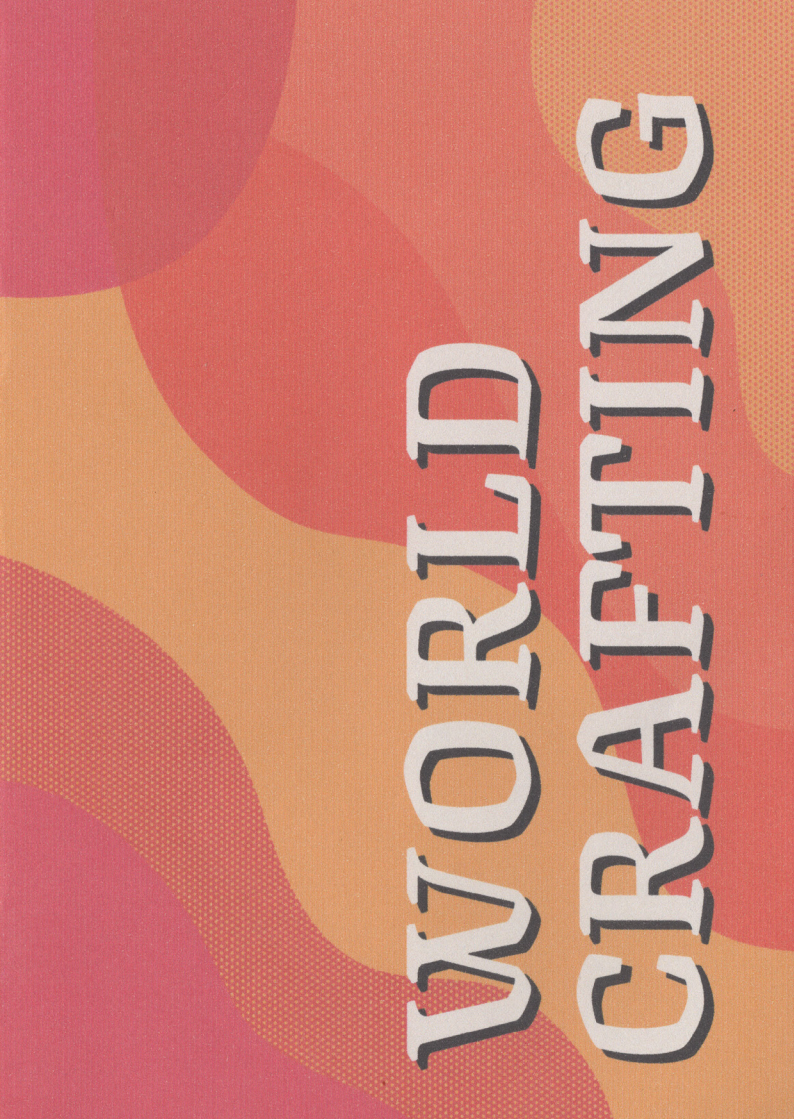
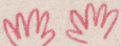


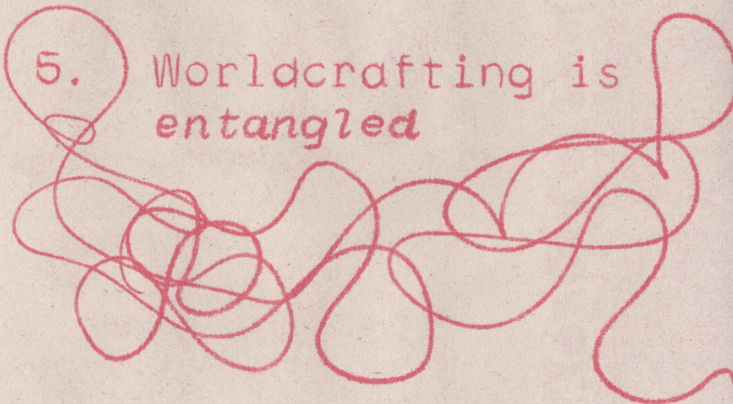


WORLD CRAFTING

Worldcrafting is based on five core beliefs:

1. Worldcrafting is
handmade 
2. Worldcrafting is
 communal
3. Worldcrafting is
subversive 

4. Worldcrafting
is a continuous
work in progress

5. Worldcrafting is
entangled
- 

worldcrafting is

HAND MADE



Craft is made & experienced by hands. Worldcrafting requires this tangibility for experimenting and making crafted worlds experiential with all of our senses.

