TEACHING-LEARNING-RESEARCH:
DESIGN AND ENVIRONMENTS

• Paper / Proposal Title:
  Anti-amnesia as a lever for active pedagogy: articulating design and media towards craft and industrial heritage preservation in Portugal

• Authors Name:
  Jorge Brandão Pereira 1, Heitor Alvelos, Abhishek Chatterjee

• University or Company Affiliation:
  1 Polytechnic Institute of Cávado and Ave, ID+
  2 University of Porto, ID+

• Abstract (300 words):
  This following paper acknowledges the multidisciplinary role of media within the context of Anti-Amnesia, a research project that seeks to sustain disappearing traditional industries and practices in northern and central Portugal (POCI-01-0145-FEDER-029022). It is addressed a global outlook that deals with methods, strategies and creativity, and copes with new and more complex challenges and work forms. Thus, it is presently necessary to address design's role in terms of overall cultural change, and in particular, within the scope of restoring craft-based local economies currently on the decline.
  In this regard, the project considers four instances of traditional making from the respective regions that represent varying degrees of technological obsolescence as vantage points for studying the multiplicity of factors behind the ongoing capitulation: Almalaguês handweaving, Azulejos tilework, traditional shoemaking, and letterpress typography.
  As a pedagogical tool that extends beyond digital mediation, it acknowledges and encourages alternative expressions of knowledge transfer – such as craft ecosystems – fostering a betterment of creative approaches in academic environments. It focuses the teaching-learning-research bias by focusing on the recovery and restoration of related identities, traditions, and systems of knowledge, a mediation strategy that is based on the
synthesis of several complementary media-centric courses of action. The project, deriving from its research and mediation experience with the study contexts, also argues that the process to determine the viability of traditional making should not be restricted to pecuniary validation, and should accommodate intangible and long-term influences of crafts and small-scale industries. The project’s conducted research sees an ongoing reversion of its outcomes into multiple contexts of related socio-cultural appropriation through a “build-measure-learn” loop, a significant extent of which is attained by the means of curricular participation from design students.

• Authors Biography:
  Jorge Brandão Pereira. Assistant teacher at the Polytechnic Institute of Cávado and Ave, School of Design, where he is also director of the Art and Communication Department. PhD in Digital Media - Industries, Publics and Markets variant, University of Porto (2015), integrated in the UT Austin-Portugal program. He develops his research and praxis in the dynamic discussion between design, communication, participatory media, local cultures and creativity. Researcher of ID+ / Unexpected Media Lab.

  Heitor Alvelos. PhD Design (Royal College of Art, 2003); MFA (School of the Art Institute of Chicago, 1992); Member, Academia Europaea. Associate Professor at the University of Porto, where he directs the PhD Program in Design and the Unexpected Media Lab (ID+). Curator of FuturePlaces Media Lab since 2008. Current Chair of the Scientific Board for HSS at the Foundation for Science and Technology.

  Abhishek Chatterjee. He is the researcher assigned to the research project 'Anti-Amnesia' at the Faculty of Fine Arts of the University of Porto, which focuses on the rescue and restoration of material, human and social narratives, embarked on traditional industrial practices in Portugal. He has roots in product and accessories design, and his research interests concern the study of relational creative activities in the triumvirate of design, media and heritage.