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# Can human creativity prevent mass unemployment?

The market for artisan goods is likely to grow. But organised craft could lose its charm

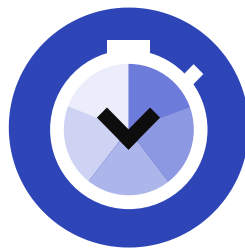


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IN “THE REPAIR SHOP”, a British television series, carpenters, textile workers and mechanics mend family heirlooms that viewers have brought to their workshop. The fascination comes from watching them apply their craft to restore these keepsakes and the emotional appeal from the tears that follow when the owner is presented with the beautifully rendered result.

Perhaps the idea of craftsmanship is not simply nostalgic. In a new [paper](#) in the Academy of Management Annals, five academics examine the idea of crafts as a way of remaking the organisation of work. They define craft as “a humanist approach to work that prioritises human engagement over machine control”. Crafts require distinct skills, an all-round approach to work that involves the



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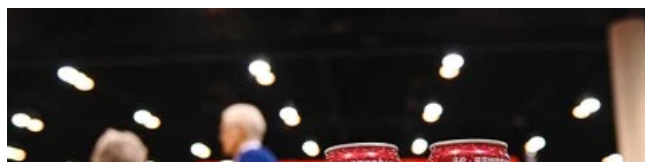
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