



Horizon Europe project HEPHAESTUS Newsletter

As we approach the end of 2025, the HEPHAESTUS project is excited to close the year with several important announcements.

A key highlight is the release of the digital version of our exhibition “**A Brave New World**,” now accessible to all. This online showcase offers a glimpse into the speculative work developed through three years of art-based research across four craft ecosystems. Using videos, field recordings, interviews, text notes, and generative AI, the exhibition captures the creative process that helped spark dialogue and imaginative thinking among researchers and craft makers alike.

In this edition of the newsletter, we also highlight **new PodCraft episodes**, a series of engaging **events** and **presentations** from our consortium partners, as well as the latest project outputs—including **deliverables** and **scientific publications** that continue to advance the HEPHAESTUS vision.



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In memory of Helena Hansson

Our colleague, friend and Hephaestus enthusiast Helena Hansson has passed away on November 8, after a short period of illness. She leaves a great void behind, and we remember her with warmth. Helena was a designer, researcher, teacher and mentor to many in many countries and contexts. Her work made a lasting impact in all the projects she was involved. Helena had a rare talent for creating and thinking together with others. Through the co-creation of places, objects, atmospheres, networks, and methods, she made space for reflection and learning in ways that included everyone, regardless of previous experience.

In Hephaestus, we experienced this first hand, in her tireless engagement to promote the social values of craft. Her co-crafting workshops inspired us all both when we built benches in the Swedish forest and when we wove ropes in Bornholm. The memories of how our Hephaestus community, researchers and practitioners, came together around the collaborative rope machine and in reflective circles mark an unforgettable moment in the project.

We will move forward her legacy and continue to co-craft in her name.

*Elena Raviola, Karl Hallberg, Samantha Hookway
and Ulises Navarro Aguiar*



Digital Exhibition: "A Brave New World"

The exhibitions are dedicated to the memory of Helena Hansson, researcher at the University of Gothenburg and member of HEPHAESTUS. Helena's enthusiasm for craft and co-craft has moved us all.

About exhibition

The "A Brave New World" exhibition is the result of a three-years-long process of art-based research into the four craft ecosystems. These materials represent both a dissemination output and a tool for our speculative research process.

We used video, field recordings, interviews, text notes and generative AI to create artistic material that would be used to trigger discussions, speculative thinking and brainstorming both within the research group and with the craftmakers.

The process became participatory when we asked the artisans to independently create an artwork in the form of sketches, which were later included in the final edition of the exhibition at the Röhsska Museum in Gothenburg (2025). Other stages of sharing and discussing our work with the team of academics, craftmakers, and the public took place at Palazzo Sturm in Bassano del Grappa (2023), Dals Långed, BOFA, and Ca' Foscari University (2024).

We believe artistic expression can help tackle complex, conflictual topics and overcome cultural and linguistic boundaries, creating a safe space of imagination and speculation.

