

# Mingei

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## **Presentation: Mingei visual identity.**

As a kick-start of [the Mingei project](#) we present the official visual identity. The style has been developed around the idea of capturing craft, while representing the pilots and the technological ambitions of the project. The letter M in the logo is inspired by an unfolded folding measure. Additional key elements in the visual identity are the silhouettes that symbolize the different pilots and technical components within the project. The visual identity of Mingei was realised by project partner [Waag](#).





## **Co-creation kick-off Haus der Seidenkultur @Krefeld, Germany 20 - 21 March, 2019**

This is the first co-creation session that project partner Waag will facilitate at [Haus der Seidenkultur](#). Project partners, with expertise in the applied technologies and craft, experts affiliated with the museum and external experts will work together to set a baseline on what we include in this specific craft of silk weaving with jacquard looms. We will explore the needs of the museum and the experts for digitisation of the craft.

Questions that will be addressed during this session include: *What is the cultural significance of the craft? What are unique aspects of the craft that need to be preserved? How is knowledge being transferred? Who are the craftspeople? What is the future perspective of the craft?*

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### **Meet the Mingei project partners:**

#### **About Haus der Seidenkultur**

[Haus der Seidenkultur](#) is a museum dedicated to Krefeld's silk industry, located in a former silk factory that specialised in producing liturgical vestments. The museum has a rich archive and collection of objects related to silk and jacquard weaving, some of its looms are still in operation thanks to a group of volunteers, who



had careers in the city's silk weaving industry. The Haus der Seidenkultur provides the case of a craft at risk of becoming extinct.



### About Waag

Waag explores emerging technologies, and assigns art and culture a central role in the design of new applications and innovation in science and technology. In Mingei Waag is involved as expert partner in the field of co-creation. Through co-creation sessions the participants will explore new and inclusive ways to connect with their environment and audiences.



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