

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

Photo INMA 2015 @ Florent Mulot

13TH 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, 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

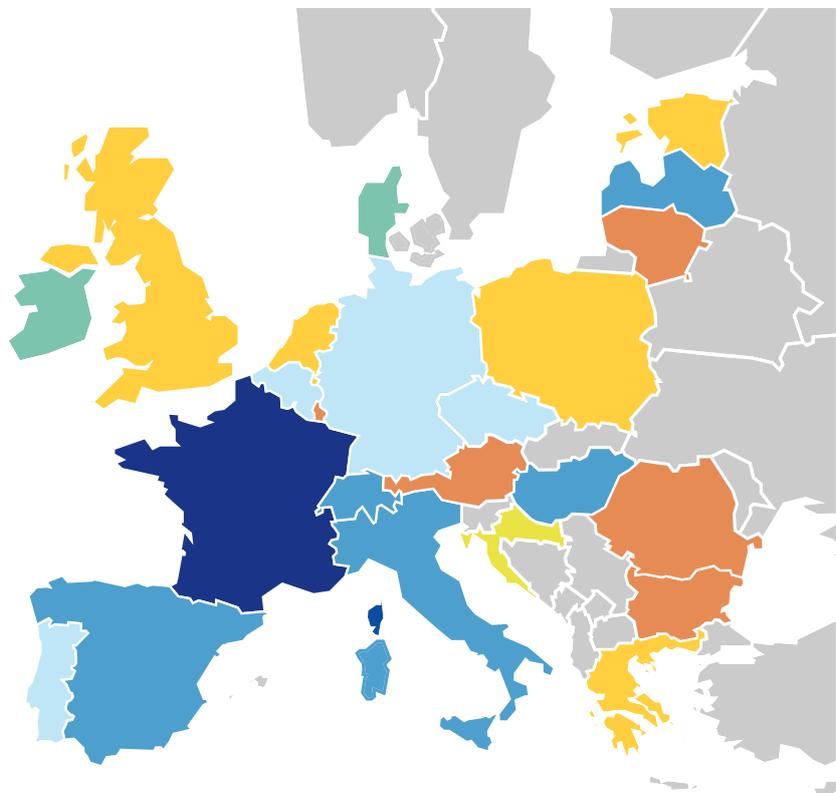
● New participants in 2013 : Germany, Belgium, Hungary, Portugal

● New participants in 2015 : Austria, Bulgaria, Lithuania, Luxembourg, Romania

● New participants in 2016 : Estonia, Greece, Poland, Netherlands, United-Kingdom

● New participants in 2018 : Denmark, Ireland

● New participants in 2019 : Croatia



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 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

GENERAL SATISFACTION

Public

- > 95% satisfaction rate
- > 78% intend to participate in 2020

Participants (professionals...)

- > 74% satisfaction rate
- > 74% intend to participate in 2012

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 staigned 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.

THE THREE DRIVING FORCES

Public

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

CONCRETE ECONOMIC BENEFITS :

