WP7: Communication, dissemination, ecosystem facilitation and sustainable partnerships

D7.5 CONCEPT AND SCRIPT FOR THE EXHIBITION

CRAFT
IT 4 SD

Craft Revitalization Action
for Future-proofing the Transition
to Innovative Technologies
for Sustainable Development

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1. Concept and Focus

The ***Oulu 2026 – Crafting Futures*** exhibition asks a pressing and essential question: how can heritage knowledge and craft practices help us transition away from overconsumption and towards more sustainable, regenerative, and technologically innovative futures?

This exhibition is not only a space of display—it is a space of dialogue, experimentation, and co-creation. Drawing from the diverse pilot projects of the CRAFT-IT4SD initiative, it brings together craft makers, digital innovators, micro-enterprises, artists, youth, communities, and policymakers to imagine transitions that are both grounded and forward-looking.

Crafting Futures emphasises the *embeddedness of living heritage* in local communities and ecosystems. The knowledge passed down through garments, tools, and practices is not static—it evolves, and resists overconsumption. By reconnecting audiences with these narratives, the exhibition highlights **practices of repair, reduction, refuse and sufficiency** that challenge dominant consumer culture and embrace a more circular and responsible ethos. The theme of **overconsumption**—a central concern of our time—is addressed critically and creatively across the exhibition, inviting reflection on what it means to reduce, refuse, and reuse in meaningful ways.

At the heart of the exhibition is the ***interplay between crafts, living heritage and technology*****,** restoring connections between past, present and future. Digitalisation is explored critically—not as a universal solution, but as one of many tools that can amplify or even challenge heritage, while living heritage and crafts also can do the reverse: challenging and redirecting technologies. From XR wearables and biometric technologies to interactive soundscapes and storytelling maps, digital elements serve to deepen, not replace, the tangible touch of making. Visitors will be able to trace the full lifecycle of a garment, personalise textiles, and participate in mending and speculative design labs.

Storytelling runs as a common thread through all dimensions of the exhibition. Whether through oral histories, interactive maps, sound environments, or data-driven narratives, storytelling gives voice to materials, garments, and the people behind them—connecting the past to the future in accessible and emotionally resonant ways.

To reach a broad, and diverse audience, Crafting Futures will unfold in a hybrid, multi-format structure**:**

- A **physical exhibition** at the STARTS Lab in Oulu, featuring community textiles, experimental fashion, and material showcases from pilot ecosystems.
- An **interactive digital twin and online platform**, enabling remote exploration, storytelling, and XR interaction.
- A series of **live events**, including performances, participatory workshops, and youth-driven labs.
- A **seminar and panel series**, where thinkers, makers, and policymakers gather to confront urgent questions at the intersection of craft, technology, and sustainability.

Special attention is given to *young generations*, *micro-companies as agents of change*, and the *role of heritage knowledge* in shaping a more resilient and inclusive Europe. By integrating the pilot stories into a shared curatorial narrative, the exhibition presents not just parallel innovations, but a collective response to the systemic challenges we face, particularly the urgent need to transform our models of production and consumption.

In essence, **Crafting Futures** is an invitation to imagine—and begin building—a future where sustainability is not just a technical fix, but a cultural transformation. Through the lens of heritage, and with the tools of craft and co-creation, it offers pathways out of overconsumption and into shared, regenerative ways of living.

2. Objectives

- Disseminate the results of the CRAFT-IT4SD project across all pilots and work packages (WP2–WP6).
- Engage stakeholders from local innovation ecosystems, industry, cultural sectors, local authorities, and policymakers.
- Facilitate co-creation with artists, designers, and consumers to shape final outcomes.
- Promote innovation through craft and technology, with a strong focus on sustainability, inclusion, and cross-disciplinary collaboration.
- Ensure visibility and synergies with other Horizon Europe actions, contributing to REA-led dissemination initiatives upon request.

3. Exhibition Components

3.1. Physical Exhibition (Venue: STARTS Lab Oulu)

Section	Content Summary	Tasks to Define	Notes
Roots and Futures: Craft & Culture	Traditional crafts, community textiles/ceramics, audio stories	Confirm community partners; source materials; record oral histories	Emphasis on traditional knowledge, living heritage and crafts
Tech & Touch: Pilot Ecosystems Showcase	2 to 6 pilot companies and local brands, sustainable materials	Identify exhibitors; curate data storytelling; tech logistics	Interactive components
Digital Drapes: Sustainable Fashion & XR	Fashion show installation, XR wearables, digital fashion	Select pieces from TUASI/VIA; set up screens/XR displays	Interactive components

3.2. Virtual Exhibition (Digital Twin & XR Platform)

Element	Description	Tasks to Define
3D Digital Twin	Mirror of a physical exhibition, explorable online	Develop environment; upload content
Narratives in XR	Interactive garment data; sustainability stories	Program functionality; verify datasets
Avatar Guides & Immersive Fashion	Digital fashion show with avatars	Design flow; avatar creation & voiceover

4. Live Programming & Talks

Event	Topic	Tasks to
Seminar	Craft, Culture, Overconsumption, and Innovative technologies.	Invite keynote; curate themes; include Sami community
Panels	Focus on sustainability and CRAFT-IT4SD main topics	Confirm panellists, prep moderators
Performance Space: Living Futures	Two live performances / Music and dance	Confirm artists; schedule rehearsals; define technical needs / Integrate with exhibition flow

5. Engagement & Accessibility

Goal	Strategy	Open Questions
Public Participation	Co-creation with local communities, youth, Sámi groups	How to fund/manage co-creation?
Accessibility	Physical and digital accessibility, multilingual design	Which languages? Visual/audio balance?
Remote Access	Climate-linked XR tools, online access	Hosting platform? Outreach method?

6. Timeline (Preliminary)

Milestone	Target Date	Status
Concept & Curatorial Script	May/June 2025	Delivered
Venue & Format Confirmed	October/November 2025	Confirmed. To be detailed
Plenary Site Visit in Oulu	18-20 November 2025	To be planned – to get familiarised with venues, space, and facilities
Virtual exhibition plan	Autumn 2025	To be planned – to set up and start building the virtual environment
Final Content Selection	Spring 2026	Not started
Installation & Testing	Summer 2026	Not started
Exhibition Opening	Late October 2026	To confirm with OAMK

7. Roles & Responsibilities

Role	Partner/Team	Notes
Exhibition Lead	ECBN	Oversees Task 7.2 and cross-WP integration
Curator	AU + Pilots	Coordinate all content and themes
Technical Coordinator (XR)	AU	Digital twin, XR programming
Community Liaison	OAMK	Sámi and local partners
Logistics Coordinator	OAMK	Venue, equipment, permits
Event Producer	OAMK	Coordinate in situ production
Communications Lead	3Walks/OAMK	Press, social media, ECoC links

8. Next Steps

1. Confirm October 2026 timeline with OAMK and partners.
2. Organise plenary meeting/site visit in Oulu – Q4 2025.
3. Define selection criteria and invite contributors (artists, companies, panellists).
4. Assign key roles and create a detailed budget.
5. Begin XR platform development.
6. Align dissemination activities with Horizon Europe/REA visibility strategies.

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