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Return of Feeling: A five year cycle where students have created with local crafters

The RDS exhibition has been made after five previous calls filled with content and some successes both in prizes and in products being marketed. Proof of an effective relationship in the activity carried out between the learning capacities of some students and the skills and experience of the workshops with which they have worked. These have taken on board open craftman concept (Martínez Torán & Toledo, 2012), of the open workshop, where open innovations can be produced, thanks to the exchange of thought between people, with entrepreneurial preinitiative, young, fresh, and cultured worker, full of craft and mature: some, observing, analyzing and devising its design; others, contributing, evaluating and making the design. Both have "co-designed" (Martínez Torán, 2013) and their product is the result of a study and shared elaboration (where there is no talk of design only, also of business, process, value, innovation, persons) A series of resources (empathy, discovery, prototyping), and risk on both sides (dedication, effort, trust, decision) that help us to better understand these results on how neoartesanía can work, and the relationship crafts-design.

The motivation of the exhibitions has been to respond to the need to return to the idea of feeling. As Unamuno (1917) quoted, "one has to feel the thought and think the feeling", since it can not be dissociated thought and feeling, product of the experience, of the emotions, attracting of our interior, affections, sensations, affection, Values or relationships that arouse interest, curiosity or need for that or another design (Jacob & Martínez Torán, 2013).

This gestalt psychology is very present in the history of the object, and not less of the design and of the own craftsmanship (Lyle, 1999). It is perhaps the one that can more enrich the possibilities of the contemporary manufacture that has had in its years of great standardization and technological development a banishment and disaffection by the feeling, by the person, an important culmen. We no longer move in these conditions: today there is a slower culture (things are thought before doing them), more sensitive and sustainable (made with efficient and ecological resources), shared (shared consumption goes beyond personal experience), with a greater need for passion (when taking initiatives, to undertake), prosumer (feel involved in the design and / or development of the product), open (that can share it or that others have shared with him), that is the one who is willing to acquire these more friendly objects, made with love and above all, designed for people.