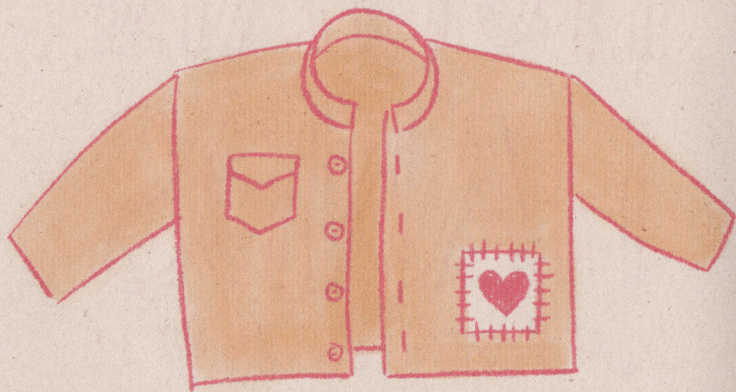
Physical making is the first step from an imaginary world to a world that could be ours to live in.



HUMAN HANDS

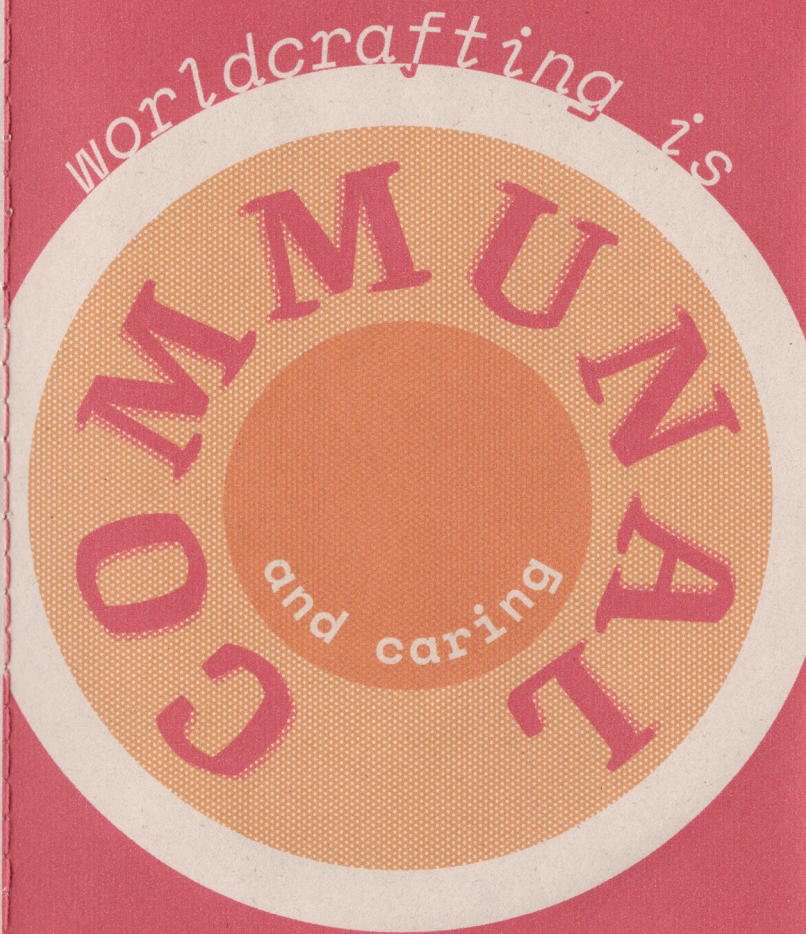
CRAFTING WITH

ATTENTION & INTENTION



Worldcrafting tailors to the specificity of a situation and thus is relational and communal. Worlds are crafted with the people living in them, slowly and by hand.

