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ERASMUS+ PROGRAMME Project Number: 610238-EPP-1-2019-1-JOEPPKA2-CBHE-JP

**Project Title:** traditional craft Heritage training, design and marketing in Jordan and Syria

**Report on:**

**HANDS Webinar**

**How technology, innovation & design, create and perpetuate  
the traditional handcraft & arts**

<b>Event Type</b>	<b>HANDS Webinar</b> <b>How technology, innovation &amp; design, create and perpetuate the traditional handcraft &amp; arts</b>
<b>WP Number</b>	<b>WP5</b>
<b>WP Leader</b>	<b>UNIFI</b>
<b>Event Date</b>	<b>22/3/2021</b>
<b>Number of Participants</b>	<b>195</b> <b>SPAIN: 17, SYRIA: 82, JORDAN: 69, OTHER (UK, AT, PT, FR): 27</b>
<b>Total number of pages</b>	<b>13</b>

### Project Coordinator

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Al-Zaytoonah  
University of  
Jordan



The University of Jordan



Jordan University of  
Science and  
Technology



The Hashemite University



Karmeh Design Studio



Tishreen  
University



جامعة  
المنارة  
Manara University



Al-Baath University



World University Service  
of the Mediterranean



Blue Room Innovation



CESIE



Università degli Studi di  
Firenze



Università degli  
Studi Guglielmo  
Marconi



Technische Hochschule  
Ostwestfalen-Lippe

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## EVENT DESCRIPTION

**Event:** HANDS Webinar: **How technology, innovation & design, create and perpetuate the traditional handcraft & arts**

**Date:** Monday, 22/3/2021

**Organizer:** BlueRoom, WUSMED, and UNIFI

**Location:** Online via Zoom

The Online Webinar: “How technology, innovation & design, create and perpetuate the traditional handcraft & arts” took place on March 22, 2021 and a total of 195 people participated in the event. The target group who participated were students from HANDS Universities, art and technology students from different European Countries, public administrations, educational representatives. The webinar was also streamed through YouTube.

The event followed the following structure: An Introduction about the project and about Blue Room as an inspiration case by Denisa Gibovic from Blue Room Innovation. Marc Sallent, a creative technologist, among other things, presented his personal project "Thread Portraits", a project that, thanks to a robot in the same program, can make portraits only with black rope, crossing it between 2,000 and 6,000 times. He was followed by Kike Macias founder of Studioapart Design, who told us about his experience as a designer, focusing on the research part. For his projects, Kike mentioned the importance of immersing himself in and understanding the culture, tradition and people he is targeting in his project to take his projects to the next level. The webinar closed with the presentation of Solimán López, digital artist and founder of Hard disk museuma 2TB museum of digital art on a hard drive. Among others, Solimán presented his project "Celeste" his artistic work that captures in real time the colour of the sky in different parts of the world thanks to some beacons that he himself built and through an interface, thanks to an algorithm, creates a new sky that it does not belong to any particular place, but it does belong to the whole world.

After the event the participants were able to make questions to the speakers.

[https://www.youtube.com/watch?v=\\_DbshQUiDSk&t=8s](https://www.youtube.com/watch?v=_DbshQUiDSk&t=8s)

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**POSTER and AGENDA**

The poster features a blue background with a large, detailed image of a wooden handcraft on the right side. The handcraft is a complex, multi-layered structure with intricate geometric and floral patterns. The text is arranged on the left side of the poster. At the top left, the word "HANDS" is written in a large, bold, sans-serif font, with the "S" being a circular graphic made of multi-colored triangles. Below this, a small yellow circle is followed by the text "How technology, innovation & design, create and perpetuate the traditional handcraft & arts". Further down, the text "A webinar on perpetuating traditions that focuses on people" is written in a smaller font, with "people" underlined. Below that, a paragraph reads "A debate about the relation between arts, digital arts and robotics under the umbrella of 'Handcraft art & New technologies'". At the bottom right, a green banner contains the text "MARCH 22 12:00PM TO 02:00PM". In the bottom left corner, there is a logo for "BLUE ROOM INNOVATION" and a small European Union flag with the text "Co-funded by the Erasmus+ Programme of the European Union".

