The Aura of the Analogue in a Digital Age: Women's Crafts, Creative Markets and Home-Based Labour After Etsy

Susan Luckman

ABSTRACT

This article examines the renewed popularity of the handmade by examining the current renaissance in the street credibility of previously disparaged women's craft practices, particularly those employing yarn (for example knitting, crochet, needlepoint and weaving) and fabric (sewing, felting). The author historically locates current debates around craft production and creative work by drawing upon the British Arts and Crafts movement, with its own longstanding association with women's labour in the home and desire to realise sustainable ethical labour practices. Notably, both the periods under discussion mark profound shifts in the economic organisation of society – then, the Industrial Revolution; now the de-industrialisation of much of the 'industrialised' world and the rise of the (digitised) knowledge economy – and see a concurrent increase in the popularity of the handmade original as a desirable aesthetic object.

FULL TEXT:

PDF

DOI: https://doi.org/10.5130/csr.v19i1.2585

Share this article:

ISSN: 1837-8692

Privacy Policy

This work is licensed under a Creative Commons Attribution 4.0 International License.
view as part of Art in the Age of the Internet, 1989 to Today, an exhibition of 60 artists opening at the Institute of Contemporary Art in Boston on 7 February. The Day the Music Died: the exhibition pairing Don McLean with Guantánamo Bay. Read more. “It's a show about how the internet has affected art,” said curator Eva Respini. “It's not just for digital natives.” Back in 1989, the internet was just for those in the know. British computer scientist Tim Berners-Lee first invented the world wide web when he wrote the fundamental specks of HTML, URI and HTTP – the Etsy has just announced that it will deduct your selling fees and taxes from your final sale price. So many Etsy sellers like you furious and looking for more Etsy alternatives where they can sell their products. Some marketplaces specialise in niche products like vintage women's clothing, for example, while some marketplaces are best suited to electronics. If you know your brand's voice, your product and its unique selling points, you can easily find which one of these marketplaces is best for you. Home decor is often placed in a beautiful looking room, designed to show off the product in all its glory. Like most websites like Etsy, a seller can list products on the marketplace and also create a complimentary web store. You can also import listings directly from Etsy.