Safety and continuity need to be ensured for the members of the world. Values of care, repair and sustainability need to be rooted in the world and its community.





STITCHING
CIRCLES
CONNECT
&
SHARE
KNOWLEDGE

worldcrafting is

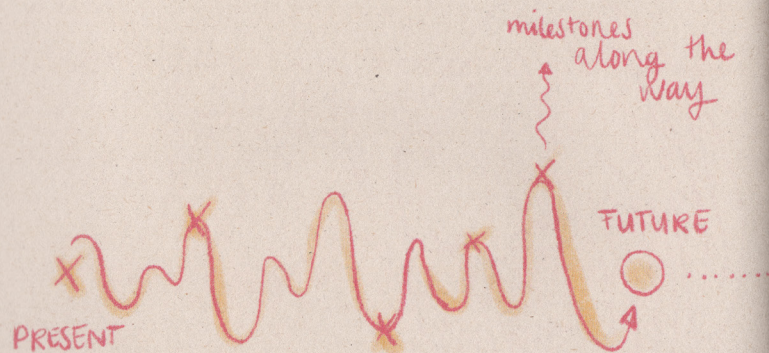
**SUB
VER
SIVE**

Worldcrafting in itself is a subversive act because it is a deliberately slow practice that prioritises long-term goals over efficiency. Worldcrafting touches on the personal and the political by extending and extrapolating the voice of the crafters.

Worldcrafting is built on activism. Showing positive alternatives is a radical act. It requires examining, resisting and speaking up against normalised power structures and behaviours.

CRAFTS
—ARE FOR—
CRITIQUE
—AND—
PROTEST





Worldcrafting is continuous. Through trial and error, each experiment brings the imagined world closer, while the imagined world is also subject to change. Just imagining the future is not enough, worldcrafting requires experimentation in the present. It is never finished, but has milestones.

Worldcrafting is a continuous learning process that spans across generations. It looks towards the future, but equally examines the present and the past.