A blue and green poster for a webinar. At the top left is the "HANDS" logo. Below it is a yellow circle icon followed by the text "How technology, innovation & design, create and perpetuate the traditional handcraft & arts". Underneath is the title "A webinar on perpetuating traditions that focuses on people" with "traditions" underlined. A paragraph of text follows: "Under the umbrella of 'Handcraft art & New technologies' we will show any relevant State of the Art examples and debate about the relation between arts, digital arts and robotics with the final aim to build a connection between the theoretical studies and the need to connect them to the regular Praxis." Below this are three circular portraits of speakers: Marc Sallent (Creative Technologist), Solimán López (Media Artist & Researcher), and Kike Macias (Founder of Studioapart Design). At the bottom right, a green banner contains the date and time: "MARCH 22 12:00PM TO 02:00PM". In the bottom left corner, there is a logo for "BLUE ROOM INNOVATION" and a small European Union flag with the text "Co-funded by the Erasmus+ Programme of the European Union".

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The HANDS logo, identical to the one in the top left, positioned at the top left of the main content area.

## How technology, innovation & design, create and perpetuate the traditional handcraft & arts

 **Marc Sallent**  
Creative Technologist

**A webinar on perpetuating traditions that focuses on people**

Marc will talk about his personal approach to craftsmanship. How digital tools, code and robots, now being more accessible than ever, can empower individuals to build a career on crafts without abandoning their traditions, and stand out and evolve their product offering to cater to a global audience. Are we in front of a redefinition of craftsmanship? Is this really a radical change? Has it ever happened in history before?

A circular portrait of Marc Sallent, a man with a beard and a blue cap, wearing a checkered shirt.

**BLUE ROOM INNOVATION**

**MARCH 22 12:00PM TO 02:00PM**

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A promotional graphic for a webinar. The background is blue with green and white curved shapes. On the right, a circular inset shows a man with dark curly hair and a beard, wearing a dark blue button-down shirt with blue and white checkered cuffs, standing with his arms crossed. The text is in white and green. At the bottom, there is a green bar with white text indicating the date and time. Logos for HANDS, BLUE ROOM INNOVATION, and the Erasmus+ Programme are also present.

# HANDS

## How technology, innovation & design, create and perpetuate the traditional handcraft & arts

 **Kike Macias**  
Founder of Studioapart  
& Product Design and  
Project Manager

### A webinar on perpetuating traditions that focuses on people

Design and Sustainability, from arts and crafts to worldwide design market, a journey through different projects enhancing and rethinking the craftsmanship into design market, case of studies, Indian tradition integrated in international retail stores and Sri Lanka GAP project from design education to supporting local artisans.

**BLUE ROOM INNOVATION**

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A promotional poster for a webinar. The background is blue with green and yellow curved accents. At the top left is the HANDS logo. Below it is the text "How technology, innovation & design, create and perpetuate the traditional handcraft & arts". To the right is a circular portrait of Solimán López, a man with glasses and a beard, wearing a light blue jacket. Below the portrait is his name and title: "Solimán López Media Artist & researcher". Further down is the webinar title: "A webinar on perpetuating traditions that focuses on people". Below that is a paragraph of text describing Solimán as a media artist and researcher, founder of Harddiskmuseum, and director of the I+D+i Department in ESAT Innovation School. At the bottom left is the "BLUE ROOM INNOVATION" logo. At the bottom right is a green bar with the text "MARCH 22 12:00PM TO 02:00PM". At the bottom left is the Erasmus+ logo and text: "Co-funded by the Erasmus+ Programme of the European Union".

