THE EUROPEAN ARTISTIC
CRAFTS DAYS

REPORT 2019

13th EDITION

« LOCAL SIGNATURES »
The Institut National des Métiers d’Art – INMA – (French Crafts Council)

Founded in 2010 under the supervision of the French Ministry of Culture, the Ministry of the Economy, and in partnership with the Ministry of Education, the Institut National des Métiers d’Art carries out a general interest mission to inform about, promote and anticipate the future of the artistic crafts and to prepare it by creating the conditions that will sustain its long-term growth.

It is within the framework of this mission that the INMA is coordinating the European Artistic Crafts Days (EACD).

INMA is member of the World Crafts Council Europe

INMA – Viaduc des Arts – 23 avenue Daumesnil – 75012 PARIS. FRANCE

WWW.INSTITUT-METIERSDART.ORG
13th Edition of the European Artistic Crafts Days

Summary

The European Artistic Crafts Days 04
The Eacd in France 06
Local Signatures 07
Highlights 2019 09
Acknowledgements 15
Join the Eacd 16
THE EUROPEAN ARTISTIC CRAFTS DAYS

Created in 2002 upon the request of the French government in order to derive value from the country’s enormous intangible assets, the Artistic Crafts Days (Journées des métiers d’art) became the European Artistic Crafts Days in 2012. This initiative of the Institut National des Métiers d’Art has now become the first international event dedicated to crafts.

Each year in the early spring, crafts studios open their doors to the public and outdoor demonstrations are held with the participation of craftspeople, training schools and museums.

In France and 15 other European countries, this cultural, economic and tourism event brought together over 9 000 events from Paris to Berlin, Warsaw, Florence and Vilnius.

This year, the theme «Local signatures» was in the centre of this edition and aimed to highlight the richness and the promising future of European local crafts.

16 European countries participated to the EACD in 2019 : Austria, Belgium, Bulgaria, Croatia, France, Germany, Greece, Hungary, Ireland, Italy, Latvia, Lithuania, Poland, Portugal, Switzerland, United-Kingdom.

THE EUROPEAN DEVELOPMENT OF THE EACD

- 2002 : First edition of the EACD in France

Since 2012, the event has been extended to other European countries

- New participants in 2012 : Spain, Italy, Latvia, Switzerland
- New participants in 2013 : Germany, Belgium, Hungary, Portugal
- New participants in 2015 : Austria, Bulgaria, Lithuania, Luxembourg, Romania
- New participants in 2016 : Estonia, Greece, Poland, Netherlands, United-Kingdom
- New participants in 2018 : Danmark, Ireland
- New participants in 2019 : Croatia
WHAT IS IT ABOUT?
Publicising the arts and crafts and inviting the general public to meet passionate creative professionals.

HOW IS IT ORGANISED?
Opening of studios to the public, professional meetings, round tables, open days in training schools, special events in cultural and heritage sites, exhibitions, workshops, tours, etc.

WHO DOES PARTICIPATE?
Arts and crafts professionals.
Training schools, local governments, cultural and heritage institutions, consular chambers, associations, etc.

WHERE DOES IT TAKE PLACE?
In all the regions of France and 15 European countries.

WHO IS IT FOR?
All ages.

WHEN DOES IT TAKE PLACE?
Every year in the beginning of April
13th edition in 2019

HOW BIG IS IT?
1 000 000 visitors in France
9 000 events in Europe

Initiated and organised by:
The Institut National des Métiers d'Art (French Crafts Council)

Organised locally by:
Regional organisational committees of the EACD in France and the European partners of the EACD
THE EACD IN FRANCE

HIGH PATRONAGE OF MR. EMMANUEL MACRON, President of the French Republic
ALL THE MAINLAND REGIONS ARE PARTICIPATING

1 000 000 visitors

- 1 craft festival over 7 days
- 6166 events organised in France
- 67 Rendez-vous d’Exception
- 1060 special activities for children
- 64 training schools participating
- 10200 visitors to the INMA’s exhibition

Rendez-vous d’Exception, held for the second time, from 1 to 7 April : they have provided 2000 visitors with an opportunity to discover unique craftsmanship through private visits of venues exceptionnaly opened to the public, by appointment.

