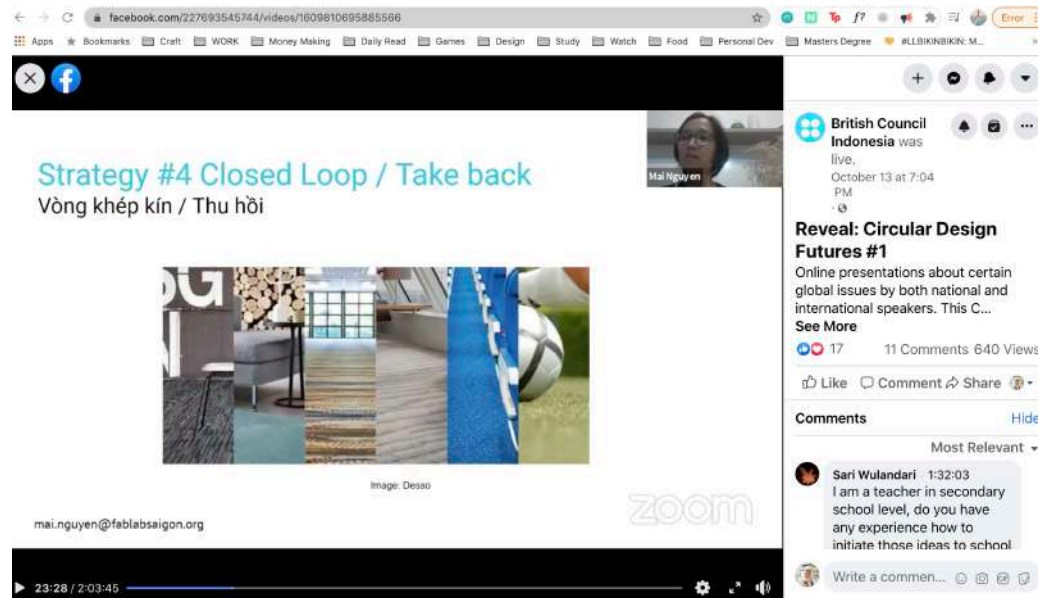
45-minute of online presentations about certain global issues by both national and international speakers. This Circular Design Futures session will be exploring design as daily practical to solve problems, from material to social structure.

Speaker:

- Mai Nguyen – Fablab Saigon, Vietnam.
- Topic: Circular Design Strategies
- Alma Daskalaki – MaDE, UK (*tbc*).
- Topic: -

Moderator:

Adil Alba – Playo, Indonesia.



The screenshot shows a Facebook Live video player. The video title is "Strategy #4 Closed Loop / Take back" with the Vietnamese translation "Vòng khép kín / Thu hồi". The video player shows a scene with a blue and white striped fabric and a white ball. The video is hosted by "mai.nguyen@fablabsaigon.org". The Facebook interface shows the video is live, dated October 13 at 7:04 PM, and has 17 likes, 11 comments, and 640 views. A comment from Sari Wulandari is visible, asking for experience on initiating ideas in school.

Total Registrations: 60
Peak participants: 40
Total participants joined: 54
Total Views on Facebook Live: 640 views

Programmes

Reveal: Circular Design Futures #2

Wednesday, October 14th 2020, 7 – 9pm WIB

45-minute of online presentations about certain global issues by both national and international speakers. This Circular Design Futures session will be exploring design as daily practical to solve problems, from material to social structure.

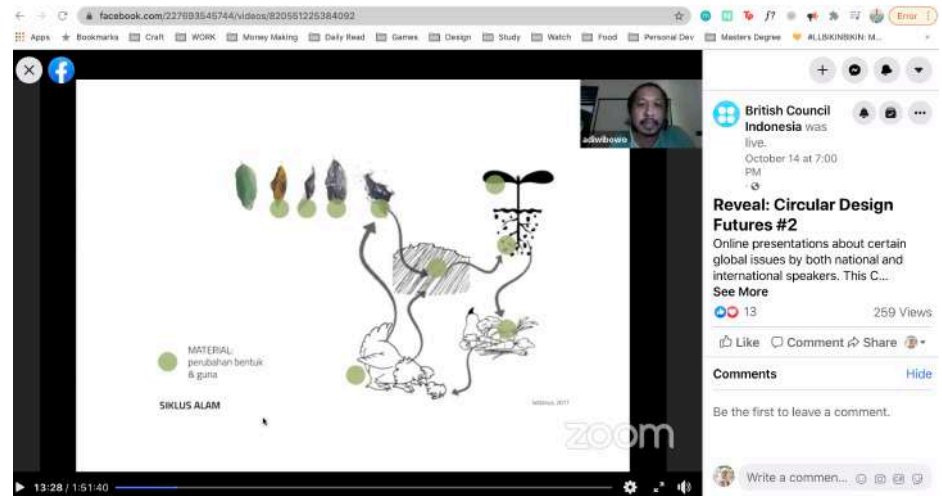
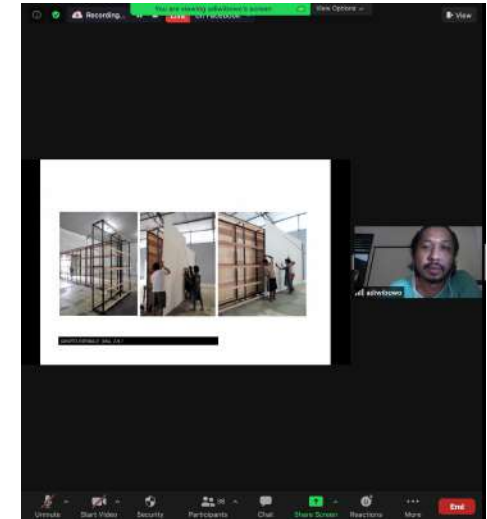
Speaker:

- Martin L. Katoppo – Design As Generator, Indonesia.
- Adi Wibowo – LabTanya, Indonesia.

