

Sewing Society? Stitch'nBitch, Cyberfeminism & the New Materiality (or Why Cybergrrrls do Plain and Purls)

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A social movement known as Stitch'nBitch has emerged around the globe. This movement, mainly of women, is based in local, third places, such as hotels and clubs, and virtually. Using the Internet, particularly Blogs, the women meet to knit, stitch and talk. These groups use technology as an enabler and resource exchange. In this presentation, we suggest that such groups may be a response to consumerism in the Information Society, which has resulted in profound changes in the way people live, communicate and connect with one another and which has also provided a trigger for new, more community-focused activities using craft production, rather than consumption, as a vehicle. Craft production, or 'make it yourself' is consistent with concepts of voluntary simplicity (Etzioni, 1998) and non-materialistic satisfactions (Shaw and Newholm, 2002). We introduce five themes to assist in the development of a research agenda into this new form of material culture, discussing (1) remedial, (2) progressive, (3) resistance, (4) nostalgic, and (5) ironic possibilities.