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Raquel Noronha is designer and PhD in Anthropology (PPCIS-UERJ, 2015). Adjunct Professor and current Head of Design and Technology Department at Federal University of Maranhão, where she is a member of the Graduate Program in Design. Leader of the NIDA – Research group in innovation and design anthropology (CNPq), develops research in the areas of cultural identity and heritage, participatory design, relation design-materials-crafts. She directed the documentary *By hand and fire* (2014), author of the books *Identity is value: the productive chains of Alcântara - MA* (2011); *In the heart of Praia Grande* (2015) and coauthor of *Crafts in Maranhão: practices and senses* (2016) and *Knowledge Sifting: cartographic and practice in Maranhão Low Lands* (2017). Recently took part as Visiting Researcher within the “Knowing From the Inside (KFI): Anthropology, Art, Architecture and Design”, coordinated by Prof. Tim Ingold, in the University of Aberdeen.