Participants

- > 34% of companies generated sales

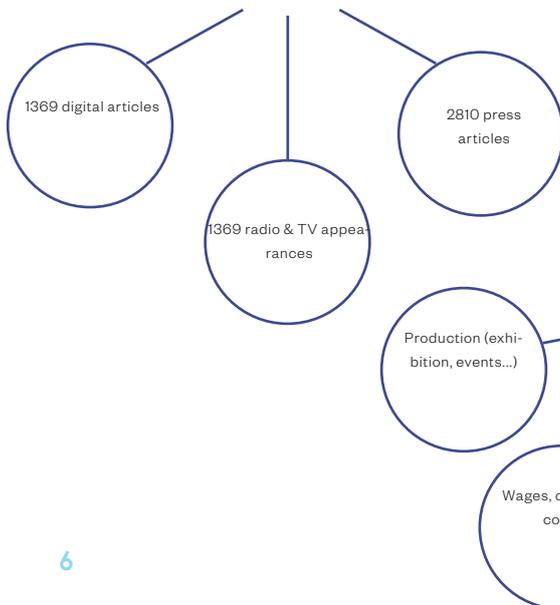
Public

- > 56 % consider contracting craftspeople for future projects

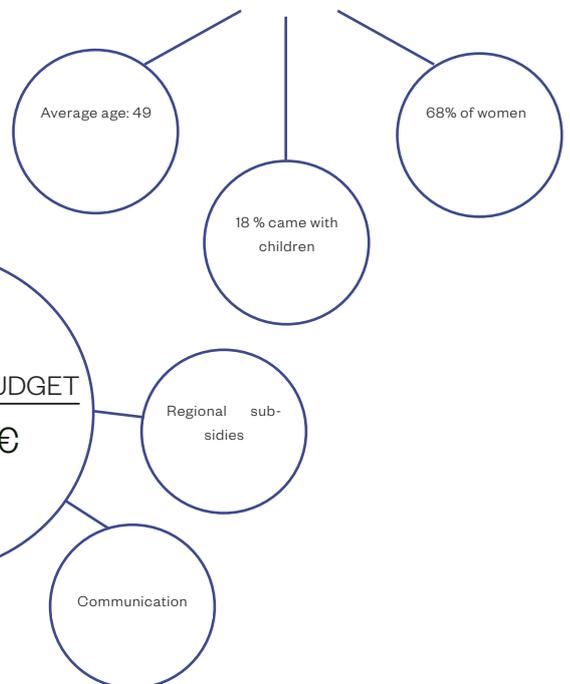
EFFECTIVE COMMUNICATION



6605 APPEARANCES



THE EACD VISITOR'S PROFIL



A SUSTAINABLE BUDGET

1 838 165 €

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 «Chantiers du Guip» based in Brittany, exhibition «Métiers d'art : signatures des territoires», Mobilier national, Paris © 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 Emmanuel Barrois, Glass artisan, Maître d'art, based in Auvergne-Rhône-Alpes © 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.



Tipi Atelier, Glassblower, Toulouse © Augustin Détienne

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 !



Gilder, Tours © Florent Mulot

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...

67 RENDEZ-VOUS D'EXCEPTION : DISCOVER THE BACKSTAGE OF FAMOUS INSTITUTIONS



Restoration studios, Louvre Museum © INMA

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.



RATP Maintenance and restoration studios © INMA

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.

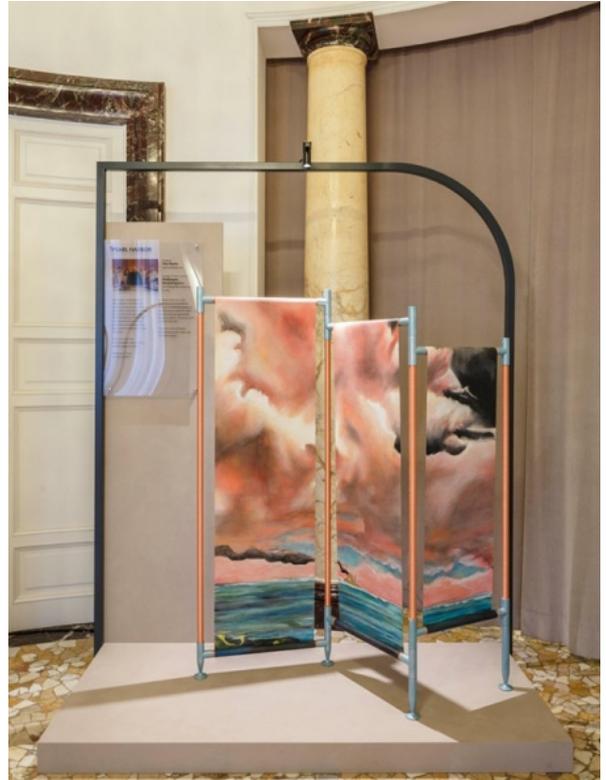
EUROPEAN HIGHLIGHTS 2019

EXHIBITIONS

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 Andalucía, SPAIN © Junta de Andalucía



Handpainted canvas dressing, by designer Vito Nesta and craftsmen of Wallpaper Sanpatriignano, exhibition «Doppia Firma», Milan, ITALY © Luca Rotondo

The Design & Crafts Council of Ireland in partnership with the Office of Public Works are pleased to invite you to the

EUROPEAN PRIZE FOR APPLIED ARTS

Monumentality / Fragility

SAT 09.02.19

14:00 Materiality & Process exhibitor talks in the Parade Tower, Kilkenny Castle
 16:00 Exhibition preview at Kilkenny Castle
 17:30 Launch at the National Design & Craft Gallery with Guest Speaker Gaëlle Cornut, Director of BeCraft

RSVP: ndcg.eventbrite.com

Exhibition continues until 23.06.19
 EUROPEAN PRIZE FOR APPLIED ARTS is produced by BeCraft, Belgium

Image: Caroline Schofield, Stitched Drawing 2018. Photographer: Evelyn McNamara

<p>National Design & Craft Gallery Castle Yard, Kilkenny ndcg.ie 056 779 6147 info@ndcg.ie @NDCGallery</p>	<p>Kilkenny Castle The Parade, Kilkenny kilkennycastle.ie 056 770 4100 bookings@kilkennycastle.ie @kilkennycastle</p>	<p>DCI Design & Crafts Ireland</p> <p>NATIONAL DESIGN & CRAFT GALLERY</p> <p>OPW Office of Public Works</p> <p>World Crafts Council Europe</p> <p>BeCraft</p>
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Exhibition «Monumentality / Fragility European Prize for Applied Arts» IRELAND © DCCOI

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.

