



# THE EUROPEAN ARTISTIC CRAFTS DAYS

SPACES OF INNOVATION

27, 28 AND 29 MARCH 2015

# THE GUIDING PRINCIPLE

# THE ARTS AND CRAFTS: A RICHLY DIVERSE SECTOR TO BE PROMOTED

## Through the values they symbolise the arts and crafts:

- are part of the **European cultural heritage** as recognised by UNESCO.
- **have considerable economic weight**  
Arts and crafts belong to the cultural and creative sectors that the European Union has decided to support and promote, through its various programmes. They contribute decisively to the economic development and growth of Europe.
- **stand for a real export capacity**  
In France 38,000 businesses are involved in the arts and crafts with a turnover of as much as 8 billion euros, of which 637 million euros result from exports.

## The arts and crafts offer:

- **an entry point** for young people or adults seeking a career change.
- **a resource in terms of cultural attractiveness and tourism** as well as **sustainable development**.

## They participate in the creation of:

- **an economic and local dynamic.**
- **local community ties.**





# THE CREATION OF THE EUROPEAN ARTISTIC CRAFTS DAYS (EACD)

## Three days dedicated to promoting the sector in France and in Europe

The **Institut National des Métiers d'Art** (National Institute of the Arts and Crafts), or INMA, has been coordinating the Artistic Crafts Days in France (“Journées européennes des métiers d’art”) for more than ten years.

The European artistic crafts days are intended to **support the professional artisan sector** by organising **special events for the general public designed to promote this sector** as well as the **men and women** who contribute to preserving and renewing the creative heritage of France.

In **2012**, the European Artistic Crafts Days (EACD) expanded across **Europe** with the participation of Spain, Italy, Belgium, Latvia and Switzerland, and in **2013**, of the UK, Germany, Hungary and Portugal.

The EACD constitute an **opportunity to share with European countries, a common intention**, namely, **to protect an exceptional heritage that is grounded in its particular characteristics.**



# AN EVENT FOR THE GENERAL PUBLIC INTENDED TO SUPPORT A SECTOR WITH HIGH ADDED VALUE

## Guiding the society toward more responsible and better consumption

- **Raise the general public's awareness** of consumption that respects durable and personalised objects, expertise, execution time, materials, techniques, etc.
- An opportunity to **stimulate the curiosity and interest of the general public.**

## Creating a future for these professions

- **Careers advice:** Make these professions attractive in terms of professional career satisfaction.
- **Preservation:** Transmitting expertise, passing on companies and showing that the arts and crafts have a rich future.

## Demonstrating and explaining the importance of the products created by the arts and crafts, which are carriers of meaning

- **Teaching:** Demonstrate what a creation in the arts and crafts is and what this involves in terms of equipment, material, techniques, quality, time, durability, cost, etc.
- **Consumption:** Assist in the engagement that the creations of the arts and crafts instil within durable matter.
- **Durability:** Buy a long-lasting object that you can pass on.

# AN EVENT DEDICATED TO THE SECTOR

## The guiding principle of the events

The EACD are based on professional artisans' studios and training centres holding open days throughout all of France as well as on the organisation of special events and exhibitions. They are intended for all types of audience among the general public.

## The active role of professionals during events

A veritable opportunity for professional artisans, the events allow them to:

- participate in a focused, open event.
- make themselves known to the public and thus to future customers and buyers.
- increase their turnover.
- improve their visibility due to the communication that is opened up.
- exchange and share with visitors. During this special time, professionals can share their passion with the general public.



# COMMUNICATION

IN FRANCE, communication comprise the following elements:

- Print :
  - Posters
  - Postcards
  - Flyers
  - Catalogues
- A website and social networks
- Press relations:
  - Press conference
  - Reports
  - Press release, etc.
- Media partnerships:
  - Poster campaigns for cities, public transportation, local campaigns, etc.
  - Television and radio partnerships
  - Written press, etc.
- Official launch event

Tool-kits sent to professionals, training centres, cities and regional coordinators



*Inauguration of The European Artistic Crafts Days 2013 by Sylvia Pinel, Minister of Independent Labour, Trade and Tourism and Aurélie Filippetti, Minister of Culture and Communication.*



**Le Monde**





## THE THEME FOR 2015: SPACES OF INNOVATION

Every year, the European Artistic Crafts Days are organised around a special theme in order to renew the approach of arts and crafts and keep raising the awareness of the public.

The theme in 2014 was : “The time of creation”.

