

# HEPHAESTUS

HEPHAESTUS  
PODCRAFT  
#1



HEPHAESTUS  
PODCRAFT  
(versione italiana)

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## Horizon Europe project HEPHAESTUS Newsletter

# Sharing stories, knowledge and passion for craft-making

Craft-making is more than a profession—it is a way of living, a form of self-expression, and a way to share passion, knowledge, and stories with others. At HEPHAESTUS, we believe in the power of craft to connect people and create meaningful impact beyond research.

Through Pod-Craft, we highlight what we can learn from craft-making and why it matters. By sharing real experiences from artisans, we provide valuable training tools for both practitioners and aspiring craft-makers. Our craft histories bring to life the unique stories of artisans, their skills, and their traditions, ensuring that their knowledge is passed on. Through conversations with craft-makers, academics, and artists, we explore the true essence of craftsmanship—honesty, creativity, and resilience.



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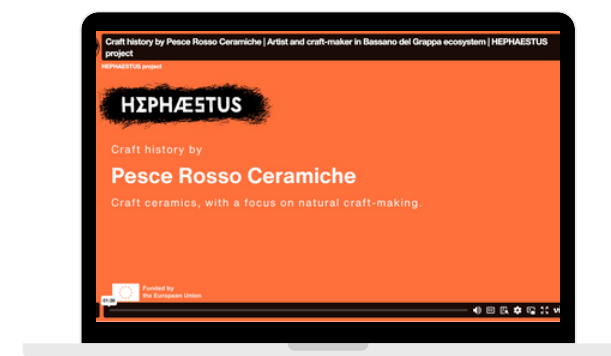
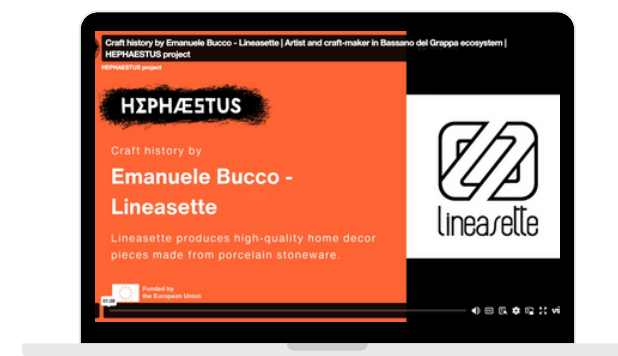
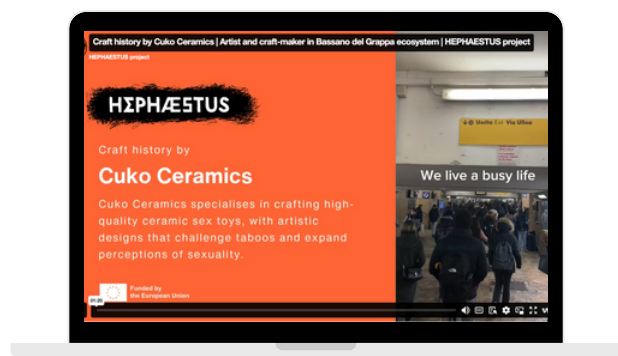
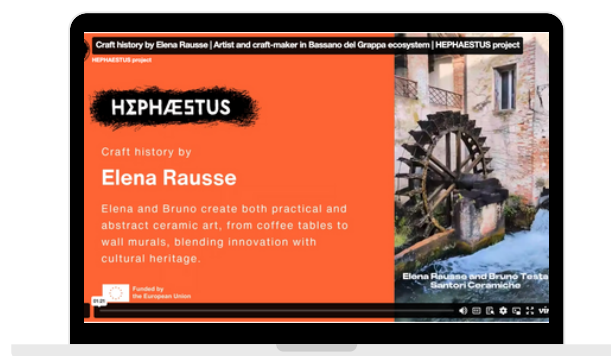
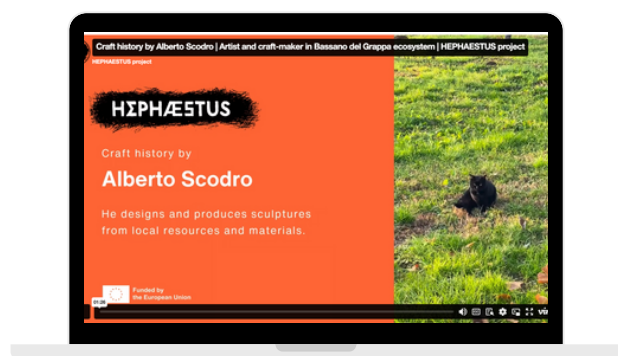
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# Craft histories