Moderator:

Viandira Athia – British Council Indonesia, Indonesia

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Total Registrations: 59

Peak participants: 36

Total participants joined: 45

Total Views on Facebook Live: 259 views

Programmes

Why Factor: Crafting Futures

(Thursday, 14 Oct 2020 – 19.00 – 20.00)

45-minute of small talk via @playo_id live Instagram to campaign a movement. At this session, the speaker will explain further about Crafting Futures movement and what the goals it tries to achieve.

Speaker:

Camelia Harahap – British Council Indonesia, Indonesia.

Host:

Adil Alba – Playo, Indonesia.

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Peak participants: 24
Total Participants: 106
Recording Views: 59 views

Programmes

Nerikomi Making Workshop by Nabila Nareswari

(Friday 14.00 – 17.00)

Nerikomi (is an artistic technique for creating Japanese Pottery Agaware. The name derives from the traditional technique of creating patterns with colored clay.

By joining this online workshop, Nabila Nareswari will guide you in creating pottery using Nerikomi Technique.



Total Registrations: 20
Total Participants: 20

Programmes

Webinar: Eco-Product is The Next Big Thing

(Saturday, 19.00 - 21.00)

Public seminary about global issue to give deep perspective from speakers with various backgrounds. Eco-Product Is The New Big Thing will focus in answering questions of how far eco-based products will be trends in the future, and what is needed to realize it.

Speakers:

- Isti Dhaniswari – Indonesia Trend Forecasting, Indonesia.
- Lina Mariani – Epson Indonesia, Indonesia
- Eka A . Puspitas – Sahtou Studio, Indonesia. (unable to join due to emergency)
- Ronaldiaz Hartantyo – Mycotech Lab, Indonesia.

Moderator:

Genie Anggita – Playo, Indonesia.

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Total Registrations: 75

Peak participants: 41

Total participants joined: 47

Total Views on Facebook Live: 255

Programmes

Crafting Waste as a Business Opportunity by Manual Jakarta (Sunday, 14.00 – 15.30)

Current insights and crafty innovations for a sustainable and planet-saving trade

- Tap into the potential of trash and how one man's trash is another man's treasure
- How brands and different industries (fashion, health & beauty, etc) repurpose various materials to make art / business.
- Includes talking points about the disparity between ideal sustainability and its practice. Raising day to day practical examples on how to be sustainable at home and in the office.

Speakers:

- Sarah Owensby (Byebye plastics Jakarta)
- Aditya Prayoga (waste4change)
- Hana Surya (Threadapeutic)

Moderator:

Julius Kengan – Manual Jakarta

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Total Registrations: 128

Peak participants: 42

Total participants joined: 50

Programmes

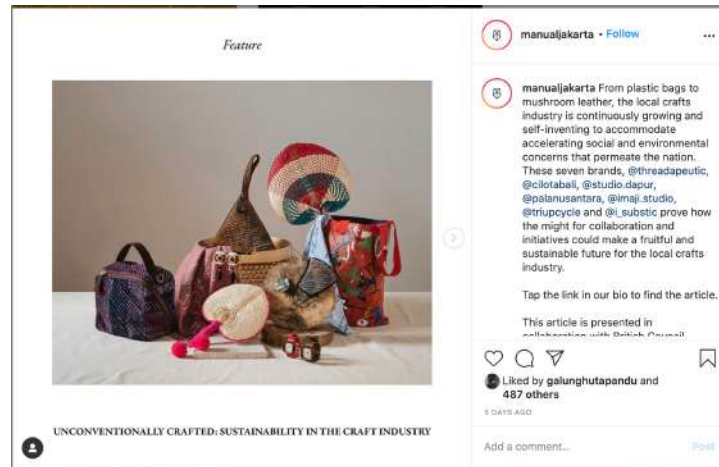
Unconventionally Crafted (Featured Article on New Materials) 14 Oct

Introducing a creative community of local crafters/brands/initiatives by showcasing their crafty creations that employ unconventional primary materials in the aim of conducting a creative and environmentally responsible trade, and highlighting the various techniques and innovations these brands developed for their products to sustain their goals.

1. Imaji Studio
2. Threadapeutic
3. Cilota
4. Studio dapur
5. i-substic
6. Tri Upcycle
7. Pala Watch



Unconventionally Crafted: Sustainability in the Craft Industry



Total Reader: 474 views

Total Engagement:

<https://manual.co.id/article/unconventionally-crafted-sustainability-in-the-craft-industry/>

Total audience:

- 1901 Audience (joined through zoom & Facebook Live)

Articles related:

- <https://lifestyle.kompas.com/read/2020/10/13/200733620/bahan-kerajinan-ramah-lingkungan-dari-pelepah-pisang-hingga-kombucha?page=all>
- <https://id.investing.com/news/economy/british-council-sektor-kerajinan-ri-banyak-manfaatkan-material-daur-ulang-2031909>
- <https://www.wartaekonomi.co.id/read308861/british-council-sektor-kerajinan-ri-banyak-manfaatkan-material-daur-ulang>

Thank you