An exhibition named «Métiers d’art, signatures des territoires» (Local Signatures), from March 29th to April 21st at the Galerie des Gobelins of the Mobilier national in Paris : designed to promote the know how of 13 french regions such as stained glass from Loire, ceramic from Sèvres, porcelain of Limoges, tapestry of Aubusson... Selected craft professionnals were invited to present their work, techniques and mastery to the visitors.

Created 3 centuries ago, the Mobilier national is the oldest furniture depository in the world. The artisans of the 7 workshops - textiles, bronze and crystal, cabinet making, Joinery and three tapestry sections: murals, seats, and carpets are responsible for the storage and reparation of unique furniture and decorations used to decorate french castles, palaces, ministries and embassies.

GENERAL SATISFACTION

Public
- 96% satisfaction rate
- 78% intend to participate in 2020

Participants (professionnals...)
- 74% satisfaction rate
- 74% intend to participate in 2012

THE THREE DRIVING FORCES

Public
- 33% of the visitors come to discover crafts
- 22% to meet craftspeople

Participants
- 34% of companies generated sales

Public
- 66 % consider contracting craftspeople for future projects

Concrete economic benefits :

EFFECTIVE COMMUNICATION

6605 APPEARANCES

- 1380 digital articles
- 2810 press articles
- 1830 radio & TV appearances

THE EACD VISITOR’S PROFIL

Average age: 49
- 18 % came with children
- 68% of women

A SUSTAINABLE BUDGET

1 838 165 €

Regional subsidies
Communication
Production (exhibition, events...)
Wages, operating costs

Regional subsidies
Communication
Production (exhibition, events...)
Wages, operating costs

1830 radio & TV appearances
2810 press articles
1380 digital articles
1380 radio & TV appearances

**Local Signatures: A Must-See Exhibition in Paris**

This motto given to the 2019 EACD aims to:

- Promote crafts as local signatures
- Highlight the European genius embodied by crafts
- Foster and support contemporary crafts and innovation


Work of Emmanuel Barrios, Glass artisan, Maître d’art, based in Auvergne-Rhône-Alpes © Florent Mulot

Work of Jean Girel, Maître d’art, based in Bourgogne-Franche-Comté © Florent Mulot

First lady, Brigitte Macron, visiting the exhibition «Métiers d’art, signatures des territoires», Mobilier national, Paris © Florent Mulot

Work of designers Maurizio Galante and Tal Lancman, Île-de-France © Florent Mulot
Local signatures : 6,166 events in France

With more than 5,600 events in France, the EACD 2019 offered a rich panorama of crafts in France.

67 rendez-vous d’exception : discover the backstage of famous institutions

In Toulouse, more than 5,000 people participated in a special visit tour in the city, organised by a crafts professionals : exhibitions, workshops, meetings, galleries, students of training centers presenting their work... An original way to discover the city center !

Known all over the world for its famous castles and architecture, the region Centre-Val de Loire is also a region with a strong craft tradition, specially in textile finishing, gilding, lace, restoration of old planes and creation of head-jewels...

The restoration studios of Louvre Museum opened exceptionally their doors for a Rendez-vous d’exception, a free private visit. A few scholars had the chance to visit and to discover the backstage of this unique Museum, and to discuss with the craftsmen and women who work there.

The restoration studios of the Parisian railway company opened to the public for the EACD. The visitors discovered that crafts are also part of the subway.
The EACD are a unique opportunity to exhibit European craft masterpieces. Some specific exhibitions are organized and others are linked to the event.

Exhibition «Andalusian crafts» at the Council of Andalucia, SPAIN © Junta de Andalucia

The National Design & Craft Gallery & Kilkenny Castle (Ireland) hosted the exhibition «Monumentality / Fragility EUROPEAN PRIZE FOR APPLIED ARTS» during European Artistic Craft Days from the 1st to 7th April 2019. This exhibition highlights new work by 74 of the most skilled, creative applied artists from across the continent and brings together both artworks and makers to explore parallels in their approaches, thinking and techniques.

Exhibition «Monumentality / Fragility European Prize for Applied Arts» IRELAND © DCOOI

The exhibition Doppia Firma, entitled «A dialogue between design and artisanal excellence», presented by the Michelangelo Foundation, a project by Fondazione Cologni dei Mestieri d’Arte and Living Corriere Della Sera, was once again linked to the EACD.

