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I am an arts-based practitioner with a background in printmaking and a PhD in digital humanities. My interest revolves around how artistic exploration can shift our worldview. One aspect falling within this scope that I have been interested in and that I will deepen through my MSCA COFUND project, is how to comprehensively map and communicate ideas of sustainability tacitly embedded in craftsmanship.

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There is almost a poetic appeal to crafts. Crafts repeat in the same ways, the same shapes using cultural codes as an aesthetic language. The knowledge, skills and labour residing in crafts make them situated, i.e. highly contextualised and localised practices. By maintaining continuity (in contrast to fashion that goes by trends), crafts provide established codes for interpreting local culture. In doing so, they inhabit their environment in a caring and conscious way.

However, these ideas of sustainability are subtle and hard to convey if we do not spend time with craftspeople while they work, to understand their vision. To bring to light this tacit knowledge I aim to explore novel ways of mapping and sharing practices by operating at the intersection of different domains. More specifically I will transfer conceptual metaphor theory to the gestures performed by textile makers and designers and use a creative lens to multimodally capture working processes.

My project therefore bridges the domains of linguistics, arts and design to find novel possibilities of raising awareness about sustainability from a holistic perspective (social, cultural and environmental).