

## **Intersection: traditional craft process and new technology**

O'DUBHGHAILL, Coilin <<http://orcid.org/0000-0002-1278-3036>>

Available from Sheffield Hallam University Research Archive (SHURA) at:

<http://shura.shu.ac.uk/18171/>

---

This document is the author deposited version. You are advised to consult the publisher's version if you wish to cite from it.

### **Published version**

O'DUBHGHAILL, Coilin (2017). Intersection: traditional craft process and new technology. In: Make:Shift Ireland, Dublin City University, Ireland, 6th November 2017. (Unpublished)

---

### **Copyright and re-use policy**

See <http://shura.shu.ac.uk/information.html>

Press Release

13 October 2017

**Jeff Powers of Heatherwick Studio announced as keynote speaker at  
MAKE:SHIFT IRELAND, an international conference on innovation in craft,  
design and technology on 6th November in Dublin**



Images: (left) Ceramics, photo Peter Rowen; (right) Make:Shift 2016, photo: Simon Webb

Jeff Powers, Head of Making Digital Technology at London's renowned [Heatherwick Studio](#) (which is responsible for ground-breaking design concepts and manipulation of materials), will give the keynote speech at the inaugural **Make:Shift Ireland**, a one-day conference exploring the future of making and the nature of disruptive innovation in craft, design and technology, on Monday, November 6<sup>th</sup> 2017 at The Helix, Dublin.

*Make:Shift Ireland* will bring together **international experts** on the cutting edge of craft, design and innovation from across a variety of fields, from architecture, bioscience and manufacturing, to glass, ceramics and textiles, to discuss groundbreaking ideas and concepts that are impacting the ways in which we live, learn, make and share.

Karen Hennessy, Chief Executive of the Design & Crafts Council of Ireland, said: *"The continual desire for authentic, hand-made craft reflects a societal shift towards sustainability and respect for the inherent value of materials that the natural world provides. Make:Shift Ireland will highlight the pioneering work that is contributing to this in a very real way across sectors. We are delighted to partner with Crafts Council UK to bring such an exciting and informative conference to Dublin for the first time. We look forward to not only sharing new ideas and concepts but to discussing and exploring future opportunities for our designers and craftspeople."*

The starting point for the *Make:Shift Ireland* conference, hosted by the Design & Crafts Council of Ireland (DCCoI) and Crafts Council UK, is rooted in the craft of making and the process by which materials such as clay, wood, sand, and fibre are transformed into something new. *Make:Shift Ireland* considers the opportunities and tensions created by sweeping societal and cultural change, and sets out to explore the future of making through design and technology and the inherent risks and opportunities.

Annie Warburton, Creative Director, Crafts Council UK, also commented: *"Craft and design are at the cutting edge of material and technological innovation. Over the past four years, the Crafts Council UK through Make:Shift has raised awareness of the value of craft innovation. Craft and design skills are increasingly valued in other sectors and makers are using specialist knowledge of materials to diversify into other markets. We are excited that this partnership with the Design & Crafts Council of Ireland offers a chance to explore and*



Supported using public funding by  
**ARTS COUNCIL  
ENGLAND**



THE  
FINNISH  
INSTITUTE  
IN LONDON



*demonstrate the innovative potential of craft and design further. And we're sure that Make:Shift Ireland will spark new collaborations."*

At Heatherwick Studio, **Jeff Powers** works at the intersection of rapid prototyping and craft, overseeing the studio's use of digital technology in the making of the physical. The studio aims to integrate craft and physical making throughout the design process and encourages staff to utilise all types of fabrication tools. Along with Powers' keynote address at the conference, **a dynamic line-up of speakers** will explore new processes for creating and opportunities for the future as the fields of research, scientific exploration, digital making and technology merge. Pioneers in key areas, from bio design and sustainability to manufacturing innovation and distribution, will take part, including:

- **Carole Collet** who works on speculative projects such as 'bio-lace' which investigates the intersection of synthetic biology and textile design to propose future fabrication processes for textiles.
- **Kirsty Emery** whose company Unmade received £3.1 million seed investment to build a curated customisation platform to reinvent knitwear.
- **Jarmo Eskelinen**, Chief Innovation and Technology Officer at Future Cities Catapult, which is aiming to advance urban innovation through smart and future cities.
- **Shelley James** a glass artist who, among other projects, explores five-fold symmetry and research into a new generation of molecular structures that respond to light.
- **Indy Johar** of Project 00, Opendesk and WikiHouse who is exploding the making process through global co-operative and collaborative open source design projects. He questions the future of ownership, intellectual property, insurance and more in a hyper-networked globalised and localised economy.
- **Ann Mulrooney** who as CEO of VISUAL Carlow directs artistic and engagement programming, developing thematic links and partnerships across disciplines, exhibitions and projects to explore local relevance and develop new knowledge.
- Irish silversmith **Cóilín Ó Dubhghaill** who explores the intersection between traditional craft process and new technology.
- **Fi Scott**, a designer who is passionate about manufacturing and who founded Make Works which sources local fabricators, material suppliers and workshop facilities.
- **Fabian Strunden** who, as Daqri's Dublin-based UX/UI design lead, is responsible for the user interface and user experience design of DAQRI's Visual Operating System™ featured on the DAQRI Smart Glasses™.
- Japanese shoe designer **Noritaka Tatehana** whose *Heel-less Shoes* incorporate traditional Japanese craft techniques into desirable, contemporary forms and which have been worn by Lady Gaga.
- **Dries Verbruggen**, a founder of Unfold, a studio which develops projects that investigate new ways of creating, manufacturing, financing and distributing in a changing context.

*Make:Shift Ireland* will take place at The Helix, DCU Campus, Collins Avenue, Glasnevin, Dublin 9 on Monday, November 6<sup>th</sup> (9am – 6pm). *Make:Shift* is a Crafts Council UK brand and event. *Make:Shift Ireland* is produced by the Design & Crafts Council of Ireland in association with Crafts Council UK and with the support of The Finnish Institute in London and Dublin City University (DCU).

#### Tickets

Tickets are available to buy now at [make-shift-ireland.eventbrite.ie](https://make-shift-ireland.eventbrite.ie).

- ENDS -



Supported using public funding by  
**ARTS COUNCIL  
ENGLAND**



**THE  
FINNISH  
INSTITUTE  
IN LONDON**



For further press information, please contact Elevate PR, 01 662 5652  
Tara Walsh - [tara@elevate.ie](mailto:tara@elevate.ie) / Emer Igbokwe - [emer@elevate.ie](mailto:emer@elevate.ie)

## **NOTES FOR EDITORS**

### **SPEAKER BIOGRAPHIES**

#### **JEFF POWERS (Keynote Speaker)**

Jeff Powers joined Heatherwick Studio in 2012 after graduating from the University of Toronto in 2011 with a Masters in Architecture. Jeff's university research focused on digital fabrication and its application in architectural details as well as landscape architectural systems. After graduating, he worked as a consultant for a number of designers and architectural practices in the Toronto area on digital fabrication technologies. At the studio, Jeff works at the intersection of rapid prototyping and craft, overseeing the studio's use of digital technology in the making of the physical. The studio aims to integrate craft and physical making throughout the design process and encourages staff to utilise all types of fabrication tools. Key projects that Jeff has worked on include the Bund Finance Centre in Shanghai, the Garden Bridge as well as a new residential building in Asia.

#### **CAROLE COLLET**

Carole Collet has dedicated her career to developing a new vision for design and pioneered the discipline of Textile Futures at Central Saint Martins in 2000. She is now Professor in Design for Sustainable Futures and Director of the Design & Living Systems Lab at Central Saint Martins, University of the Arts. Her research focuses on exploring the intersection of biology and design to develop innovative and disruptive sustainable design proposals. Her recent curation of 'Alive, New Design Frontiers' ([www.thisisalive.com](http://www.thisisalive.com)) questions the emerging role of the designer when working with living materials and technologies such as synthetic biology, and establishes an original framework for designing with the living via the lens of sustainability. Her work has been featured in international exhibitions and she regularly contributes to conferences on the subject of textile futures, biodesign, biomimicry, synthetic biology, future manufacturing and bio-materiality, sustainable design and climate change.

#### **KIRSTY EMERY**

Kirsty Emery is co-founder of Unmade, a London-based tech company that's reinventing the fashion industry. Unmade have built the technology to produce unique knitwear on an industrial scale, and having proven their concept via award-winning website, Unmade.com, they are now partnering with global brands to take their innovations to the wider industry. Unmade is a complete digital solution that enables the world's most innovative brands to create unique customisation experiences at an industrial scale. Known as 'curated customisation', brands have control but the consumer is more involved and engaged in the experience and product. From online and in-store retail to SKU management and analytics to factory management and shipping, Unmade gives brands the tools to provide industry-leading customer experience.

#### **JARMO ESKELINEN**

Jarmo is the Chief Innovation and Technology Officer of the Future Cities Catapult. Future Cities Catapult accelerates urban innovation, to grow business and make cities better. Jarmo leads the Cities Lab of the Catapult, which brings together businesses, universities, city leaders and citizens to solve the problems that cities face. Originally trained as an architect, he is an expert in smart cities. From 2006 to 2016, Jarmo was the founder and the CEO of Forum Virium Helsinki, innovation lab of the City of Helsinki, Finland.