### **In 2015, the theme of the EACD will be : “Spaces of innovation”**

This will be the occasion to show how innovative arts and crafts are and the role they can play as catalysts of innovation for other sectors :

- The studios of artisans are a major space of innovation.
- In both tradition-restoration and creative professions, innovation is a key element.
- “Spaces of innovation” also refer to the particularities of some places (cities, provinces, districts...) which identity is strongly associated with arts and crafts.



# A DIVERSE PROGRAMME

TO BE MODIFIED ACCORDING TO THE PARTICIPATING COUNTRY

## OPEN DAYS BY STUDIOS

- Studios are opened to the public
- The public is invited to see what goes on in the studios
- Work processes are demonstrated
- Initiation of encounters and learning
- Work with materials is shown in a concrete way through demonstrations of expertise



'Phantom' - A piece displayed on the pavement

Open day at the Hervé-Ebéniste studio

## THE PARTICIPATION OF TRAINING CENTRES

- Open days
- External special events
- Collaboration with museums, castles, etc.



Musée de Poissy: Research project and exhibition by the third-year class of Collège Claude Monet - 230 visitors



Presentation of the work of primary and secondary schoolchildren in Paris at the Ecole Estienne:

*Lycées Nicolas Flamel, Octave Feuillet, Hector Guimard, Turquetil, Duperré, etc.*

Scenography by the group *Marchandisage visuel* from Lycée Corvisart-Tolbiac.

# SPECIAL EVENTS

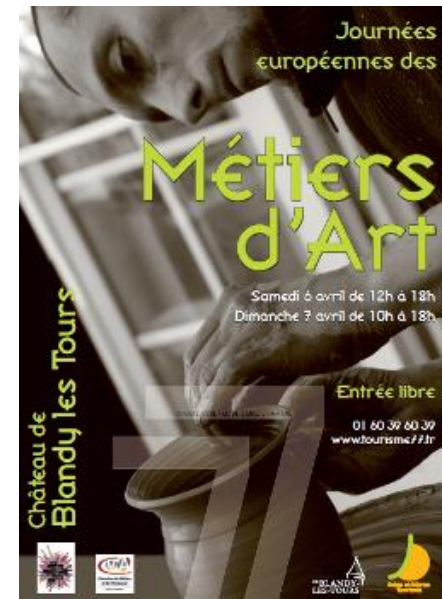
## PROFESSIONAL ASSOCIATIONS

### Local groups

Professional artisans meet in order to be able to show their work together, increase their visibility and share their skills.



## FAIRS



### Being visible

A concentration of artisans with highly visible profiles.

Promotion of the city and the region.

## SPECIAL EVENTS

### WORKSHOPS

#### Protecting the future of the arts and crafts

Through workshops led by professionals who demonstrate, in an enjoyable, informative and interactive way, how to manipulate materials, discover a vocation, a technique, etc.

Example: Exhibition concept 'Getting into material: workshops designed for children aged 6 to 12, held at the *Cité des sciences et de l'industrie* in Paris.

#### MEETINGS AT MUSEUMS, ROUND TABLES, WORKSHOPS, etc.

#### Teach, exchange, understand

Examples:

Four professional restorers present their expertise in the surroundings of the collections of the *Château-Musée de Nemours*.

Professionals led a workshop on teaching, the slow-made movement and applications at the *Palais de Tokyo*.



# LOCAL TOURS

## Inviting and guiding the public

Creating a local dynamic:

- Organising groups
- Sharing skills
- Increasing visibility
- Offering a needed point of entry for the general public
- Attracting the general public

## Bringing together skills and contributions:

Raising awareness, communication, dissemination, signage, events organisation, networks, contacts, etc.



Exceptional visit behind the scene of the Moulin Rouge



Les Ateliers de Paris, the association of Viaduc des Arts, the professionals of the Passage Brulon, Paris Town Hall, SEMAEST, Jérôme Cordié, Representative of the Atelier d'art de France, and the INMA worked together to offer a tour and promote the professionals and places participating in the tour.



# FOR EXAMPLE: THE PARTNERS AND SPONSORS OF THE EVENTS IN FRANCE

## At the national level:

The Ministry of Independent Labour and Trade

The Ministry of Culture and Communication

The Ministry of Education

The Permanent Assembly of the Chambers of Artisans and Independent Workers

The National Fund for the Promotion and Communication of Independent Workers

Ateliers d'Art de France (sponsor)

La Fondation Bettencourt Schueller (sponsor)

Vacheron Constantin (sponsor)

France Télévisions (media partner)



INSTITUT NATIONAL MÉTIERS D'ART



## At the local level:

Regions and departments

Banks

Insurance companies

Chambers of Artisans and Independent Workers, etc.