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**HANDS**

How technology, innovation & design, create and perpetuate the traditional handcraft & arts

### AGENDA

12:00	 <b>Welcome &amp; Introduction</b> Denisa Gibovic Blue Room Innovation Director
12:15	 <b>Marc Sallent</b> Creative Technologist
12:35	 <b>Kike Macias</b> Founder of Studioapart & Product Design and Project Manager
12:55	 <b>Solimán López</b> Media artist and researcher
13:15	<b>Final Discussion</b>
13:45	<b>Q&amp;A</b>

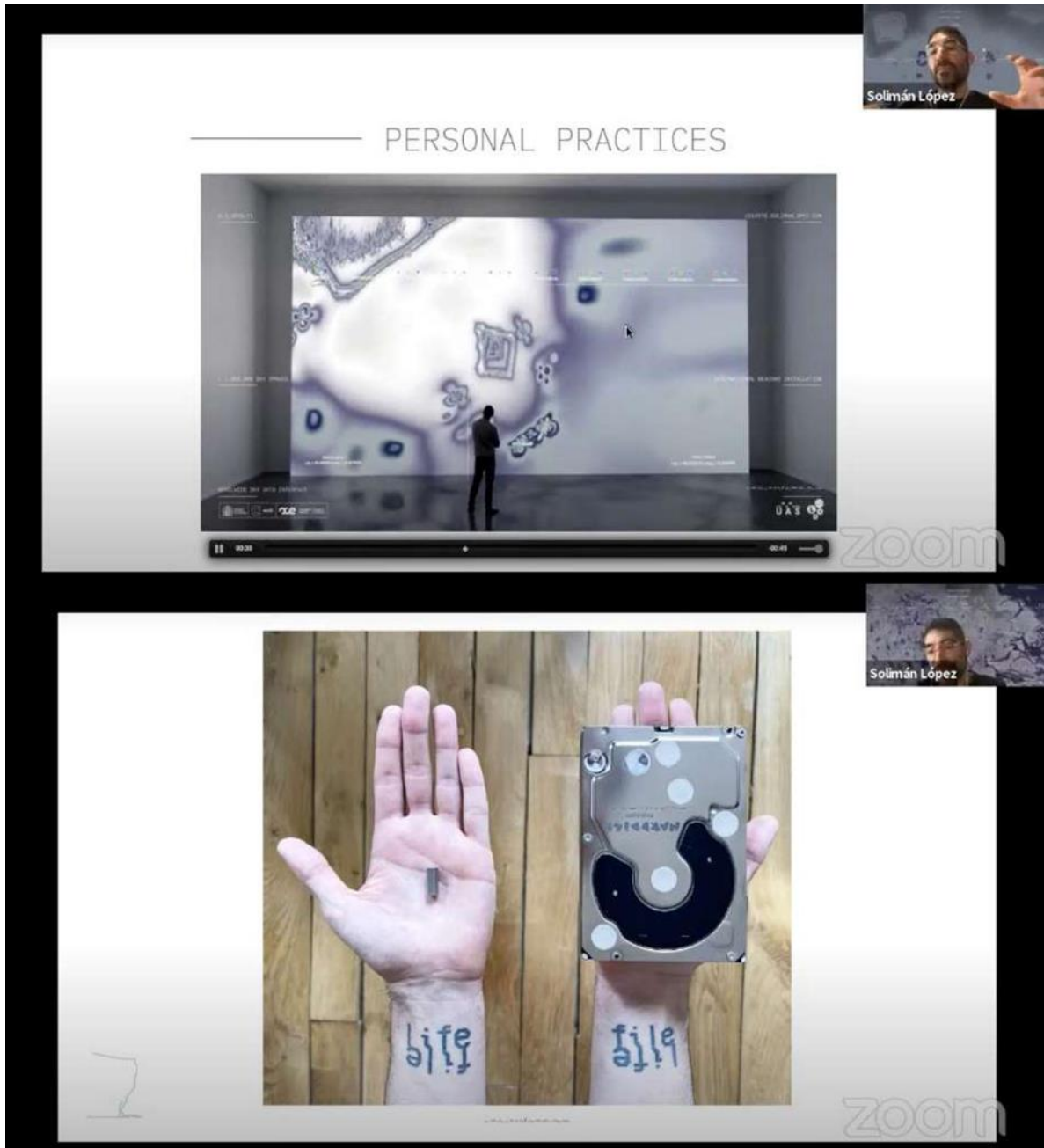
**BLUE ROOM INNOVATION**

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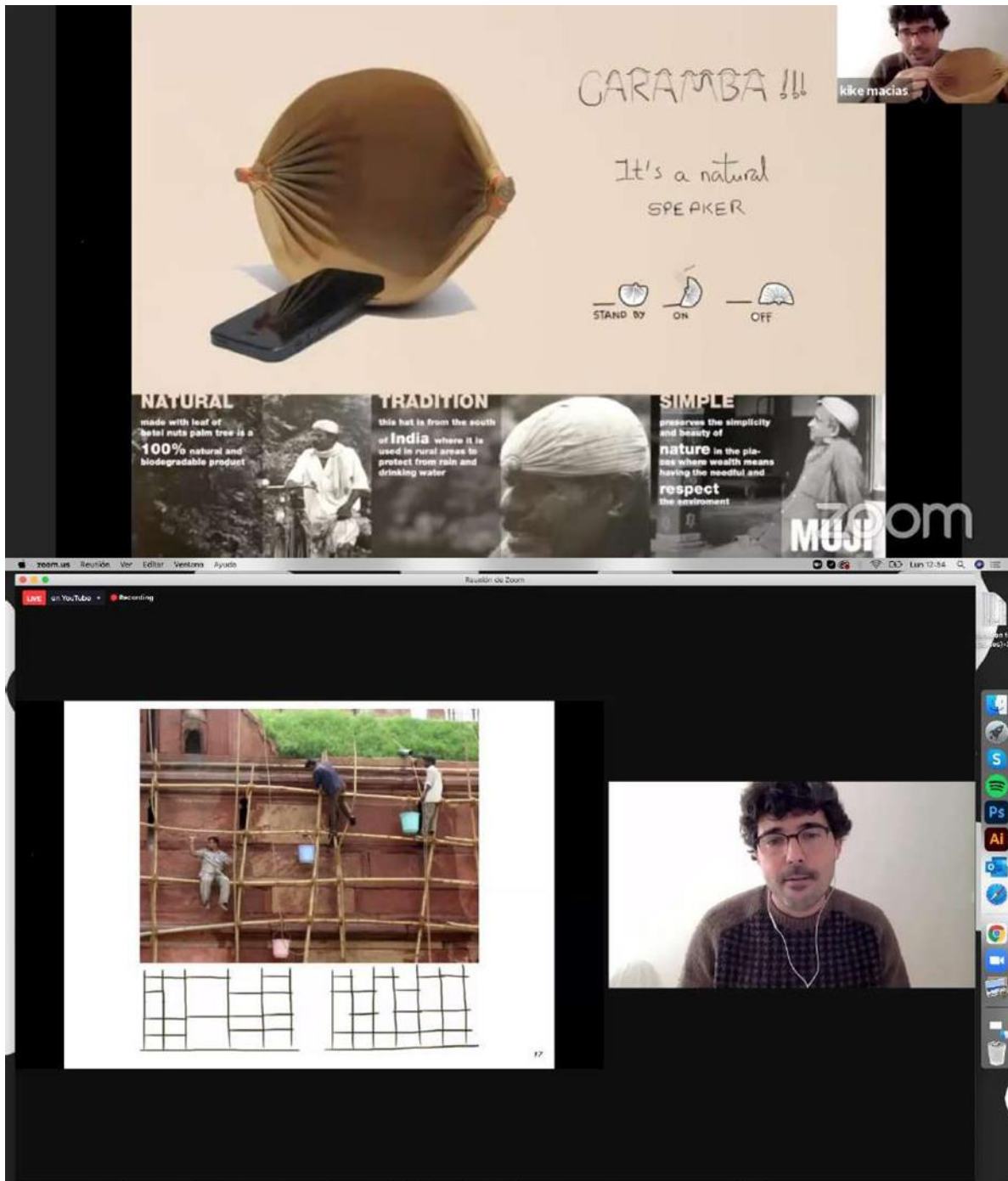
**MARCH 22 12:00PM TO 02:00PM**



