



HEPHAESTUS



HEPHAESTUS
PODCRAFT
(versione italiana)
#2



BICS
Biennial
International
Conference for
the Craft
Sciences



HEPHAESTUS
PODCRAFT
#3

Horizon Europe project HEPHAESTUS Newsletter

From tradition to transformation: The power of craft

Craft-making is not just a skill, it is also a powerful medium for sustainability, innovation, and community building.

In this issue of the HEPHAESTUS Newsletter, we highlight the vibrant activities taking place at our Green Living Lab in Bornholm, Denmark, where craft-makers, researchers, and communities collaborate on various projects—from waste material sculptures to sustainable kiln technologies.

Discover how events like Craft Weeks and initiatives like slow tourism reshape local craft practices. Also featured are insights from our Pod-Craft series, which discuss the deep connections between craft, innovation, and societal values.

Explore the transformative role that craft plays in creating a sustainable, inclusive future.



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Where craft meets innovation: HEPHAESTUS Living Lab is officially active

A Living Lab is a collaborative space where researchers, businesses, and communities co-create practical solutions to real-world challenges. In HEPHAESTUS, the Green Living Lab–Bornholm explores the future of craft through sustainable, hands-on innovation.

Living Lab activities align with HEPHAESTUS goals while addressing Bornholm's local needs. Many initiatives were co-developed or led by stakeholders to build engagement and ownership. Communication with craft makers was tailored to their needs, often through informal, event-based interactions. Transparency was key, ensuring clear understanding of the project's implementation and resource use.

Living Lab

Action-driven think tank for circular craft innovation.

01 New business models

02 Continuous improvement

03 Events and activities



Main events and activities

Activity 1: Ødeland Crushing Machine Project
– Christina Schou Christensen

Activity 2: Kiln with Waste Oil Firing

Activity 3: Podcast & YouTube Series

Activity 4: Recreational Sculpture Using Waste Bricks

Activity 5: Slow Tourism Initiatives

Activity 6: Repair Workshops

Activity 7: Craft Weeks 2025

[Learn more](#)



New Pod-craft episode (English)



Pod-craft series



[Listen to the #3 Pod-Craft](#)

Exploring craft, innovation and aesthetic value with Daniel Hjorth and Roberto Verganti

In this episode, we explore the intersection of innovation, aesthetics, and craftsmanship with two leading voices in the field: Daniel Hjorth is the Ulf G. Lindén Professor of Aesthetics and Business Creativity at Lund University School of Economics and Management, and a professor at 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.

Drawing on their extensive research, Verganti and Hjorth unpack the nuanced relationship between craft and innovation—not as opposites, but as deeply interconnected practices. They reflect on the role of receptivity, material affordances, and the dialogical nature of making, as well as how leadership itself can be understood as a craft grounded in care and responsiveness. From Japanese cuisine to design theory, from AI parody to Taylor Swift, this conversation is a wide-ranging yet grounded discussion on how meaning emerges in the creative process.

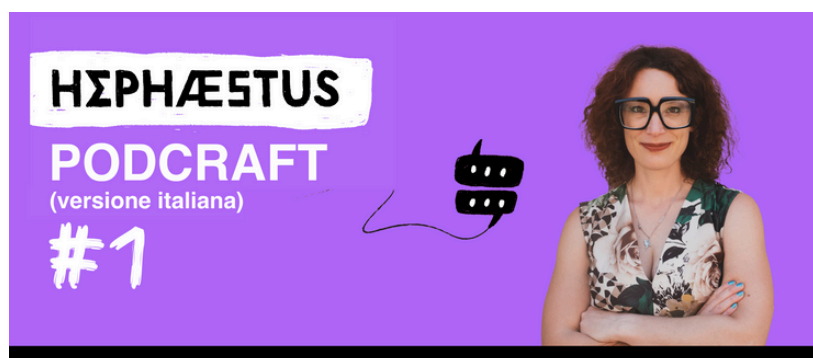
For scholars, practitioners, and anyone interested in the future of innovation beyond market logic, this is an invitation to rethink what it means to (re)create.

[All episodes](#)



New Pod-craft episode (Italian)

Pod-craft series



[Episodio 1](#)

La Rinascita dell'artigianato e introduzione al progetto

HEPHAESTUS

In questo primo episodio di Pod-Craft, siamo insieme alla Professoressa Associata Marta Gasparin della Copenhagen Business School, coordinatrice del progetto HEPHAESTUS finanziato dall'Unione Europea, nell'ambito di Horizon Europe. Insieme, esploreremo la rilevanza che ha oggi l'artigianato, analizzando le principali sfide che gli artigiani affrontano in tutta Europa. Discuteremo anche dei luoghi e delle comunità migliori per il lavoro artigianale e parleremo di modelli di business sostenibili e dell'importanza che ha l'innovazione in questo ambito.