In the framework of the EACD, the exhibition «Esencia Artesana», in the Historic School of Commerce of Gijon, presented the work of local craftsmen from Asturias region. A lot of workshops and hands on activities were organized around the artworks thanks to the participation of professionals from Asociacion Mercado Artesano y Ecologico and of the Sindicato de Artesanos de Asturias.

Exhibition «Esencia Artesana», SPAIN © Mercado Artesano y Ecologico
TRAINING THE NEXT GENERATION

Passing on craft skills and know-how to the next generation is a priority to ensure the vitality and the renewal of European crafts.

Glass workshop for 6 students of the Academy of Fine Arts of Zagreb, CROATIA, by artist Ivanka Pasalic © Ivona Kocica

Croatia participated for the first time in the EACD, thanks to the involvement of Association «Stakleni Svijet» (The glass world) and the glass artisan Ivanka Pasalic.

Discovery of craft traditional techniques such as basketry, Gijon, SPAIN © Mercado Artesano y Ecológico

More than 160 people participated to the 8 workshops dedicated to highschool students, with the purpose of reconnecting youth to craft heritage and traditional knowledge and techniques.

Block printing workshop for children, in National Design & Craft Gallery, IRELAND © DCCG

Children’s workshop at Spazio NOTA, Firenze, ITALY © NOTA
STUDIOS AT THE HEART OF THE EACD

Craft professionals are the beating heart of this festival, allowing the public to discover their secret world of creation, hard labour and perfection.

The Covet Foundation participated for the first time in the EACD 2019. Covet Town, gathering top level Portuguese craft companies in Gondomar, Portugal, welcomed the visitors to present traditional Portuguese arts of marquetry, painting, wood carving, metal chiseling...

Weaving studio, Ioannina, GREECE © Eleni Pagkriotou

Woodworking workshop, LATVIA © Latvian National Centre for Culture - Reins Olins

Instrument maker specialized in amber works, of the company «Amber», Berlin, LITHUANIA © I. Sakalauskiene

More than 30 events have been organized by 15 workshops-galleries, all members of the «Vilnius Municipal Crafts» program. Cities of Trakai and Kaunas also participated to the EACD 2019.

The EACD in Greece, initiated by the Municipality of Zagori have grown consistently. Since the first participation in 2015, 9 partners - foundations, museums, national parks, local associations, training centers and municipalities - have joined the EACD in the Epirus region. Open door days of 23 studios were also a unique opportunity for the public to discover local crafts.
In Berlin, 200 craftsmen opened the doors of their studios to show their know-how and skills. In Germany, all in all, 500 events have been coordinated by the Chambers of Trade of Berlin, Brandenburg, Chemnitz, Dresden, Hannover, Leipzig, and Rheinland Pfalz.

ORIGINAL SHOWS AND OPENINGS

Shows, inauguration of exhibitions, opening events are a unique opportunity to rally political support and to raise awareness on the event.

An opening event was organized by the Chamber of Commerce of Wien at the House for Fashion and Clothing Design, gathered 8 craft companies from the capital for demonstration and discussion with the 100 invited guests (political figures, craft professionals, partners...).
2800 craft enthusiasts visited the exhibition presenting the work of more than 40 craftsmen from the capital.

The inauguration of the exhibition launched the EACD in Berlin, gathering 300 people.

**INVolving STRATEGIC PARTNERS**

Training centers, museums, local associations are key partners to highlight the variety and perspectives of craft trades.

Various museums, schools, and manufactures participated to the EACD in Switzerland, completing the activities organized by craftsmen. All in all, 200 venues offered an opportunity to discover the richness of Swiss crafts to the 16000 visitors, from April 5th to 7th. Activities were supervised by the canton of Geneva, Vaud, Neuchâtel, Tessin, and for the first time by the canton of Berne.
GETTING SUPPORT

Some partners got the support of prestigious institutions or celebrities, in order to promote the event.

For example, the EACD in Austria have been organized for the second time under the patronage of the Austrian UNESCO Commission.

In Berlin, Mrs Büdenbender, First Lady of the Federal Republic of Germany, patronized again the EACD.

For the first time since the creation of the EACD, the President of the French Republic patronized the event.

A COMMON VISUAL IDENTITY THROUGHOUT EUROPE

Every partner of the EACD is invited to use the communication tools provided by INMA in order to communicate broadly on their program according to a unique visual identity, to strengthen the European dimension of the event.