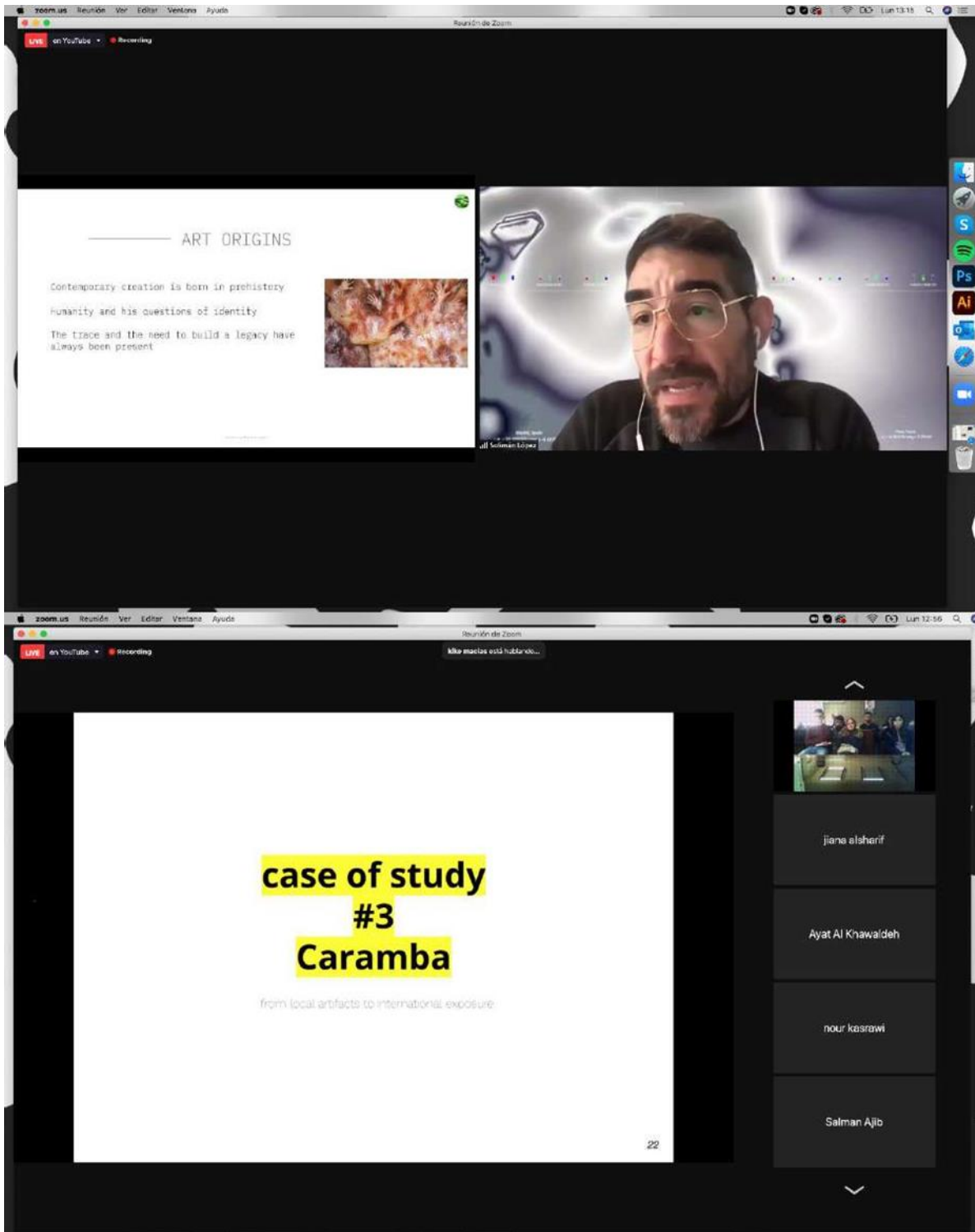
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**PHOTOS**



