CRAFT & ARCHITECTURE
the redefinition and relevance of craft today
(& BEER)
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CRAFT
WHY CRAFT?
Craft is everywhere
WHY CRAFT?

Craft is everywhere

Automotive & Fashion Industry Ads
WHY CRAFT?
Food industry
Craft coffee, craft beer
RESEARCH

HYPOTHESIS

Craft is experiencing a revitalization and redefinition process that renders it relevant - in its own right - to our post-modern society, including within the field of architecture.

RESEARCH QUESTION

What does craft (and craftsmanship) mean today and how does that translate to the context of architecture?
WHAT IS CRAFT?

google image results
WHAT IS CRAFT?

craft |kraft|

noun
1: An activity involving skill in making things by hand.
   a. Work or (artistic) objects made by hand.
   b. Skills involved in carrying out one’s work.

verb
2: Exercise skill in making (an object), typically by hand.

modifier
3: Denoting or relating to food or drink made in a traditional or non-mechanized way
WHAT IS CRAFT?

Pottery
WHAT IS CRAFT?
Wood working
WHAT IS CRAFT?

Metal working
WHAT IS CRAFT?
Conceptions:
Handwork
Traditional techniques
Ceramics, glass, metals, wood, textiles
Romantic
THE STORY OF CRAFT
Craftsmanship v. Industry
Craft is regaled into traditionalism and anti-modernism
THE STORY OF CRAFT
Arts & Crafts Movement late 19th century
Reaction against Industrial Revolution

A N INTERNATIONAL MOVEMENT IN THE DECORATIVE AND FINE ARTS. IT ADVOCATED A RETURN TO WELL-MADE, HANDCRAFTED PRODUCTS INSTEAD OF MASS-PRODUCED, MACHINE-MADE ITEMS, WHICH WERE A RESULT OF INDUSTRIALISATION DURING THE VICTORIAN TIMES.
THE STORY OF CRAFT
Craft splits into engineering/design and making
causes further degradation of status of craft
THE STORY OF CRAFT

~ 2000: Digital Age
New production techniques
Designer/engineer, and maker become one again
CRAFT REVITALIZED

Digital production techniques make **unique** solutions possible and affordable

CNC milling
CRAFT REVITALIZED
Digital Craft
3D printing
crowd sourcing
CRAFT REDEFINED

craft |kraft |
noun
1: An activity involving skill and dexterity in making things by hand:
   a. Work or (artistic) objects of exceptional quality made by hand.
   b. Skills involved in carrying out one’s work well.
2: a unique, personal solution to a given problem, that often goes hand in hand with engineering and design.

verb
Exercise skill in making an object, typically by hand.

modifier
Denoting or relating to food or drink any product made in a traditional or non-mechanized thorough, conscious way
‘Craftsmanship’ may suggest a way of life that waned with the advent of industrial society – but this is misleading. **Craftsmanship names an enduring, basic human impulse, the desire to do a job well for its own sake.**

CRAFT ARCHITECTURE

cookie-cutter neighborhoods
shoddy workmanship
VINEX
CRAFT ARCHITECTURE
What is craft architecture?

Connection to Context

Material Understanding

Detailing & Construction
CRAFT ARCHITECTURE
Connection to Context

DAF Architects - Uitkijktoren Kalverpolder, 2011-2013
CRAFT ARCHITECTURE
Connection to Context

[Diagram of architectural elements]

[Image of a wooden structure with a background of greenery and blue sky]
CRAFT ARCHITECTURE
Connection to Users

Neutelings Riedijk Architects - Stadhuis Deventer, 2015
CRAFT ARCHITECTURE
Material Understanding

Louis Kahn - Esherick House, 1961
CRAFT ARCHITECTURE
(Digital) Detail and Construction

Matter Design Studio - La Voute de LeFevre, 2012
CRAFT ARCHITECTURE
Research Conclusions

Connection to Context
site
history
users

Material Understanding

Detailing & Construction

Collaboration with skilled workmen
CRAFT BEER
CRAFT BEER REVOLUTION
explosion of craft breweries in the Netherlands
CRAFT BEER BARS
Doerak, Delft
CRAFT BEER
Brewing process
BREWING PROCESS
4 Ingredients

MALT  WATER  HOPS  YEAST
BREWING PROCESS
Overview
BREWING PROCESS
2. Mashing
BREWING PROCESS

3. Lautering
BREWING PROCESS
4. Boiling & Separation
BREWING PROCESS
6. Fermenting

CRAFT - CRAFT BEER - CRAFT BREWERY - 44/82
BREWING PROCESS

7. Conditioning
BREWING PROCESS
8. Packaging
BREWING PROCESS
Home Brewing
CRAFT BREWERY
CONTEXT
Deventer, OV
Within the old inner city limits
CONTEXT
Behind a remaining portion of the old city wall
one of the watchtowers still remains
CONTEXT
medieval wall segment
CONTEXT

bird's eye view from the church tower,
IJssel
MASTERPLAN
MASTERPLAN
River side Entrance
MASTERPLAN
City side
MASTERPLAN
City Entrance
MASTERPLAN
Courtyard
CONCEPT

Showcasing Craft

Industrial & Traditional Craft
FACADE
Industry & Tradition
FACADE
SECTION
Brewery
BREWERY
Showcase
BREWERY
Showcase
BREWERY SECTION
Interior
HOSPITALITY

Cafe down stairs
HOSPITALITY
Restaurant Up Stairs
DETAIL
interior brick wall detail
CONSTRUCTION
Detail of steel truss meeting brick, concrete, and glass
CONSTRUCTION
Brick and Steel
CONSTRUCTION

glass roof
CLIMATE REGULATION
Heat requirement
DETAILS
Fundering
DETAILS
Goot
DETAILS
Nok
Brouwerij De Wellevis
Manifestation of Craft Architecture