THE EUROPEAN ARTISTIC CRAFTS DAYS

12th EDITION

« HANDING DOWN TOMORROW’S HERITAGE »
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).

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12th Edition of the European Artistic Crafts Days

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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 and training schools.

In France and 16 other European countries, this cultural, economic and tourism event brings together over 10,000 events from Paris to Berlin, Warsaw, Florence and Vilnius.

This year, the theme «Handing down tomorrow’s heritage» was in the centre of this edition and aimed to highlight the richness and the promising future of arts and crafts, through the transmission of know-how.

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 2016: Austria, Bulgaria, Lithuania, Luxembourg, Romania
- New participants in 2018: Estonia, Greece, Poland, Netherlands, United Kingdom
- New participants in 2018: Denmark, Ireland
OVERVIEW OF THE EACD

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 16 European countries.

WHO IS IT FOR?
All ages.

WHEN DOES IT TAKE PLACE?
Every year in the beginning of April
12th edition in 2018

HOW BIG IS IT?
1 300 000 visitors in France
10 000 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
ALL THE MAINLAND REGIONS ARE PARTICIPATING
+ 1 OVERSEAS TERRITORY
1 300,000 visitors

- 1 craft festival over 6 days
- 8,500 events organised in France
- 100 Rendez-vous d’Exception
- 1,470 special activities for children
- 55 tours
- 130 training schools participating

**Rendez-vous d’Exception**, held for the first time, from 3 to 8 April: they have provided 2,000 visitors with an opportunity to discover unique craftsmanship through private visits of venues exceptionnally opened to the public, by appointment.

An **exhibition and event** named «futurs en transmission» (Handing down tomorrow’s heritage), from 4 to 22 April at the Musée des Arts et Métiers, in Paris: designed to promote interactivity, this event was at the crossroads of an installation and performance, and presented the results of work carried out by design and craft students from the Ecole Nationale Supérieure des Arts Appliqués et des Métiers d’Art, the Ecole Boulle, the Ecole Duperré, the Ecole Estienne, and the Ensad), who were given the opportunity to immerse themselves in the museum’s reserve collection and conceive the objects and skills of the future by drawing inspiration from past sciences and techniques.

**General satisfaction**

**Public**
- 98.76% satisfaction rate
- 82% intend to participate in 2019

**Participants (professionnals...)**
- 71% satisfaction rate
- 72% intend to participate in 2019

**Concrete economic benefits:**

**Participants**
- 61% had press coverage
- 44% of companies generated sales

**Public**
- 65% consider contracting craftspeople for future projects

**The three driving forces**

**Public**
- 33% of the visitors come to discover crafts
- 25% to meet craftspeople
- 18% for demonstrations

**Effective communication**

**5,452 appearances**

- 1,838 digital articles
- 2,672 press articles
- 942 radio & TV appearances

**THE EACD VISITOR’S PROFILE**

- Average age: 49
- 69% of women
- 22% came with children
- Regional subsidies
- Communication

**A sustainable budget**

1,000,000 €

- Production (exhibition, events...)
- Wages, operating costs
- Communication
- Regional subsidies
HANDING DOWN TOMORROW’S HERITAGE

This motto given to the 2018 EACD aims to

> Send a strong message to the younger generation, putting forward links between traditional skills and new technologies, the use of digital technologies to explain arts and crafts...
> Raise young people’s awareness for and claim for an education based on the contact with materials and the discovery of skills.
> Foster and support projects that associate schools, using new customised processes and innovative ways of passing on skills and knowledge, such as collaborative workshops, virtual reality devices, games and fables.
EUROPEAN HIGHLIGHTS 2018

EXHIBITIONS

Exhibition «Fusion» at the Glass Museum of Calooroon (MAVA), Madrid, SPAIN © EOI.

Exhibition of the works of two craftsmen in artist residency in Terceira Island, Azores, PORTUGAL © SA - Fermenta.

The exhibition will be presented in Lisbon at the International Crafts Fair (FIA), in June 2018.

Permanent exhibition, Museum of Applied Arts and Design, Vilnius, LITHUANIA © LDM


Exhibition «Transformation» at the Museum of Decorative Arts, Berlin, GERMANY © HWK Berlin

All in all, 356 activities have been organized in Spain. Andalusia, Madrid and Castile are the leading regions in number of activities.

The exhibition «Transformation» showcases the work of craftsmen from Paris and Berlin, created in partnership with the Chamber of craft trades from both cities.

Another exhibition, «Echt-Modern craft» was hosted at the Elisabeth Palace, Berlin, where 40 craftsmen presented their work.
In Florence (ITALY) workshops of engraving, ceramic, cabinet making, textile... were supervised by craftsmen working in the newly renovated Conventino Monastery.
68 craft professionnals participated around Leipzig for the first time this year.

In Switzerland, 13,000 visitors benefited from the various activities organized by 350 craftspeople, 9 training centers, 9 museums, 7 theaters, 1 opera. The EACD took place in the canton of Geneva, Vaud, Jura, and for the first time in the canton of Valais and of Ticino.
The EACD in Latvia took place in more than 100 sites (castles, churches, cultural centers, workshops, open air museums...)

12 studio-galleries - members of Vilnius Municipal Crafts’ Programme took part in the EACD in Lithuania. All in all, 28 events and 5 exhibitions were organized.
ORGANIZING INTENSIVE WORKSHOPS

Various workshops have been organized in Greece over several days. For instance, a 5 days workshop was given to learn traditional weaving techniques.

In Ireland, workshops were given by 2 of the recent graduates from DCCOI’s Jewellery and Goldsmithing Skills & Design Course.

Participants of the EACD in Ireland were also given a tour of master goldsmith Rudolf Heltzel’s spectacular exhibition «Rudolf Heltzel: In precious Metal».

The Piraeus Bank Group Cultural Foundation (PIOP), participated for the 1st time in the EACD through various activities in 4 museums of its network: the Silversmithing Museum of Ioannina, the Chios Mastic Museum, the Open-Air water power Museum in Dimitsana, and the environmental Museum in Stymphalia.

ORIGINAL SHOWS AND OPENINGS

This opening gathered more than 100 people from the economic, cultural, political and craft sector.
Craftspeople usually working in isolated and small workshops were invited to present their work in the building of the Chamber of Commerce, Vienna.

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 this year under the patronage of the Austrian UNESCO Commission. Furthermore, the Minister of Culture has announced his support to the event for the next edition.

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

In the Venetian province, the regional coordinator has been awarded by the label of the European Year of Cultural Heritage (EYCH 2018), for the documentary «Giovani Maestri», made during the EACD.

Ireland also participated in the EACD this year, as part of the EYCH 2018, to highlight the Irish living heritage and learn about the ancient craft of silversmithing.

PROMOTE THE EACD DURING INTERNATIONAL

The Zentralverband des Deutschen Handwerks-ZDH (German Association of Chambers of Trades) and the Institut National des Métiers d'Art (INMA) presented and promoted the EACD at the International Crafts Fair of Munich-(IHM), in March 2018.
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

**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

**HUNGARY**: Népművészeti Egyesületék Szövetsége

**IRELAND**: DCCOI - 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 cenrs

**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

**SPAIN**: Fundesarte - Fundación Española para la Innovación de la Artesania & EOI – Escuela de Organización Industrial

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

**UNITED KINGDOM**: Crafts Council

FRENCH PARTNERS

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.

NEXT EDITION OF THE EACD

1ST-7TH OF APRIL 2019

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This report has been made by the Institut National des Métiers d’Art in May 2018.
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The European Artistic Crafts Days are organised by the Institut National des Métiers d’Art

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