Supported using public funding by  
**ARTS COUNCIL  
ENGLAND**



**THE  
FINNISH  
INSTITUTE  
IN LONDON**



Previously, he was the Executive Director of the Media Centre Lume of the Aalto University and Program Director of the Helsinki 2000 European Capital of Culture. In the '90s, he was an entrepreneur in a cultural promotion company PopZoo. Jarmo is the vice-chair of the international Open & Agile Smart Cities network, member of the Smart London Board, member of the EC Open Innovation Policy Group OISPG and former President of the European Network of Living Labs ENoLL.

#### SHELLEY JAMES

Shelley trained in textiles in Paris and began her career as a design consultant for international brands, including Visa International, Shell and Cancer Research UK. She went back to university to learn about digital production techniques and started to experiment with printmaking and glass. Shelley was fascinated by the compelling visual illusions generated by this remarkable material and started to work with scientists to understand and explore these phenomena. She holds a PhD from the Royal College of Art, and City and Guilds qualifications in electrical installations and on-site testing. She is Associate Artist at King's College, London and at the Institute for Advanced Studies at the University of London. Recent activity includes the Jerwood Maker's Award, the Medical Research Council Centenary and Utopia exhibitions at Somerset House, the Royal Society Summer Science Festival, Collect at the Saatchi Gallery, V&A Digital Design Weekend and the European Conference on Visual Perception, Berlin.

#### INDY JOHAR

Indy Johar is an architect, co-founder of 00 (project00.cc) and a Senior Innovation Associate with the Young Foundation and Visiting Professor at the University of Sheffield. Project00 is the research, design and civic start-up studio behind Architecture00, Dark Matter Laboratories; Opendesk.cc; WikiHouse.cc and multiple social ventures, from Impact Hub Westminster to Impact Hub Birmingham and the HubLaunchpad Accelerator. Johar is a Fellow of the RSA, Respublica Fellow, JRF Anti-Poverty Strategy Programme Advisory Group member and a member of the Mayor of London's SME Working Group and, most recently, a member of the RSA Inclusive Growth Commission. Indy has written for many national and international publications on the future of design, systems change and social investment.

#### ANN MULROONEY

Ann Mulrooney is CEO of VISUAL Centre for Contemporary Art in Carlow, Ireland. She directs artistic and engagement programming, developing thematic links and partnerships across disciplines, exhibitions and projects to explore local relevance and develop new knowledge. She has a BA in Fine Art from the Crawford College of Art, Ireland and an MA in Sculpture from the Royal College of Art, London. She received the Deutsche Bank Pyramid Award for Fine Art in 2003, and a Research Bursary from PlaCe Research Centre, UWE in 2006. She worked as an artist and independent curator in London and Ireland from 2003 to 2009, curating emerging artists for Deutsche Bank UK (2003-'05). She became Manager and Curator of the National Craft Gallery in Ireland in 2009, curating and programming national and international exhibitions exploring material and cultural identity, prior to joining VISUAL in 2013. She was selected for Tate Intensive (UK) in 2017.

#### CÓILÍN Ó DUBHGHAILL

Cóilín Ó Dubhghaill is a silversmith based in Sheffield, England. Born in Dublin, Cóilín trained at Grennan Mill Craft School and Edinburgh College of Art, graduating in 1996. He subsequently worked as a designer for industry in India, the Philippines, and the UK, and set up a workshop in Kilkenny. In 1998, he moved to Tokyo, to study in the metalwork department at the National University of Fine Arts and Music (Tokyo Geidai), receiving a doctorate in 2005. Since 2007 he has worked as a Senior Research Fellow in the Art and



Supported using public funding by  
**ARTS COUNCIL  
ENGLAND**



**THE  
FINNISH  
INSTITUTE  
IN LONDON**



Design Research Centre at Sheffield Hallam University. He exhibits his work internationally, and has pieces in collections, including the National Museum of Ireland, the Goldsmiths' Collection, London, and the Marzee collection, Netherlands. Cólín received the Bavarian State Prize for outstanding contributions in applied art and design in 2015.

#### FI SCOTT

Fi is a manufacturing geek, designer and founder of Make Works. She studied Product Design at Glasgow School of Art, and worked in various furniture factories across Scotland and New York each summer. On graduating in 2012 and frustrated at not knowing where to go to find workshop spaces, material suppliers or manufacturers to get things made, she set up Make Works: an open-access directory of manufacturing. Her key interests are in sustainability, distributed manufacturing and the open internet. In 2017, she was selected as one of Creative Review's 50 Creative Leaders.

