

why we craft

A REAL-LIFE IMMERSIVE CO-DESIGN EXPERIENCE WITH ARTISANS AND DESIGNERS

THE CONCEPT:

Designed under the umbrella of the **Cultural Intellectual Property Rights Initiative™**, WhyWeCraft enables environmental, social, economic, and cultural sustainability of the European textile and fashion market through a unique co-creation framework meant to stimulate artisan-designer collaborations by merging contemporary design thinking with traditional textile knowledge and techniques.

WhyWeCraft has an extensive focus on Intellectual Property Rights.

THE PROBLEM WE SOLVE:

Overconsumption.

Over 10 billion dollars¹ have been invested in the past 8 years in innovative tech solutions to tackle this problem, whilst leaving traditional sources of knowledge untapped due to the misguided assumption that textile craft is something from the past, not applicable in the contemporary context. As such, textile artisans and craft custodians are not integrated in contemporary fashion and textile supply chains.

But to solve overconsumption we need to create emotional connection between the consumer and the garment.

A UNIQUE OPPORTUNITY:

Traditional textile craftsmanship is a living example of slow-paced, resource mindful and socially sustainable production. The principles of design to minimize waste and emotional connection to the garment are inherent to traditional textile production as garments were traditionally entirely made by hand (i.e yarn handspun, fabric handwoven, embellishments hand-embroidered) with great attention to detail and in a context of resource scarcity.

OUR SOLUTION:

At WhyWeCraft we bridge the gap between fashion and craft to reshape the relationship between people and garments.

To do that we provide a real-life immersive craft journey for artisans and designers, where artisans who are custodians of traditional European textile knowledge open their homes and studios to teach and co-create with designers from all over Europe within a unique knowledge partnership framework.

¹<https://www.ftaccelerator.it/blog/online-fashion-funds-corporations/>

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MULTI-FUNCTION:

This EXPERIENCE is designed to be implemented as a practical field study program within the university curriculum of textile design and fashion education institutions and as a capacity building program offered by fashion and textile companies to their design departments.

IMPACT:

From a social innovation perspective, the objective of WhyWeCraft is to prevent mindless textile and garment consumption in the EU and revive the heritage of European textile crafts by integrating traditional craftsmanship in the contemporary fashion development process and stimulating artisan-designer collaborations.

The pilot project will be implemented in Romania, offering the first designer cohort a deep-dive into the Romanian cultural context and heritage textile knowledge.

PROJECT VALUE:

337.000 EUR/year

Currently in the prototyping phase, **WhyWeCraft** will engage 300 alumni in immersive co-creation experiences by 2026.

By the end of year 1, WhyWeCraft will reach over 250.000 individuals.

JOIN US in PIONEERING CULTURAL SUSTAINABILITY IN FASHION!

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