worldcrafting is

a continuous

WIP

work in progress

FROGGING



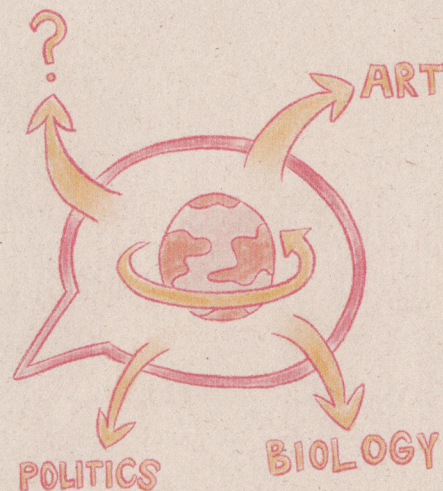
RIP IT, RIP IT, RIP IT

UNTIL IT'S RIGHT



worldcrafting is

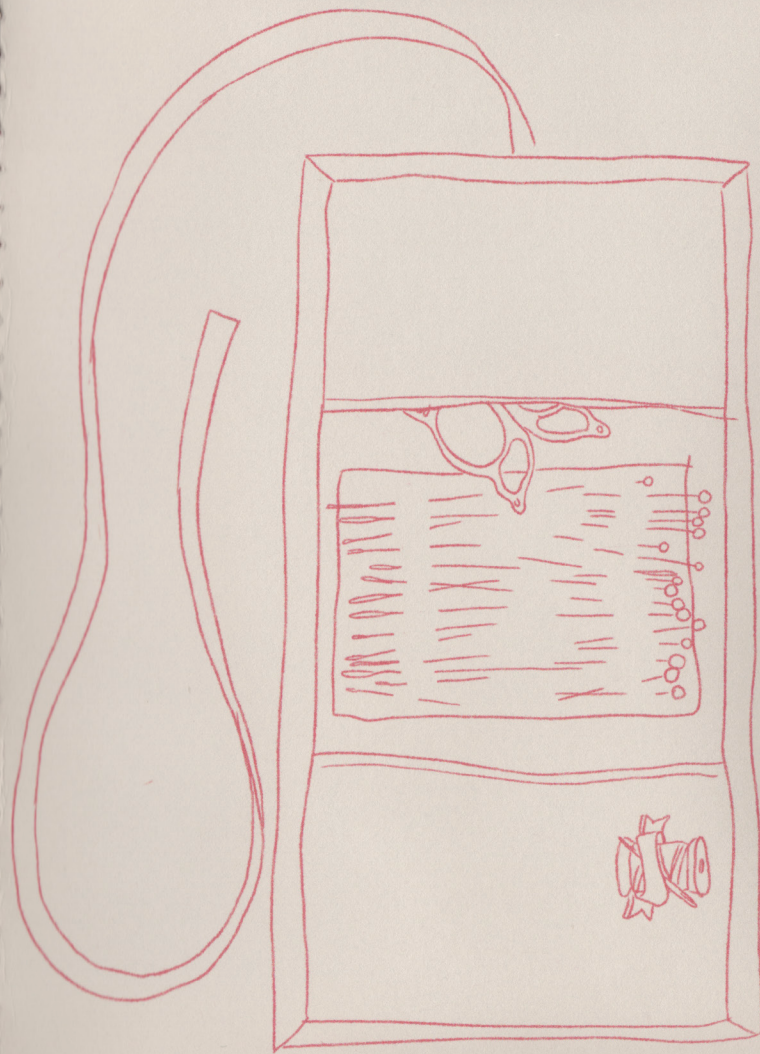
ENTANGLED

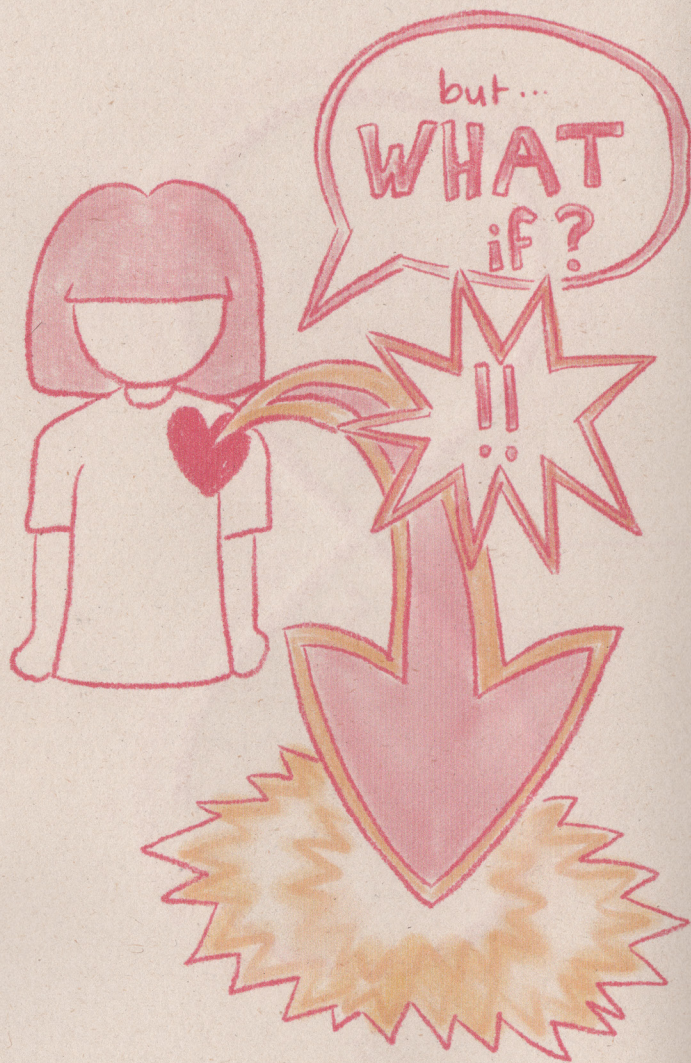


Worlds encompass many disciplines, so worldcrafting requires strong storytelling to cross disciplinary boundaries. Worldcrafting reaches beyond mediums, it requires understanding of underlying values and principles so that worlds can be interpreted by everyone from the perspective of their own craft.