#### FABIAN STRUNDEN

As Daqri's Dublin-based UX/UI design lead, Fabian Strunden is responsible for the user interface and user experience design of DAQRI's Visual Operating System™ featured on the DAQRI Smart Glasses™. In close collaboration with the engineering teams, he ideates next-generation industrial augmented reality experiences that revolutionise the way workers learn, communicate and access information. Motivated by the belief that technology helps us to reduce redundant tasks and then allows us to focus on the beautiful aspects of life, he previously invented MicroFarm, featured in the Future Farming Exhibition – Science Gallery. MicroFarm is an automated wall-mounted living space aeroponic system which grows edible plants at high speed.

#### NORITAKA TATEHANA

Noritaka Tatehana studied Fine Arts and Japanese Crafts at the Tokyo University of the Arts, and later majored in dyeing and weaving. His study focused on Oiran, courtesans in the Meiji period, creating Kimono and Geta Sandals using the Yūzen-zome traditional dyeing method. His 2010 graduation project, *Heel-less Shoes*, now his signature design, incorporated traditional Japanese craft techniques into contemporary forms. These dramatic designs caught the attention of Lady Gaga which led to an ongoing collaboration with the singer. Tatehana has taken part in exhibitions around the world and in March 2016 he directed a Ningyo-joruri Bunraku show, performed at Fondation Cartier pour l'art Contemporain in France. His works are held in the public collections of museums globally, including the Metropolitan Museum of Art in New York and London's Victoria and Albert Museum.

#### DRIES VERBRUGGEN

Dries Verbruggen is a founder of Unfold, a studio which develops projects that investigate new ways of creating, manufacturing, financing and distributing in a changing context. A context in which we see a merging of aspects of the pre-industrial craft economy with high tech industrial production methods and digital communication networks. Dries is also a lecturer and designer. He graduated from the Design Academy Eindhoven, Department of Man and Living in 2002. Besides Unfold he teaches at the Masters Department at the Design Academy Eindhoven. Previously, he worked as a lecturer in spatial design at Sint-Lukas Brussels, University College of Art and Design and at the ICT & Media Design department of the Fontys University of Applied Sciences. Unfold has collaborated with a vast network of specialists, and exhibited internationally from London and Amsterdam to New York and Taipei. Unfold has also been published in various books and magazines, including Frame, Elle Living, Domus, Icon, Dezeen.



Supported using public funding by  
**ARTS COUNCIL  
ENGLAND**



THE  
FINNISH  
INSTITUTE  
IN LONDON



### **About Make:Shift**

*Make:Shift* is the UK Crafts Council's innovation conference that explores the future of making. First presented in 2014, *Make:Shift* has since showcased the work and practices of over 100 speakers and experts and explored innovation in and through craft and making; the application of new tools, process and materials, and how makers collaborate and catalyse innovation in other sectors and industries. [www.make-shift.org.uk](http://www.make-shift.org.uk) #CCMakeShift

### **About the Design & Crafts Council of Ireland**

The Design & Crafts Council of Ireland (DCCoI) is the national agency for the commercial development of Irish designers and makers, stimulating innovation, championing design thinking and informing Government policy. DCCoI's activities are funded by the Department of Business, Enterprise and Innovation via Enterprise Ireland. DCCoI currently has 64 member organisations and over 3,200 registered clients. [www.dccoi.ie](http://www.dccoi.ie)

### **About the Crafts Council (UK)**

The Crafts Council (CC) is a charity and a national body in the UK whose objective is to advance and encourage the creation of works of fine craftsmanship and to foster, promote and increase the interest of the public in the work of craftspeople and in the accessibility of those works to the public. It carries this out through a rich and ambitious national programme of exhibitions, delivered in partnership, and through our innovation programme, learning and talent development initiatives, national and international showcases, and carrying out research, policy and advocacy for and on behalf of the sector. [www.craftscouncil.org.uk](http://www.craftscouncil.org.uk) @CraftsCouncilUK

### **About The Finnish Institute in London**

The Finnish institute in London is a private, non-profit trust. It identifies emerging issues important to contemporary society in Finland, the United Kingdom and the Republic of Ireland. The Institute has two programmes: Arts & Culture and Society & Culture. It creates positive change by connecting people through culture, knowledge and art. [www.fininst.uk](http://www.fininst.uk)

### **About Dublin City University**

Dublin City University is a research-intensive, globally-engaged University of Transformation & Enterprise, distinguished both by the quality and impact of its graduates and its focus on the translation of knowledge into societal and economic benefit. Through its mission to transform lives and societies through education, research and innovation, Dublin City University acts as an agent for social, cultural and economic progress at the individual, national and international levels. [www.dcu.ie](http://www.dcu.ie)