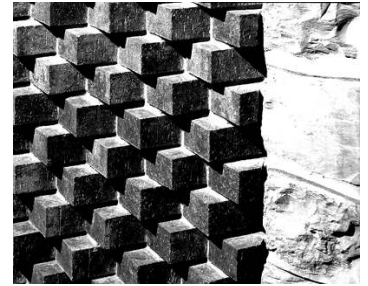


## Lecture No.2: ARCHITECTURE & CRAFT

Fri. Jan. 26, 2007



**Craft:** from the German *Kraft* = power; or possibly from German *Kunst* = Art.  
In English it implies skill, intellectual power. Art is craft + idea  
Craft applies to aesthetics and quality, NOT industry, cost, or efficiency  
Trades & Guilds are professions organized by craft

**Architecture, Architect, Archi-tecton:** changing definitions over time:

Master carpenter, craftsman, scientist, artist

**Art, Artifact, Artifice:** from *Ars* = skill, application of skill in matters of taste.

**Building** = from medieval Dutch *Buan* = "of earth"; from German *Bauen*. cf *Baukunst*

**Engineering** = to contrive, plan or invent (in a crafty, deceptive sort of way). Military

**Design, Designer, Disegno** = purpose or plan related to function OR model, plot, picture, portrait. That which can be communicated by drawings or words, a mental plan, intellect, qualitative, imposing order

**Workmanship** is application of technique to making with the exercise of care, judgement, dexterity.

Workmanship can improve or thwart design, it is the approximation of an ideal.

Cannot be expressed in words or drawings.

1) **Workmanship of Certainty** = pure automation, increase speed, lower cost, avoid variation

2) **Workmanship of Risk** = Craftsmanship; quality is at risk, difficult. Historically prevalent but dying out.

Diversity & Freedom = the need to create work processes that allow freedom, yet insure quality

**Craftsmanship** = the better sort of workmanship. Quality is at risk. Workmanship using any kind of apparatus or technique, in which the quality is not predetermined, but craftsmanship depends on the judgement, dexterity and the care of maker.

**Quality: Arete** = Greek excellence (cf. Pirsig)

**Aura** = effervescence of original, of handmade, of genius (cf. W. Benjamin)

**Authenticity** = vs. imitation, copying. Originality

**Technique** = knowledge of how to make things, knowledge that informs workmanship

**Technology, techne** = scientific study of technique. Heidegger on technology

Issue related to Craft:

**Hand Made vs. Machine Made:** 1) Eotechnic; 2) Paleotechnic; 3) Neotechnic; 4) Infotechnic.

Can machines be used in creating craft?

**Handicraft vs. Mass Production:** Industrialization. The first machines imitated handicraft

**Ornament vs. Abstraction:** Ornament as the expression of craft. Ornament as man's instinct to "play"  
Is abstraction the desire to erase craft?

**Local vs. Universal:** Local, individual aspect of craft, traditions, habits. Not anonymous.

*Readings:*

David Pye, *Nature and Art of Workmanship* (1968)

----- *The Nature and Aesthetics of Design* (1978)

Kenneth Frampton, *Studies in Tectonic Culture* (1995)

Robert M. Pirsig, *Zen and the Art of Motorcycle Maintenance* (1974)

Donald Judd, *Architektur* (1989)

Julie Iovine, "Building a Bad Reputation: Sloppy American Craftsmanship," *NY Times* Aug. 8, 2004.