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## ECA's Annual Conference 2025 Positions Crafts in the Contemporary Economy

The annual European Crafts Alliance Conference takes a practical look at what it means to be a craft professional in the modern economy. Taking place in Oslo, Norway and online, the event invites crafts practitioners and professionals from all over Europe to be part of insightful conversations and share their views with sector experts.

Event Date and Time: 4 September 2025, 9.30-13.00  
Conference Venue: Litteraturhuset , Oslo, Norway & Online  
(Hybrid Event)  
Organizer: [European Crafts Alliance](#)

[More info & registration](#)

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#### About the Conference

Join the European Crafts Alliance in Oslo or online for the European Crafts Alliance Annual Conference 2025, co-organised by [Norwegian Crafts](#). Opened by the ECA President Ana Cristina Mendes and Norwegian Crafts Director Hege Veronica Henriksen, this hybrid event offers a practical look at what it means to be a craft professional in today's economy. The sessions will explore business adaptability, collaboration, new ways of valuing craft, and the fusion of traditional skills with technology.



**European Crafts Alliance  
Annual Conference 2025**

## **Positioning Crafts in the Contemporary Economy**

**4 September, Oslo & online**



### Event Programme

This year's programme takes a practical look at what it means to be a craft professional in the modern economy. The sessions will explore the topic from several perspectives, from the real-world business challenges facing the sector to the power of collaboration, new ways of thinking about 'value', and the fusion of traditional skills with technology for economic viability.

The opening conversation with Rosa Muñoz (Ohayō) will ground the discussion in these realities, delving into recent ECA studies on market access and business resilience. Representatives from the Nordic Network of Craft Associations will share their successful model for regional collaboration, followed by a presentation from historian Christina Zetterlund challenging traditional metrics by arguing for the importance of craft's social and cultural capital. The conference will also feature a panel with craftspeople, including Kristina Austi (Digital weaving), and Raquel Buj (fashion), who will showcase how new technologies can be integrated with traditional skills to create innovative and economically viable work.

The conference is designed to be interactive – via Youtube live stream and Mentimeter. The organizers will gather questions from both in-person and online attendees for the live Q&A session with all speakers.

Find the registration form [here](#).

For more information on this year's conference, please visit ECA's [official website](#).

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Image: Courtesy of ECA