Proceedings of the 3rd ICCI 2015

“Opportunity and Challenge on Creative Industries in The Era of Global Free Trade”

Organized by:
DEPARTMENT OF INDUSTRIAL DESIGN
Faculty of Civil Engineering and Planning
Sepuluh Nopember Institute of Technology
PROCEEDINGS
International Conference on Creative Industry (ICCI) 2015
“Opportunity and Challenge on Creative Industries in The Era of Global Free Trade”


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Published by:
ITS PRESS
2015
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Traditionalism in Creative Industry: Learning the Development of Bamboo Craft from Traditional Basket to Contemporary Art from Shono Shounsai

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Abstract — Indonesia is the third largest producer of bamboo after China and India. Bamboo craft is used in the religion and daily life of Indonesian people. In Indonesian culture, the use of bamboo material in craft is not merely environmentally friendly but represents the culture value and become a part of tradition. With a big potential and demand, the design innovation of bamboo craft in Indonesia seems to be relatively stagnant and Indonesia could only hold 9% of the world bamboo market. In essence, the absence of quality standards, the inability to maintain consistency quality and design innovation becomes major problems. After formulating the problems, we conducted a comparative study of the Japanese bamboo craft which is proven to break through the international market, especially in the aspects of problems encountered by the craftsmen. Japanese bamboo craft are famous for its form revolution. Shono shounsai gave influence of this revolution by elevating the bamboo craft into a higher level of fine art. This paper is intended to share the Japanese craftsmen experience in overcome the problems of materials, techniques, designs, marketing and education so our local craftsmen can learn, improve their way of works and finally able to be more competitive in export market.

Keywords — bamboo-art, Shono Shounsai, design-innovation, Japanese, craft

1 INTRODUCTION

The cultivation of bamboo and the development of bamboo craft to support the creative industries in Indonesia has great economy potential. Bamboo is categorized as a non-timber products from production forests and the share of non-timber products from Indonesian forest was 95% as stated by Hilman Nugroho\(^1\) at National Congress of Bamboo in Yogyakarta (2013). In Indonesian export, forest products is in the 5th order of major commodities and craft is in the 7th order of potential commodities. Bamboo export value in 2011 reached US$ 193,33 millions

\(^{1}\) Dr. Ir. Hilman Nugroho, M.P. have served as Director General of BPDAS-PS (Bina Pengelolaan Daerah Aliran Sungai Perhutanan Sosial or Watershed Management and Social Forestry, Ministry of Environment and Forestry)
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International Conference on Creative Industry
11-12 August 2015, Bali Creative Industry Centre
Jl. WR. Supratman 308, Tohpati, Denpasar, Bali

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