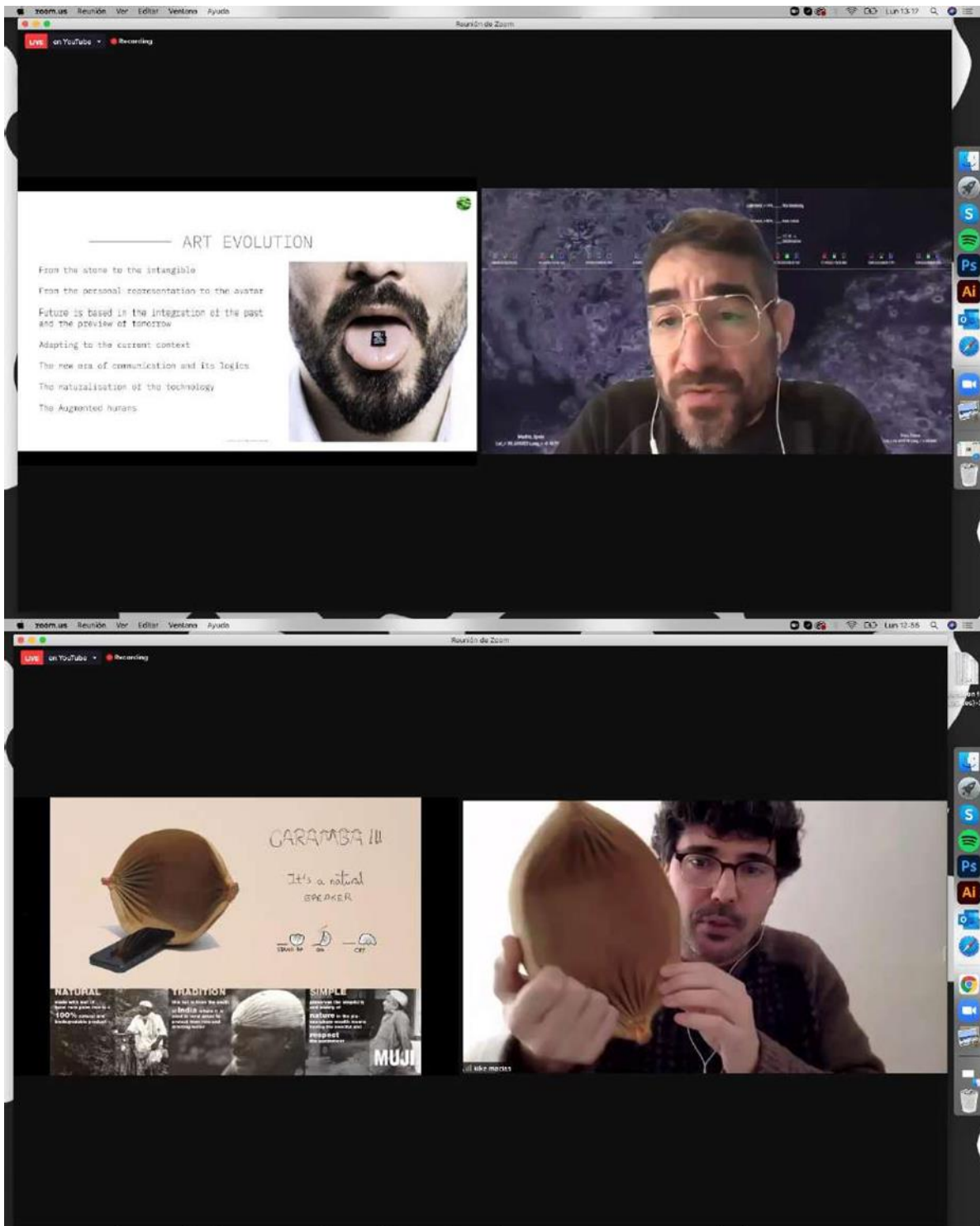
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