

DR. SANDRA ALFOLDY is Professor of Craft History at Nova Scotia College of Art & Design University and Associate Curator of Fine Craft at the Art Gallery of Nova Scotia. She received a doctorate in craft history from Concordia University, Montreal, Quebec, in 2001 and completed postdoctoral research in craft history at the University of Rochester, New York in 2002. Her books include *Crafting Identity: the development of professional fine craft in Canada* (2005), *Neocraft: Modernity and the Crafts* (2007), and *Craft, Space and Interior Design, 1855-2005* (2008), and a forthcoming text on craft and architecture. Dr. Sandra Alföldy convened the 2007 Neocraft international craft conference and was Chief Curator of the Canadian Fine Craft exhibition for the 2009 Cheongju Craft Biennale in South Korea, and the Canadian Fine Craft exhibition for the 2010 Winter Olympics in Vancouver, British Columbia. She lives in Halifax, Nova Scotia with her husband and two young sons.

Dr. Sandra Alföldy's lecture, *The Hand is Hip*, will explore the various reasons why the hand remains a powerful pop culture symbol and the implications this has for studio craftspeople. From the logo of Second Life to the cover of Richard Sennett's book *The Craftsman*, the hand is an easily read visual symbol. It is even more commonly co-opted as a catchphrase to indicate carefully crafted, sustainable, and appealing products. While the use of the hand as popular culture icon is certainly not new, the ironic disconnect between its usage on-line and within corporate boardrooms and its roots as a symbol of craft values bears examination.

2010 Summer Conference: *The Hand*
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Haystack Mountain School of Crafts