



Press Reales

Feel The Felt:

MINOVA launches a creative wellbeing hub exploring human creativity in the age of AI at London Design Festival 2026

London, September 2026 — Designer, maker and Co-Creativity for Innovation Coach Dr Miné Ovacık, Founding Director of MINOVA Design & Consultancy, will launch the first public pilot of MINOVA Craft Collective during London Design Festival 2026, inviting visitors to explore how tactile making, regenerative craft and human connection can support creativity and wellbeing in an increasingly AI-enabled world.

Taking place from 12–20 September 2026 in North London, Feel The Felt: MINOVA Craft Collective Open Studio | Creative Wellbeing Hub transforms a small pop-up studio into a calm space for making, conversation, reflection and connection.

Guided by the principles Simple | Small | Slow, the open studio asks a timely question: as AI and digital technologies become increasingly capable, how can we continue to nurture the distinctly human qualities of imagination, craftsmanship, empathy, curiosity and collaboration?

Rather than positioning AI as a threat to creativity, Ovacık sees technology as an opportunity. By supporting routine and analytical tasks, AI can free up time and space for people to imagine, experiment, make, and connect. MINOVA Craft Collective explores the complementary side of this technological shift: the importance of developing human creativity and maintaining our relationship with tactile, embodied experiences.

"As technology becomes more capable, I believe nurturing our human creativity becomes more important, not less. Making with our hands gives us an opportunity to slow down, focus and reconnect — both with ourselves and with others. AI can empower creative minds, while tactile making helps us continue developing the human qualities and supports our wellbeing we bring to that relationship." — Miné Ovacık

A living open studio

Throughout the festival, Ovacık will make natural wool felt pieces live in the studio, allowing visitors to encounter the creative process as it happens rather than seeing only finished objects.

MINOVA's felt collection will be displayed alongside materials and works in progress. Visitors can discover felt-making techniques, explore natural wool and learn about MINOVA's regenerative and made-to-order approach. Existing pieces will be available to purchase, while visitors can also personalise bespoke pieces by selecting from MINOVA's designs and colour palette. Bespoke orders will be produced after the festival, reducing unnecessary stock and overproduction.

Creativity, craft and wellbeing

The studio will also become a place for informal dialogue. Visitors will be invited to reflect on questions such as: How does making by hand influence our wellbeing? How does creativity affect our everyday lives? What role can tactile making play in an AI-enabled world?

¹These conversations form part of Ovacık's ongoing practice-based exploration of creativity, co-creation and wellbeing. With participants' permission, observations and insights will help inform future workshops, research and community projects.

Building the MINOVA Craft Collective

by Miné Ovacık



LDF26 will also provide the first pilot for a longer-term ambition: MINOVA Craft Collective, a community-led network connecting design students, emerging makers and communities through craft and shared learning.

Introductory felt-making workshops will invite design students and emerging creatives to develop tactile skills and explore collaborative making. Participants interested in continuing will have opportunities to join a developing network of facilitators for future creative wellbeing and community workshops, in collaboration with universities, charities and local organisations.

Visitor engagement during the festival will be supported by RCA Service Design Graduate, Anushka Kumar, Miné's LDF26 Activity Assistant, who will help connect the project with design students, emerging makers, and potential collaborators.

More than an exhibition or pop-up shop, Feel The Felt is a living experiment in regenerative design, creative wellbeing and community building. It proposes that technological progress and human creativity do not need to compete: by strengthening our ability to imagine, make and connect, we can engage with emerging technologies while remaining grounded in the qualities that make us human.

Event information

Feel The Felt: MINOVA Craft Collective Open Studio | Creative Wellbeing Hub

London Design Festival 2026

12–20 September 2026

North London, N5 1LN

Open studio, drop-in creative conversations and selected felt-making workshops

About Miné Ovacik / MINOVA Design & Consultancy

Miné Ovacik is the Founding Director of MINOVA Design & Consultancy, a designer, maker, design researcher, academic (Assoc. Prof., PhD) and qualified Co-Creativity for Innovation Coach. Her practice brings together regenerative design, co-creation, craft, education and creative wellbeing. Through MINOVA, she creates original natural wool felt collections and develops workshops and community activities exploring tactile making as a means of nurturing creativity, connection and wellbeing.

Open Studio hours 12 -20 September from 10:00 - 17:00 (Closed on Monday, 14 September)

Appointment required via [Eventbrite link](#):

<https://www.eventbrite.co.uk/e/minova-craft-collective-open-studio-creative-wellbeing-hub-tickets-1998752085292>

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