In the framework of the EACD, the exhibition «Esencia Artesana», in the Historic School of Commerce of Gijón, 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 Asociación Mercado Artesano y Ecológico and of the Sindicato de Artesanos de Asturias.



Exhibition «Esencia Artesana», SPAIN © Mercado Artesano y Ecológico

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.



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



Children's workshop at Spazio NOTA, Firenze, ITALY © NOTA

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.



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

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



Mr Ferreira painting azulejo, PORTUGAL © Covet Foundation

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...



Woodworking workshop, LATVIA © Latvian National Centre for Culture - Reinis 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.



Weaving studio, Ioannina, GREECE © Eleni Pagkratiou

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.



Studio of Eva Berger Mubi, Stained glass worker, AUSTRIA © Forum Goldschmiede - Charlotte Schwarz



Hofschmiede Dalhem Studio, GERMANY © Handwerkskammer Berlin



Studio of Lucas Bessard, cabinet maker specialized in ski making, Vaud, SWITZERLAND ©Murielle Antille

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



Bruno Berchtol «BB's Handcrafted Whips», leather artisan, at the opening event, AUSTRIA © Roland Zymunt



Astrid Unterberger, wood carver, at the opening event, AUSTRIA © Roland Zymunt

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...)



Exhibition «Echt, Modern Craft», organized in Berlin by AKBB, Berlin, GERMANY © Handwerkskammer Berlin

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

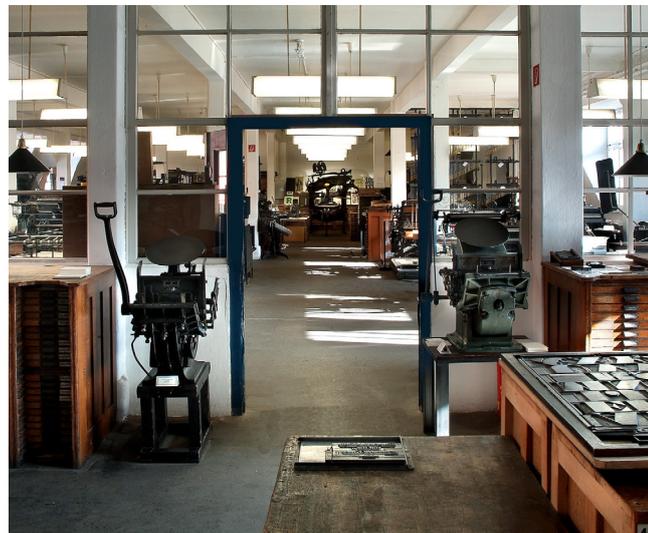


Open door days at the Clockmaking School of Geneva, SWITZERLAND © Ecole d'horlogerie de Genève

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.



Open door days at the Museum of Zoology, Lausanne, SWITZERLAND © Musée de Zoologie de Lausanne



Museum of the Printing Arts, Leipzig, GERMANY © Klaus-D. Sonntag



Marble Crafts Museum, Island of Tinos, GREECE
Bank Group Cultural Foundation - Christos Galazioz



Conference and career advice by Zaharias Polymenakos (Creative bizlab) dedicated to e-commerce, at the Rooftile and Brickworks Museum N.&S. Tsalapatas, GREECE © Piraeus Bank Group Cultural Foundation

Piraeus Bank Group Cultural Foundation (PIOP) participated in the EACD for the second time, through his national network of museums, promoting greek craft trades and heritage : woodcarving exhibition at the Open-Air Water Museum, demonstration of dyeing process at the Silk Museum, workshop at the Museum of Marble Crafts...

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.



Program of the EACD in Ioannina, GREECE



Banner for an exhibition in Girona, SPAIN



EACD program in Bulgaria, BULGARIA

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

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 Bündenbender, 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.



Under the High Patronage of
Mr Emmanuel MACRON
President of the French Republic

European
Artistic Crafts
Days 2019



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 : 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 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

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

I 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

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*This report has been made by the Institut National des Métiers d'Art in May 2019.
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WWW.JOURNEESDESMETIERSDART.FR

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