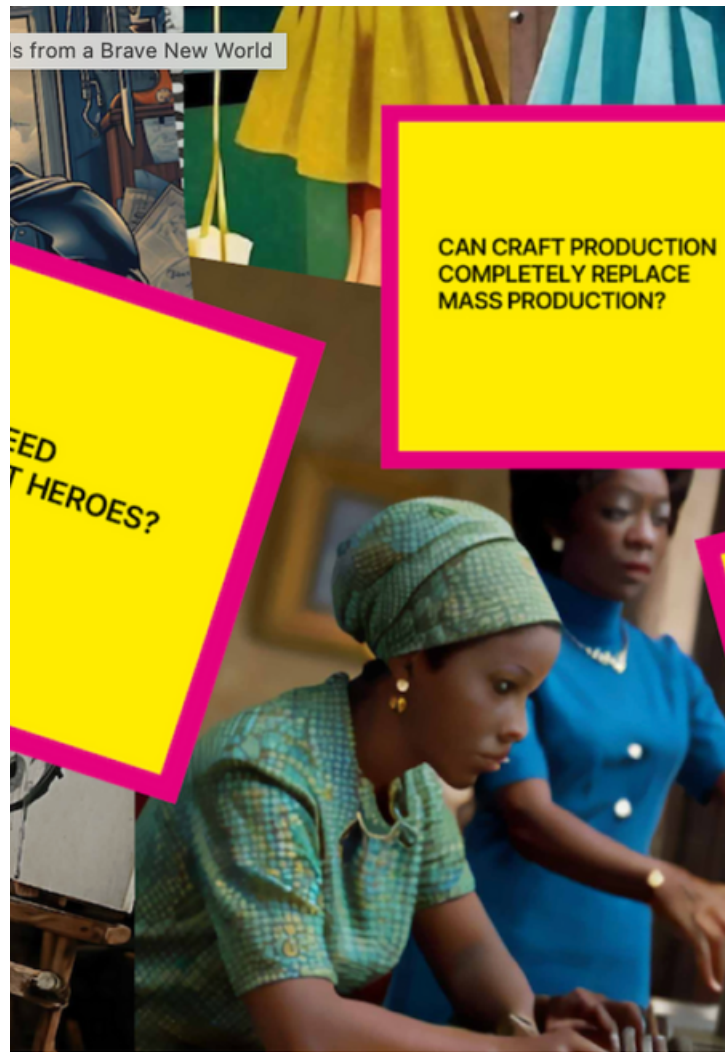
[Learn more](#)



Postcards from a Brave New World

Brave New World explores an alternative future shaped not by industrial mass production, but by the values and mindset of craftsmanship. The exhibition imagines a society where resources, production, trade, and daily life follow slower, more mindful, and materially aware principles – challenging us to rethink how a different foundation might transform our politics, environment, education, and ways of living. Developed in dialogue with researchers from the HEPHAESTUS project, the exhibition presents a selection of images that bring this speculative world to life, using artificial creativity to reframe reality through new perspectives and imagined possibilities.

[Discover Now](#)



Brave New World Sketches

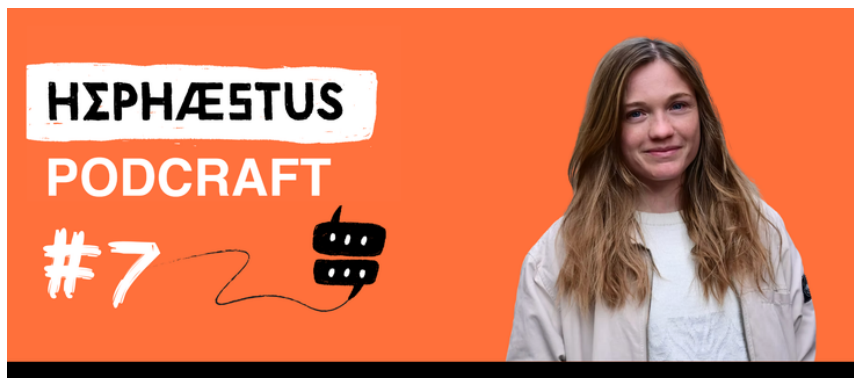
“Brave New World Sketches” brings together artisans who imagine a world beyond mass production. Building on the project Postcards from a BNW, this edition features speculative sketches, material-reuse ideas, and personal reflections from craft makers whose daily work with materials offers tangible insight and hope for a more sustainable, craft-driven future.

[Discover Now](#)



Latest Pod-Craft episodes

New Pod-craft episode (English)



[Listen to the #7 Pod-Craft](#)

Circular Ceramics with Anna Maria Sand Jensen

We speak with Danish ceramicist and designer Anna Maria Sand Jensen about her project UNWASTED, which turns waste into ceramic tiles and reimagines ceramics as a system of care. She shares how life on Bornholm, craft traditions, and unlikely collaborations shaped her material research. Now studying Strategic Design in Copenhagen, she's rethinking her practice. Join us for a conversation about curiosity, failure, and the choices behind circular craft.