Worldcrafting is transdisciplinary and actively works to understand and overcome boundaries between different ways of thinking.

NURTURING
IDEAS
THROUGH
GENERATIONS
&
DISCIPLINES





**Worldcrafting is not
just done by designers.**

You are crafting
worlds as long as
you are continuously
working towards
a world that, deep
down, you feel and
know is right. A world
that aligns with your
values, however small
the steps are.



Worldcrafting vs Worldbuilding

The way we set up ecosystems can have trickle-down effects on what we value, how people interact with technology and each other, and which voices get prioritised. Merely thinking about the infrastructure of ecosystems, therefore, seems reductive of the deep, complex entanglements that are the results of those ecosystems. The idea of **worlds** is borrowed from literary and film studies, which speak of **worldbuilding** as the practice of envisioning a literary or cinematic universe in which a story takes place. As designers, or more generally as change makers, our role is not much different except that the worlds we build are real and impact real people and real environments. Rather than a position of great power, I prefer to see this as a position of great responsibility. **Worldbuilding**, then, in this context, seems too harsh and constructive for a process that requires empathy, reflection and care.



As an avid crafter myself, the idea of **crafting** rather than building worlds emphasises the softness that is required in assessing the consequences of choices.

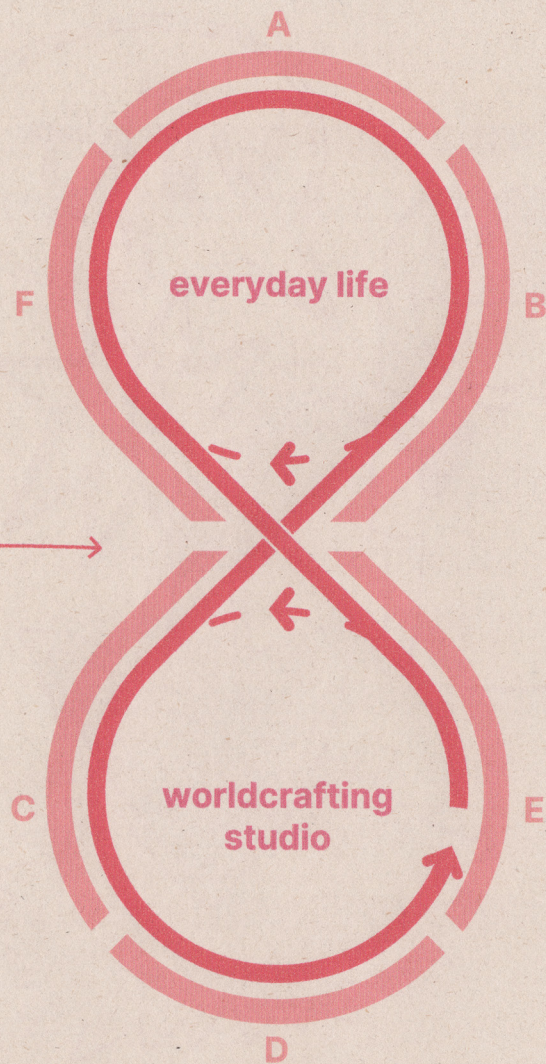
Worldcrafting is about collectively imagining worlds rather than building them. Perhaps less strategic, but much more imaginative. Worldcrafting is both a design research method and an artistic practice of imagination. It sits at the intersection of design futuring, speculative fiction and activism. The core of worldcrafting is shaping worlds worth wanting.

*Worldcrafting vs
Worldbuilding*

I first started thinking about worldcrafting when I was working on my PhD thesis about integrating storytelling and futuring in data-enabled design

It looked something like this

Since then, I've been thinking about how the metaphor of crafting extends to thinking about future worlds more generally.



studio
NOORT