



## Creative People, Products and Places Online Seminar



### ‘I’d (still) rather be a cyborg’:

The artisanal *dispositif* and the return of the (domestic) goddess

Susan Luckman and Michelle Phillipov

#### Abstract

This paper identifies the rise of a series of discourses around authenticity, retreat and the celebration of the artisanal as they manifest around the growing popularity of cooking and craft as activities that have become vehicles for a larger reimagining of ideal middle-class modes of living across much of the Global North. Through media examples of cooking and craft that valorise nostalgia and ‘dropping out’, and following McRobbie’s work on the creativity *dispositif*, we argue that these cultural practices are united by an artisanal *dispositif* that fetishises the ‘traditional’ in a context of intensified mediatisation. We revisit Haraway’s iconic text – ‘A cyborg manifesto’ – to identify what is at stake in the ‘return’ of the artisanal and its ongoing tensions between the technological and the traditional. We argue that rather than retreat, to quote more recent work by Haraway we need to ‘stay with the trouble’ in all its complexity.

**Friday 7 August 2020**

**3:00 - 3:20 Presentation**

**3:20 - 4:00 Feedback, Q&A and Networking**

**Seminar Link: [Zoom Link](#)**



Susan Luckman is Professor of Cultural and Creative Industries at the University of South Australia and the author of *Craftspeople and Designer Makers in the Contemporary Creative Economy* (Palgrave 2020), *Craft and the Creative Economy* (Palgrave Macmillan 2015), and *Locating Cultural Work* (Palgrave Macmillan 2012), and co-editor of *Pathways into Creative Working Lives* (Palgrave 2020), *The ‘New Normal’ of Working Lives* (Palgrave 2018), *Craft Economies* (Bloomsbury 2018), and *Sonic Synergies: Music, Identity, Technology and Community* (Ashgate 2008).



Michelle is a Senior Lecturer in Media at the University of Adelaide. Her research explores how media interest in food is shaping public debate, media and food industry practices, and consumer politics; major projects in these areas funded by the Australian Research Council, the Fisheries Research and Development Corporation, and Agrifutures Australia. She is the author or editor of four books, including *Media and Food Industries: The New Politics of Food* (Palgrave Macmillan) and *Alternative Food Politics: From the Margins to the Mainstream* (Routledge, co-edited with Katherine Kirkwood).