

FINE LITTLE DAY

Fine Little Day runs digital project to increase interest in handicraft

The idea of taking help from the design company Fine Little Day to increase awareness and interest in handicraft, was raised as Skånes Handicraft Association right now is making their handicraft collections available digitally at Digital Museum. The digitization is done in cooperation with the Foundation of Skånsk Handicraft and Eastern Skåne Handicraft Association.

- With Fine Little Day, which already has established channels in social media, we hope that more people will discover and enjoy the handicraft collections at Digital Museum - a great source of inspiration, now made available to the public. The partnership also allows us to reach a younger audience with a cultural interest, says Åsa Stentoft, Handicraft Consultant at Skånes Handicraft Association.

During the 1900s, Swedish handicraft associations built up unique collections of traditional crafts and objects. The digitization of the collections began in 1996 and became realized in 2014 at Digital Museum. Skånes Handicraft Association is now taking a step further into the digitization and invites visual artists Henning Trollbäck and Elisabeth Dunker to interpret objects from the collections. The work process is documented and shared via Instagram.

The project is run by Fine Little Day with the aim to increase interest in handicraft collections at Digital Museum. The pieces will become unique products produced by Fine Little Day and/or Skånes Handicraft Association, and the project ends up with a Spring- and Autumn exhibition 2017.

- The handicraft archive holds fantastic material and objects to get inspired and learn from. The ability to look back in history and reconnect with lost treasures with the help of contemporary design, and social networks, feels incredibly exciting, says Elisabeth Dunker.

Follow the project throughout the year at Instagram, @finelittleday and @slojdiskane and under the hashtag #handicraftarchives. There, you will also receive more information about next year's spring exhibitions and the final autumn exhibition in Kristianstad.



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About Fine Little Day

Fine Little Day produces its own range of home furnishing, with distribution and sales channels world wide. The company was founded by Elisabeth Dunker in 2007 as a blog and creative platform, which primarily focused on creation and creativity in different forms. Fine Little Day is associated with a lifestyle that cherishes nature, handicraft and DIY. <http://www.finelittleday.com>

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About Skånes Handicraft Association

Skånes Handicraft Association is the umbrella organization for handicraft movement in the county of Skåne. The Association has seven local associations,



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employs Skånes five handicraft consultants and owns the shop Hemslöjdens Skåne AB. The operation is financed by Region Skåne. The Foundation of Skånsk Handicraft and Eastern Skåne handicraft Association's archives are also linked to the organization.

www.slojdiskane.se

www.hemslojden.org/forening/skanes-hemslojdsforbund/

Skånes Hemslöjdsförbund
Landskrona gamla station
Österleden 10
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About Digital Museum

Swedish museums have large and fascinating collections. Traditionally, these have mainly been shown in the museums' exhibitions and publications. Large parts of the collections have therefore rarely, or never, been accessible to the general public. Digital Museum is now making the museum collections available for everyone, easily accessible wherever you are.

The goal is to facilitate that the collections easier can be used for studies, teaching and image search.

<http://digitaltmuseum.se/>

About Hemslöjden's Collections

Hemslöjdens collections are a result of a collaboration between the National Association of Swedish Handicraft Societies and its member associations, and the National Swedish Handicraft Council and the Handicraft Consultants. During the 1900s handicraft associations together built up collections of objects that constitute an important part of the Swedish handicraft history. The collections include more than 45 000 objects, representing both the handicraft associations' own production and traditional crafts.

Today there are over 8000 articles/descriptions and photos published at Digital Museum, and the site is continuously updated with new.

<http://digitaltmuseum.se/info/owners/S-HS>



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Henning Trollbäck & Elisabeth Dunker