Example of partners and sponsors in the region of Île-de-France (Paris, Seine-et-Marne, Yvelines, Essonne, Hauts-de-Seine, Seine-Saint-Denis, Val-de-Marne and Val-d'Oise)



# ORGANISING THE EUROPEAN ARTISTIC CRAFTS DAYS IN YOUR COUNTRY



# ORGANISING THE EUROPEAN ARTISTIC CRAFTS DAYS IN YOUR COUNTRY

## Why participate?

- Promote arts and crafts of your country, as well as the associated expertise, techniques, innovations, etc.
- Raise awareness among the general public by highlighting similarities or specific characteristics
- Demonstrate the economic importance of this sector, which 'contributes decisively to the economic development and growth of Europe'
- Ensure their preservation, transmission and promote training and career advices
- Recognise and develop in Europe a feeling of a community of experts and a common professional history
- Be part of a European event that is gaining considerable credibility

## How to participate?

Each country can participate in different ways in the events depending on its aims, organisation and means. The following levels may participate: the country, one or more provinces, one or more regions, one or more cities, etc.

## Two principles for appropriate development on a European level:

- **Coherence:** The events must uphold common principles and common visual guidelines.
- **Flexibility:** Because organisation within each country is different, excessively rigid stipulations would have no chance of being implemented.



# COMMON RULES

## The EACD must:

- take place in the **first week-end of April** > exceptionally the 2015 edition will take place on March 27, 28 and 29.
- consist in **opening artisans' studios and/or training centres to the public** or **organising special events or tours on arts and crafts.**
- **the openings and events must remain free of charge**, as much as possible.
- encourage the **participation of young people** through the organisation of children- and family-friendly activities etc.
- **be entitled** *European Artistic Crafts Days* (in its translation) for all the countries or organisations that wish to be associated with the events.
- **place the logo of the European Artistic Crafts Days** (in your language) on all promotional documents intended for the events.



Portes ouvertes à Paris et rencontre avec des professionnels au Château Musée de Nemours

# COORDINATION BY THE PARTNER COUNTRY

Depending on the country's level of involvement, a local or regional coordinator should be appointed.

## The role of the local or regional coordinator :

- **To be the contact-person for the INMA** and those participating in the EACD (professionals, event organisers and training centres)
- **To organise into working groups the networks, participants and project proposals** that could support and enrich the programme and reinforce the actions :
  - Local institutions : Chambers of Artisans and Independent Workers, regional and local councils, etc.
  - Professional organisations: associations, professionals, etc.
  - Cultural institutions : museums, castles, libraries, etc.
  - Educational (or professional training) places
  - Tourism
- **To raise awareness among all professional artisans**
- To administer the registrations
- To set up **financial and media partnerships**
- **To develop a programme** of high quality that is tailored for different kinds of audiences
- To launch a **communications campaign** that is efficient and appropriate for the territory
- To create a **comprehensive report** and to communicate it to the INMA.

# COMMUNICATION

## Communication in EUROPE

The INMA will announce the partner countries in its reports and press releases, as well as on the website : [www.journeesdesmetiersdart.eu](http://www.journeesdesmetiersdart.eu).

### The INMA will provide:

- common visual guidelines
- the poster and logo in English (mock-up),
- common guidelines for graphics, websites available upon request.

### Beyond this, the participating European country can:

- issue its own communication elements based on the common visual guidelines
- develop a blog or even a website as a reference for the whole programme and to inform the public. A link will be made between this site and the EACD home page : [www.journeesdesmetiersdart.eu](http://www.journeesdesmetiersdart.eu)
- develop a poster campaign (very important for the visibility and publicity of the events)
- announce its participation to journalists through press reports and press releases.



Tous les ans, le premier week-end d'avril 3 jours uniques pour découvrir des métiers d'exception IMMERGEZ-VOUS DANS LE MONDE DES MÉTIERS D'ART

Des univers, des gestes, des matières, des outils, des passions, des talents.

- Rencontres avec des professionnels des métiers d'art, hors les murs et en atelier
- Découverte d'objets d'exception
- Démonstrations de savoir-faire dans les ateliers
- Expositions et salons
- Portes ouvertes de centres de formation
- Ateliers d'initiation et workshops
- Circuits thématiques...