New Pod-craft episode (Italian)



[Ascolta il Pod-Craft n.4](#)

Mani digitali: arte, tradizione e stampa 3D con Alberta Menegaldo del FabLab Venezia

Come si incontrano arte, tradizione e stampa 3D? In questa puntata di Pod-Craft parliamo con Alberta Menegaldo, project manager al FabLab Venezia e partner di Hephaestus, per capire come la fabbricazione digitale — dalla scansione 3D alla marcatura laser — possa affiancare e rinnovare l'artigianato. Alberta condivide esempi concreti, come il lavoro con i vetrai muranesi, e riflette su scetticismi, nuove possibilità creative e sul valore del “fare con la testa e con le mani”.



[Ascolta il Pod-Caft n.5](#)

Mani ibride: Quando la ceramica incontra la tecnologia

In questo episodio di PodCraft incontriamo Elena Rausse e Bruno Testa, designer che lavorano tra argilla, tecnologia e artigianato contemporaneo. Il loro approccio fonde tradizione e sperimentazione, reinventando la ceramica con tecniche digitali, materiali ibridi e una ricerca quasi alchemica. Parliamo di collaborazione, innovazione e del significato di lavorare un materiale così simbolico con rispetto e consapevolezza. Un dialogo che offre uno sguardo sul futuro ibrido della ceramica e del design.

Project results

DELIVERABLE

Report for researchers on the methodology of mapping craft values and analyzing craft controversies

This report introduces a craft-mapping methodology that blends ethnography, historical analysis and design-mapping to understand the values of craft within an ecosystem. It presents findings from applying this method across the four HEPHAESTUS European craft ecosystems, revealing their socio-economic and cultural structures, identities, current challenges, and attitudes toward new technologies and sustainability. By examining sustainability and digitalisation as key points of tension, the report shows how heritage crafts confront risks while opening new paths for renewal.

Consortium partner responsible for this deliverable: UGOT

Published on Zenodo October 2, 2025

[Download deliverable](#)



DELIVERABLE

Report on the craft-technology innovation methodology

This deliverable outlines a craft-technology innovation framework that uses digital tools and cooperative models to embed the New European Bauhaus (NEB) principles — Beautiful, Sustainable, Together — into contemporary craft practices. Developed by FabLab Venezia, CBS, and UNIVE with input from UGOT, it combines theory and practical tools for awareness, experimentation, and lifelong learning. The framework shows how technology can sustain craft innovation, preserve cultural heritage, and foster inclusion, offering policymakers and practitioners a roadmap for sustainable and creative transformation across Europe's craft sectors.

Consortium partner responsible for this deliverable: FabLab Venezia, CBS, UNIVE and UGOT

Published on Zenodo October 11, 2025

[Download deliverable](#)



DELIVERABLE

Report on the speculative design process with craft makers

Report of the speculative design trajectory, tracing how art- based research, critical fabulation, and participatory methods were used to engage craft-makers in imagining future craft- technology hybrids. It details three major research output phases, Atmospheres of Craft, A Brave New World, and Brave New World Sketches, showing how each phase generated sensory archives, speculative narratives, public dialogues, and eventually co-created prototypes. It demonstrates how these iterative exhibitions served as tools for reflection, education, and community-building across four craft ecosystems. It further synthesizes craft-makers' expressed needs and desires around sustainability, community, and the redefinition of progress and time. These findings form the conceptual basis for subsequent project activities, including the Green Living Lab, educational programs, and the upcoming Task 3.2 documentary film.

