

technocraft

Technocraft is when a combination of science and/or innovative technologies are used with design to create an object. In 2007, writer Marcus Fairs used the term in *Wallpaper Magazine* and suggested that increasingly, designers are encouraged to become skilled 'technocraftsmen'. In 2010, industrial designer, Yves Behar curated an exhibition in San Francisco which was titled, 'Technocraft' it focussed on customisation and DIY design, with technological and social aids available to consumers in the home, such as, access to design programmes and social networking. {March 2012}

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technocraft {see also process, foof}