[Episodio 2](#)

Strumenti per l'Artigianato: Proprietà intellettuale e Protezione Legale della Creazioni Artigianali

In questo episodio di Pod-Craft, ci troviamo con Marta Gasparin che parla a nome di Vishv Priya Kohli, Professoressa Associata di Diritto e Management presso la Copenhagen Business School, per esplorare gli strumenti legali che gli artigiani possono utilizzare per tutelare il proprio lavoro. Dalla proprietà intellettuale alle indicazioni geografiche, Priya condividerà spunti di riflessione a partire dai suoi workshop con artigiani europei, offrendo strategie pratiche per proteggere le competenze tradizionali e l'innovazione artistica. Che tu sia un artigiano, un designer o semplicemente un appassionato di artigianato, questo episodio fa luce sull'importanza della tutela legale nel mondo dell'artigianato—e su come iniziare a capirci qualcosa.



Deliverables

Report on the establishment of the Living Lab

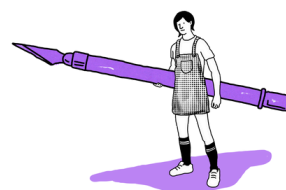
This deliverable documents the establishment of the HEPHAESTUS Green Living Lab (HGLL) on Bornholm, Denmark. It outlines the conceptual foundations, co-creation processes, stakeholder engagement, implementation activities, and evaluation framework used to develop the Living Lab. Guided by New European Bauhaus values and Living Lab principles, the HGLL connects craft heritage with circular economy experimentation, positioning Bornholm as a “test island” for sustainable innovation in the craft sector.

[Download](#)

A new life-long learning methodology for craft-makers

A methodology to provide necessary training and micro-credentialing in skills and key competences for the facilitation of craft making as a vehicle for social cohesion and personal and professional fulfilment, including: digital and technology- based competences, interpersonal and intergenerational learning skills on active citizenship, entrepreneurship, cultural awareness and expression, gender gap awareness in craft ecosystems and how to address it.

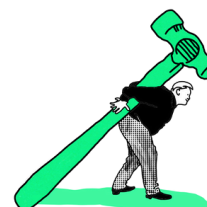
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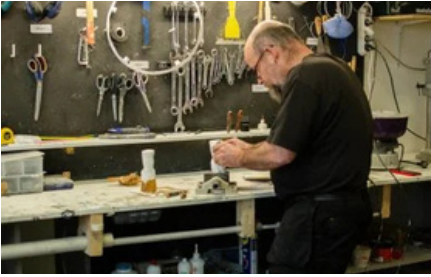
Report on the vision think tank

Building on Bornholm’s Maker’s Island initiative, this flexible, multi-stakeholder platform connects craft makers, businesses, academia, and waste management authorities like BOFA to drive sustainable business practices and circular economy strategies. Leveraging local insights, such as the “Bornholm without Waste 2032” initiative and innovative approaches by craft artists, the think tank supports decentralized, technology-driven craft practices. Through collaborative, adaptive structures, it aims to influence policy, enhance professional skills, and ensure lasting economic, cultural, and environmental sustainability.

[Download](#)



Events & other activities



Crafting technologies? Tech meets craft at the FabLab Venezia

This February, HEPHAESTUS explored that question through a two-week residency at FabLab Venice, where Swedish craft ambassadors Lukas Arons, Linnea Dalstrand, and Rob Curran experimented with digital tools like 3D scanning, printing, and laser engraving. Blending tradition with technology, the residency marked a key step in rethinking the future of craft through hands-on innovation and cross-border collaboration.

[Learn more](#)



Hands-on collaboration: Exploring Co-Crafting in sustainable design education

In February and March 2025, Dr. Helena Hansson, researcher and senior lecturer in Design, and Karl Hallberg, artist, researcher, and lecturer, both affiliated with the Academy of Art and Design (Hdk-Valand), University of Gothenburg, and involved in the Hephaestus project, visited Parsons School of Design in New York. The visit was part of a three-year teacher mobility project funded by Erasmus+. The project aims to investigate and implement co-crafting as a pedagogical method in design education, in collaboration with Otto von Busch, Professor of Integrated Design at Parsons.

[Learn more](#)



Upcoming events

Exploring the civic elements of craft at BICCS 2025

Join us at the Biennial International Conference for the Craft Sciences (BICCS) from October 22–24, 2025, in Mariestad, Sweden and online, for the session "Exploring the Civic Elements of Craft." This session will investigate how craft practices can foster civic engagement, social responsibility, and sustainable development through co-creation and community participation.

[Learn more](#)



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