Consortium partner responsible for this deliverable: CBS, Reviewers & contributors UNITOV and UGOT

Published on Zenodo Published on Zenodo November 30, 2025

[Download deliverable](#)

Research Article

Rethinking the histories and ideologies of entrepreneurship

Authors: Christina Lubinski, Léna Prouchet, Camilla Ferri, Nicolai C. Jepsen & Wanjun Lei

Entrepreneurship is often celebrated as the pursuit of opportunity and venture creation, yet such perspectives obscure its broader historical and socio-cultural dimensions. This article advances the concept of entrepreneurialism as the ideology of entrepreneurship that defines who counts as a legitimate agent of change and which actions are valued. We engage 'rethinking' as a historically informed and critical practice that enacts a double movement: unsettling dominant narratives while affirming emergent possibilities. Drawing on insights from the interdisciplinary research project 'Rethinking Entrepreneurship in Society,' we mobilize craft and Indigenous entrepreneurship as historically rich provocations that expose assumptions in dominant concepts and open vantage points for reconfiguring entrepreneurship. This approach makes visible the ideological work of entrepreneurialism and opens space to imagine more plural futures for entrepreneurship theory and history.

[Learn more](#)

Methodological subversions in the absence of archives

Authors: Marta Gasparin, Martin Quinn, Steven D. Brown & Enrico Macciò

This paper provides a methodological contribution around how the history of a sector can be researched when the records of the past have either not been maintained or erased. Set against the backdrop of Vietnam's colonial history and experiences of political turmoil, we had to overcome this challenge creatively, understanding what made sense for that context, what could be asked, and how to collect data when it was not possible due to (auto)censorship or absence of archives. We developed two alternative methods of inquiry: mobilising objects to discuss stories that otherwise would be censored, which we refer to as an object-oriented method, and an art-based method, based on critical fabulations. We explain the challenges of using traditional business history methods in this context, present the process of developing these two novel methods through empirical accounts, and finally discuss the ethical implications and limitations researchers might face in their application.

[Learn more](#)

Events & other activities

HEPHAESTUS Living Lab Brings Craft and Transformation to Bornholm

As part of Bornholm's Craft & Culture Weeks 2025 and the Horizon Europe HEPHAESTUS project, a special event took place in Hasle featuring Lomme Ulrik, a giant wooden troll created by internationally renowned artist Thomas Dambo. Known for building over 150 large-scale trolls worldwide from recycled wood, Dambo uses his art to highlight sustainability, storytelling, and the creative potential of discarded materials.

Lomme Ulrik was invited to Bornholm by BOFA to support the island's mission of eliminating waste by 2032. The troll carries a symbolic glass meant for collecting "pocket wool," which will later be transformed into a knitted sweater—showing how waste can become something new and valuable.

During the event, visitors were introduced to Ulrik's story, the principles behind Dambo's zero-waste artistic practice, and the broader vision of the HEPHAESTUS Living Lab on Bornholm. The day also set the stage for a community conversation about whether Bornholm should pursue hosting a permanent troll in the future.



Congratulations to Rebbie & the Team!

We're proud to share that HEPHAESTUS team member Rebbie Preston (they/them) of BOFA, together with colleagues, received a Special Mention from the Scientific Committee at the International Workshop on Advances in Cleaner Production (France, Oct 13–15, 2025).

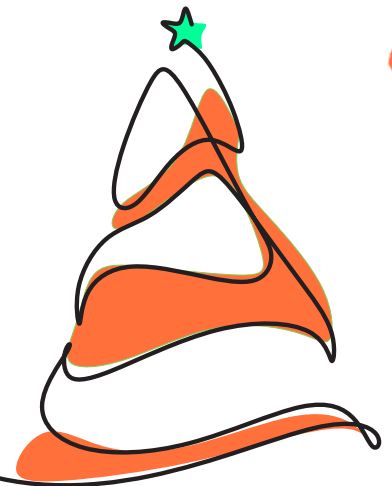
Congratulations to Rebbie and the team for this well-deserved recognition!

Bornholm aims to become the world's first industrialized society to shut down incineration and move to 100% recycling and reuse. Citizens, businesses and visitors will need to increase sorting as the island works toward its 2032 zero-waste goal. With the vision "Bornholm leads the way", BOFA and partners are developing new methods to improve waste handling and sorting.



[Presentation](#)

We wish you a wonderful holiday season!



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