

## **Amateur design: DIY as resistance**

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# DIY as Resistance

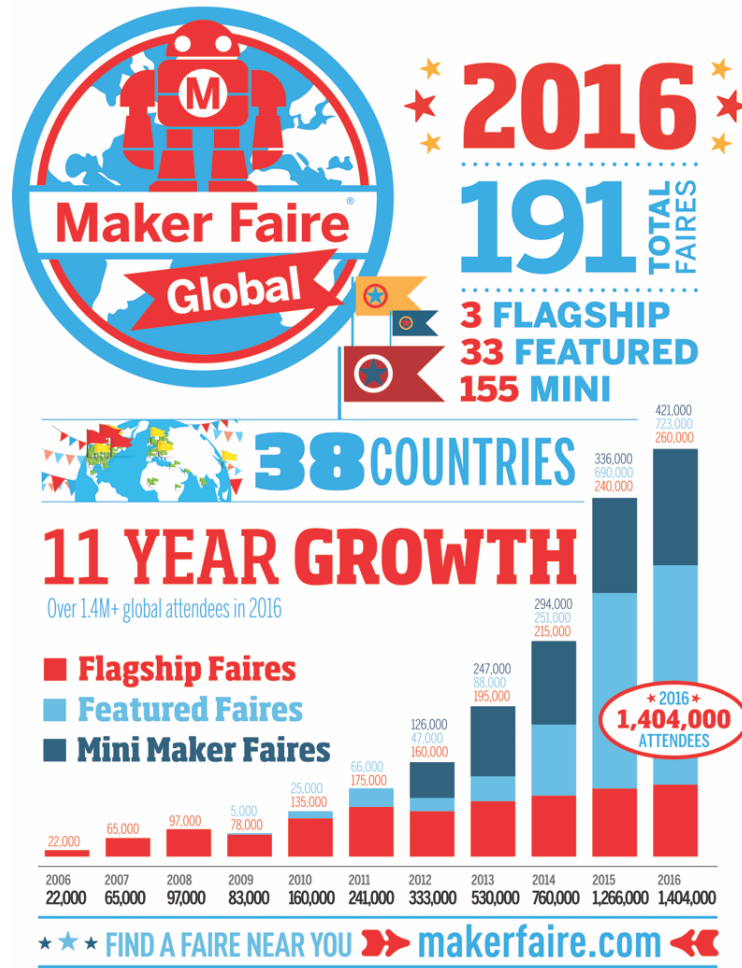
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# Growth of Maker Culture



# Growth of Maker Culture



# Design Activism

**DESIGN HISTORY SOCIETY ANNUAL CONFERENCE DESIGN ACTIVISM AND SOCIAL CHANGE** 7-10 September 2011 Barcelona Spain

**Intro**  
Programme  
Key dates  
Keynote speakers  
Papers  
Conference gallery  
Conference venue  
Registration  
Committees  
News / Blog  
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Universitat de Barcelona  
ADI-FAD

Organisers:  
**FHD**  
Fundació Història del Disseny

Convenor:  
Guy Julier

Official Conference Language:  
English. According to demand, some strands will be in Spanish and/or Catalan

University of Brighton UNIVERSITAT DE BARCELONA GRACMON

# Quiet Activism and the New Amateur

“Terms such as ‘crafting,’ ‘craftivism’ (craft activism,’ ‘manbroidery,’ ‘counterfeit crochet,’ ‘net craft,’ ‘stich ‘n bitch,’ ‘guerrilla knitting,’ ‘yarn bombing,’ ‘Punk DIY,’ ‘subcultural-,’ and ‘indie craft’ signal a new energy; a will to engage with crafts’ Morrisian/Ruskinian political heritage, and ... a valid and effective means to critique capitalism ... forge alternative identities, communities, and ways of living.” (Hackney, 2013)



# Cigar Box Guitars





# Cigar Box Guitars





# Nig Richards



# Nig Richards





# Chickenbone John



# Chickenbone John





# Rat Bikes



# Rat Bike Rally





# John



# John





# Tony (B&I Engineering)





# Tony (B&I Engineering)



# Conclusions

- The above findings describe very particular forms of Do-It-Yourself activity; ones where the objects produced form the very core of strongly delineated subcultural communities.
- For both of these groups, elements of resistance to the mainstream and issues of authenticity are central.

# Conclusions

- On the one hand, communities of interest based around musical performance that deliberately rejects expensive mainstream musical instrument production and the status associated with high-end equipment, and instead celebrates the immediacy and personality of the one-off, hand-made instrument.



# Conclusions

- On the other hand, communities of ‘real’ bikers that share a common lifestyle –a deliberately subversive group opposed to the mainstream consumption of expensive, off-the shelf mass-produced vehicles that, to them, are commodities that have no character or bear no traces of the owner’s input.

# Conclusions

- These two communities quite clearly and openly display alternatives to existing modes of production and consumption, and although they are strongly anti-establishment, each demonstrates a potentially more sustainable and more viable model for the future consumption of designed goods.

# Thank You

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