### RETROUVEZ TOUTE LA PROGRAMMATION DE NOS PARTENAIRES EUROPÉENS

ESPAGNE

ITALIE : MILAN | TOSCANE

SUISSE : GENEVE | VAUD

ALLEMAGNE : BERLIN | DRESDE

BELGIQUE : LIÈGE

ROYAUME-UNI : LONDRES

LETONIE : RĪGA

HONGRIE : BUDAPEST

PORTUGAL : COIMBRÁ | LISBONNE



Home page of the site [www.journeesdesmetiersdart.eu](http://www.journeesdesmetiersdart.eu) with links to the sites of partner countries (under construction)



## DESCRIPTION OF YOUR PARTICIPATION

In order to optimise the communication about the EACD 2015, please send any relevant information or document concerning the implementation of EACD in your country to the INMA , as soon as possible :

This can include:

- **A copy of all communication documents** that you issue for the EACD : poster, postcards, catalogues, press review...
- **The logo** of EACD translated in your language
- **A description of how the EACD are being executed:**
  - How much awareness was raised
  - Who are the partners and participants approached
- **A description of the programme:**
  - Number of participants (studios, training centres, events and tours)
  - The type of events organised (exhibition, fair, conference, etc.)
  - Examples of good practices
  - Number of visitors
- A presentation of your partners and participants
- A description of the communication and press relations
- Elements on participant satisfaction (questionnaires...)
- Financial plan
- Pictures of the events, etc.

**FOR REFERENCE: THE PROGRAMMES FOR 2013/2014 OF 9 PARTNER COUNTRIES OF THE EUROPEAN ARTISTIC CRAFTS DAYS**

# GERMANY

## In Berlin

In 2014, the EACD were organised by the Berlin Chamber of Artisans (*Handwerkskammer Berlin*) in collaboration with the Paris Chamber of Artisans (*Chambre des métiers et de l'artisanat*) :

- Common exhibition of artisans from Berlin and Paris at the Kunstforum in Berlin.
- Organized tours through studios.
- Open days by more than 80 studios.
- Organization of the Berlin Prize for the creative professions.

## In Dresden

The EACD were organised by the Dresden Chamber of Artisans (*Handwerkskammer Dresden*)

- Open days by more than 30 studios



# SWITZERLAND

## In Geneva

In 2014, the EACD were organised by the Department of Culture and Sport for the city of Geneva with the support of the watch Manufacture Vacheron Constantin.

- Look **behind the scenes** : visits at the *Grand théâtre de Genève* and **14 other cultural institutions in Geneva.**
- About fifty guided visits and presentations.
- **Exhibition 'Art and Material'** at the Museum of Art and History.

## In Canton de Vaud

- Open days by 26 studios





# ITALY

## In Milan

EACD were organised by *Fondazione Cologni dei Mestieri d'Arte* in partnership with the department of culture of the municipality of Milan, and with the support of the watch Manufacture Vacheron Constantin.

- **Exhibition 'Pass on'**: about the know-how transmission
- **'Handmade': Conference at the Bocconi University**
- **Tour through more than 80 studios opened around Milan**

## In Florence and Tuscany

EACD were organised by *Osservatorio dei Mestieri d'Arte (OMA)* and the *Centre par l'Artigianato Artistico e Tradizionale della Toscana (ARTEX)*

The programme comprised several regional-level events, including the opening of studios, exhibitions, workshops. Over 300 companies participated in these EACD in Florence.



Exhibition 'Creators of harmonies', Cariplo Auditorium Foundation, Milan



EACD poster in the metro in Milan



Exhibition 'Arts & Crafts & Design', according to A. Mendini, in collaboration with 12 artisans, Superstudio 13, Milan

# SPAIN

EACD were organised by *Fundación Española para la Innovación de la Artesanía (Fundesarte)*.

In 2013, 13 regions participated in these EACD.

Over 150 events were organised, which included 82 studios opened to the public and 69 special events.

Important events:

- **Presentation of the National Prizes for Artanship 2012**
- **Exhibition of the National Prizes for Artanship**

**Communications:** 2,000 posters and 5,000 postcards were printed and distributed.



# THE UK/LONDON

## In London

A prestigious event presented by the famous Somerset House and Walpole British Luxury with the support of watch manufacturer Vacheron Constantin.

**2013 Exhibition 'Crafted: Makers of the exceptional'**, Somerset House.

Four themes developed:

- 'A craft perfected'
- 'A tradition preserved'
- 'A life devoted'
- 'A business nurtured'



**Shona Marsh**  
Designer silhouette  
shonam@vachon.com  
www.shonamart.com



**Jo Thorne**  
Building silver from experience  
info@jothorne.com  
www.jothorne.co.uk



**Billy Lloyd**  
Thames porcelain collection  
studio@billylloyd.co.uk  
www.billylloyd.co.uk

*Somerset House, London*



# BELGIUM/LIÈGE

## In Liège

European Artistic Crafts Days were organised by the province of Liège. Open days, exhibitions and professional meetings.