The craft histories collection is a collaboration between HEPHAESTUS, the Commune di Bassano del Grappa, Università Ca' Foscari, and Copenhagen Business School, with contributions from Business Administration and Philosophy master's students. During a two-day study trip to Bassano del Grappa, students explored a local craft maker's business, documenting their work through photographs and videos. Their research captures the craft's story, historical significance, materials, and traditional techniques, emphasizing sustainability and its deep connection to the northern Italian environment.

Learn more



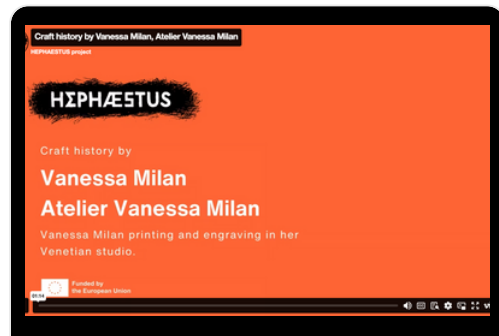
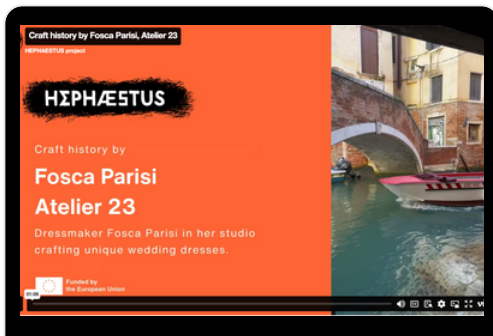
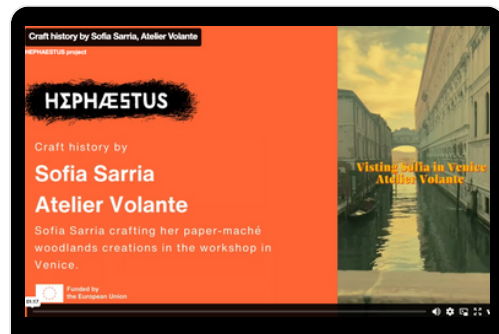
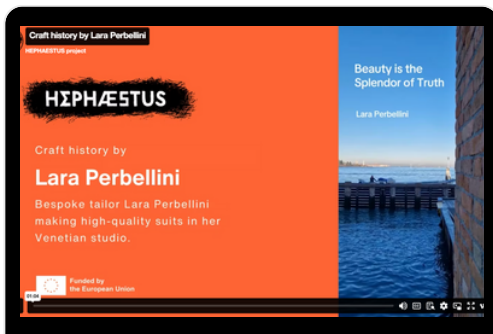
## Venice Italy



# Craft histories

The initial collection of craft histories is a product of collaboration between Copenhagen Business School Master's course (FLØK) and Ca' Foscari University. FLØK students developed a storytelling strategy that narrates craft histories in a dynamic, engaging, and contemporary manner, capturing the essence of creative craftsmanship.

[Learn more](#)



Fresh & Hot - directly from the oven

## Pod-craft series

Craft is more than a profession—it's a way of life. HEPHAESTUS Pod-Craft takes you inside the world of modern craftsmanship, sharing stories from artisans and experts who shape the craft landscape. Discover the challenges, innovations and passions that drive craft-makers as they transform raw materials and ideas into meaningful creations.



### Pod-Craft English version

Craft isn't just a profession – it's a way of life. But what does it really mean to be a craft-maker today?

Podcraft is the podcast that brings you into the world of modern craftsmanship. Hear stories from artisans and experts, explore the challenges and innovations shaping the craft world, and get inspired by those who craft raw materials and ideas.

We'll dive into the lives, tools, and passions of craft-makers to uncover what drives them to choose the craft life.