GETTING SUPPORT

Getting support or patronage from the government or political figures may increase the visibility of the event and help to get financial support.
ACKNOWLEDGEMENTS

The Institut National des Métiers d’Art, organiser of the EACD, would like to thank:

THE EUROPEAN PARTNERS

**AUSTRIA**: Wirtschaftskammer Wien

**BELGIUM**: Province du Brabant-Wallon, Province du Hainaut, Province de Liège, Province du Luxembourg, Province de Namur

**BULGARIA**: RAM Central Stara Planina

**CROATIA**: Association «Stakleni Svijet» and Artist Ivanka Pasalic

**DENMARK**: DKoD - Danish Crafts & Design Association

**GERMANY**: Handwerkskammer: Berlin, Chemnitz, Cottbus, Dresden, Frankfurt an der Oder, Hannover, Leipzig, Postdam

**GREECE**: ANEZ, Piraeus Bank Group Cultural Foundation - PIOP

**HUNGARY**: Népművészeti Egyesületek Szövetsége

**IRELAND**: DCOCOI - Design & Crafts Council Ireland

**ITALY**: Milan: Fondazione Cologni dei Mestieri d’Arte; Sardinia: Centro Artimanos, Tuscany: Artex - Centro per l’Artigianato Artistico e Tradizionale della Toscana; Veneto: Fondo Plastico - Artigianato tradizionale & Contemporaneo d’Eccellenza

**LATVIA**: Latvijas Nacionālais kultūras centrs

**LITHUANIA**: Vilniaus senamiesčio atnaujinimo agentūra; Vilniaus dailiųjų amatų asociacija, Museum of Applied Arts and Design of Vilnius

**POLAND**: Praga Museum of Warsaw

**PORTUGAL**: Azores: Centro Regional de Apoio ao Artesanato; Lisbon: Fundação Ricardo do Espírito Santo Silva; Porto: Covet Foundation

**SPAIN**: Fundesarte - EOI – Escuela de Organización Industrial

**SWITZERLAND**: Ville et Canton de Genève; Canton de Berne, de Vaud, de Neuchâtel, et du Tessin

**UNITED KINGDOM**: Crafts Council

FRENCH PARTNERS

**MINISTÈRE DE L’ÉCONOMIE ET DES FINANCES**

**MINISTÈRE DE LA CULTURE**

NATIONAL PARTNERS

ORGANISATIONAL AND REGIONAL PARTNERS

- State offices
- The Regional Missions for the Arts and Crafts of the Regional Councils
- All the Chambers of Trades and Crafts
JOIN THE EACD!

WHY SHOULD I PARTICIPATE?

▷ To promote the arts and crafts in your country or region by promoting the professionals in this sector.

▷ To attract the attention of the general public for this sector at the heart of our society and demonstrate its economic and cultural importance.

▷ To preserve and transmit rare knowledge and publicise the training courses available.

▷ To take part in a recognised European event that has international visibility.

HOW CAN I PARTICIPATE?

▷ Any local administrative body, state, consular chamber, cultural institution or association that wishes to take part in the EACD must submit an application to the National Institute of Arts and Crafts (INMA) in France.

▷ In order to be accepted, the entity must comply with the charter of values and principles of the EACD:

    ▷ To enable the general public to learn about crafts by organising open days at professional studios, training schools, exhibitions or other events, etc.

    ▷ It must clearly show that these events are organised within the framework of the EACD, which is a European-wide event initiated and organised by the INMA (use the logo of the EACD translated into the language of the country, comply with a common visual identity, etc.).

    ▷ The events organised must be free of charge, as much as possible.

    ▷ Comply with the dates and annual themes of the EACD announced by the INMA.

Contact : anghel@inma-france.org
+33 1 55 78 85 86

This report has been made by the Institut National des Métiers d’Art in May 2019.
All rights reserved © Institut National des Métiers d’Art
WWW.JOURNEESDESMETIERSDART.FR

The European Artistic Crafts Days are organised
by the Institut National des Métiers d'Art

Viaduc des Arts,
23, avenue Daumesnil
75012 Paris
FRANCE
Tél: +33 1 55 78 85 86

www.institut-metiersdart.org
info@inma-france.org