**>More than 8000 visitors**

**75 professional artisans held meetings at the Blegny Mine (UNESCO world heritage site).**

Recorded visits: Between 6,500 and 7,000 visitors (2000 more than the former year)

**Presentation of training centres**

**Exhibitions**

**Workshops**

**Open days at prestigious studios :**

- The pipe organ manufacture Thomas,
- The studios of the Wallonie Royal Opera...

**Communications:** Printing of 2000 posters 40x60, 8000 leaflets distributed in Belgium, Germany and the Netherlands, 50 banners across the city....



*Wallonie Royal Opera, Liège*



*Pipe organ manufacture, Thomas*

# LATVIA

European Artistic Crafts Days were organised by the Latvian National Centre for Culture.

A nation-wide event across all of Latvia: 'Meet your master!' (later, 'Meet your craftsman' in 2012).

Meetings were organised between the public and master artisans who preserve the cultural heritage of Latvia.

Communications: A brochure was issued and distributed.

**Satic savu Meistaru!**  
Ikvienam 4., 5., 6. un 7. aprīlī būs iespēja apcelot Latviju, lai satiktu savu meistaru!

**Vairāk nekā 100 vietās**  
visā Latvijā notiks kultūras mantojuma meistari – latviešu tautiskās mākslas atzīmju atveidošana, izstrādāšana, izpildīšana, nodarbinātība un citu tradicionālo prasmju izpildīšana – mērķis pie saviem meistariem un ierastiem, lai pasūtītu un izstrādātu savas meistaru darbus un saviem prasmju nodarbinotiem darbināt izstrādāt gada pasākuma. Mūsu DVD izkārtojā Latvijas Pasa nodrošinā un grāmatniecība.

**Satic savu Meistaru!**  
V 2006. gadā aizsākta Tradicionālo prasmju atzīmju turpināšana, kas populārāki gadi izkārto Eirōpas valstīs meistaru izpildīšanu un saviem prasmju nodarbinotiem darbināt izstrādāt gada pasākuma. Šogad „Satic savu meistaru” ir vērtmāra radākā darbkāra nodarbināt „satic savu meistaru”, kas Latvijā notiks no 20. līdz 26. aprīlim (www.saticsvameistaru.lv). Nacionālais kultūras centrs nodrošinā turpināšanu šīs ir izstrādā iespēja pieņemt saviem ierastiem un turpināt pasākuma „Satic savu meistaru” izstrādā aktivitātes.

- Tradicionāla amata prasmju nodarbinātība apzīmē prasmju atzīmju atveidošanu, izstrādāšanu, izpildīšanu un citu tradicionālo prasmju izpildīšanu. Mērķis pie saviem meistariem un ierastiem, lai pasūtītu un izstrādātu savas meistaru darbus un saviem prasmju nodarbinotiem darbināt izstrādāt gada pasākuma. Mūsu DVD izkārtojā Latvijas Pasa nodrošinā un grāmatniecība.
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**Atbilstoši patēriņam pie sava meistara izvēlies, ja domāsi nodarbināt viņu pašam izstrādātā darbā. Latvijas Nacionālais kultūras centrs ir izdevis DVD „Satic savu meistaru”, kur būsies var iepazīties ar saviem amata meistariem, kas ar saviem prasmju nodarbinotiem darbināt izstrādāt gada pasākuma. Mūsu DVD izkārtojā Latvijas Pasa nodrošinā un grāmatniecība.**

A communications document

# HUNGARY

The EACD were organised by the Association of Hungarian Folk Artists (AHFA).

Various artisan's workshops, studios and Houses of Folk Arts across the country were opened to the public.



*The Matyo FOLK ART, Workshops, MEZŐKÖVESD*



*Association of Folk Artists of the Zala County*



*The master's workshop, in Balmazújváros*

# PORTUGAL

## In Coimbra

The EACD were organised by the CEARTE (professional training centre for the arts and crafts and independent trades).

- Conference organized with a training centre for journalists in order to give new elements of information about arts and crafts and to encourage journalists to talk about it.

- Open days by studios of the training centres working with textiles, ceramics, book binding, silkscreen printing, glass and photography.

- Two exhibitions

## In Lisboa

The EACD were organized by the Fondation Ricardo do Espirito Santa Silva.

Open days by the Decorative Arts Museum and 18 studios of the fondation.



*Coimbra, Portugal*

## CONTACT INFORMATION

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