[Learn more](#)



### Pod-Craft versione italiana

L'artigianato non è solo una professione – è uno stile di vita. Ma cosa significa davvero essere un craft-maker oggi?

Podcraft è il podcast che ti porta nel cuore dell'artigianato contemporaneo. Ascolta le storie di artigiani e esperti, scopri le sfide e le innovazioni che stanno trasformando il mondo del craft e lasciati ispirare da chi modella materie e idee.

Entreremo nelle vite, negli strumenti e nelle passioni dei craft-maker per scoprire cosa li spinge a scegliere questa strada.

**Coming soon...**

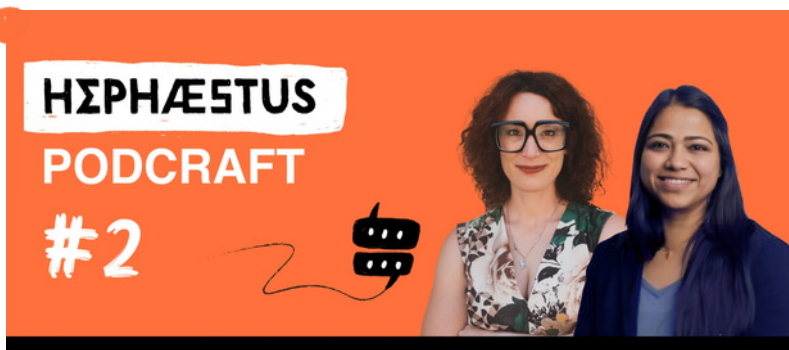


[Listen to the #1 Pod-Craft](#)

## Craft resurgence and introduction to the HEPHAESTUS project

In this first episode of Pod-Craft, we're joined by Associate Professor Marta Gasparin from Copenhagen Business School, who is the project coordinator of the Horizon Europe project HEPHAESTUS, funded by the European Union.

Together, we delve into the relevance of craft in today's world, exploring the key challenges faced by craft makers across Europe. We'll also discuss whether certain places or communities are more conducive to craft-based work. Finally, we'll touch on the importance of developing sustainable business models in the craft sector, highlighting the need for innovation and growth in this field.



[Listen to the #2 Pod-Craft](#)

## Craft-Tools: IP law in craft making; legal tools to protect craft creations

Welcome to the second episode of Pod-Craft and the first ever episode of our Craft-Tool series! In this episode, we sit down with Vishv Priya Kohli, Associate Professor of Law and Management at Copenhagen Business School, to explore the crucial role of intellectual property (IP) protection for craft makers. Priya explains how artisans can safeguard their unique creations through trademarks, copyrights, design rights, and geographical indications (GIs).

We dive into practical tools and strategies, including how to prevent imitation, leverage IP for financial benefits, and navigate the new EU regulation (effective December 2025) on geographical indications for crafts. Plus, Priya shares real-life examples of artisans who have successfully protected their work.

# Coming soon... next pod-craft episode



## Craft, Innovation & Aesthetic Value

A truly insightful episode featuring Daniel Hjorth and Roberto Verganti, where we dive into the intersections of craft, innovation, and aesthetic value.

- Daniel Hjorth is the Ulf G. Lindén Professor of Aesthetics and Business Creativity at Lund University School of Economics and Management and Copenhagen Business School.
- Roberto Verganti is a professor, Joseffson Family Chair in Art and Innovation, Director at the Center for Art and Innovation at Stockholm School of Economics, and a visiting lecturer at Harvard Business School.

## Exhibition: Unique Art Created from Bornholm's Recycled Materials Takes Over Copenhagen

**Can ceramics thrive without depleting Earth's resources?** The exhibition ØDELAND explores this challenge by showcasing the potential of recycling ceramic waste and surplus materials from quarries and the glass industry.

Ceramic artists Christina Schou Christensen, Thora Finnsdottir, and Signe Fensholt present their innovative works, crafted from alternative materials, in a sensory and reflective exhibition.



- **Opening:** Friday, March 7, at 16:00
- **Exhibition Period:** March 8 – 29, 2025
- **Venue:** Officinet, Bredgade 66, 1260 Copenhagen K
- **Opening Hours:** Tuesday-Friday 12:00 -18:00, Saturday-Sunday 11:00 – 17:00

[Learn more](#)

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