



EUROPEAN ARTISTIC CRAFTS DAYS 2023 EDITION REPORT

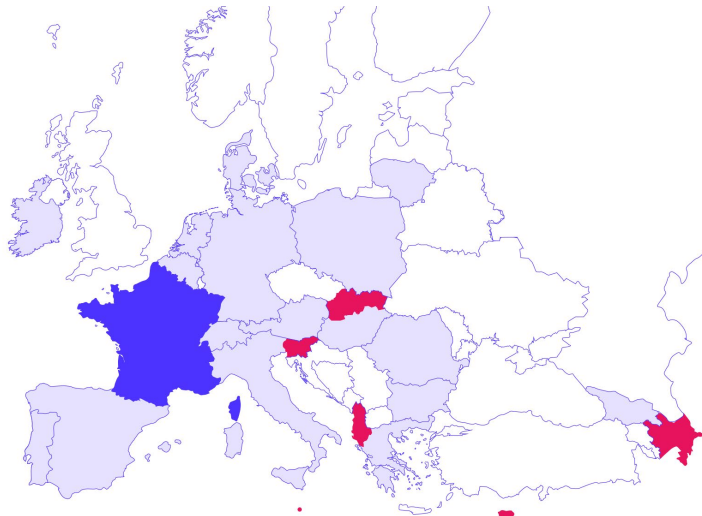


INSTITUT
NATIONAL
MÉTIER
D'ART

A GROWING EVENT

The European Artistic Crafts Days are the major international event dedicated to artistic crafts and living heritage. From urban to rural and outlying areas, from historic monuments to small workshops, training establishments, museums and factories, the EACD showcase all those involved in the artistic crafts across Europe.

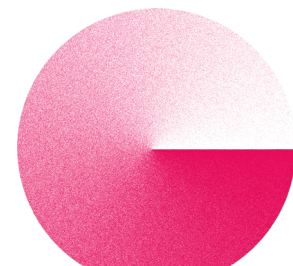
The event was created in France in 2002 and became European ten years later, which explains a discrepancy in global numbers of events, participants, etc. Each edition keeps on growing throughout Europe despite uneven budgets.



- 24 countries (6 new participants)
- 9 667 events
- 2,3 millions visitors
- 369 Exceptional Rendez-vous

A EUROPEAN EVENT INCREASING EVERY YEAR

- 24 countries (+9 / 2022), in which 37 partner institutions, were involved in the 2023 European Artistic Crafts Days.
 - > 6 of them are new participants.
- High satisfaction rate amongst the coordinating partners.
- A dedicated budget of €483,066 across Europe +19%
 - > €1,935,294 with France combined
 - > €20,000 allocated by the World Craft Council Europe as part of the European project Crafting Europe: 40 subventions of €500 were given to applicants organising EACD events in 14 countries (10 of them being from Spain)
- 1 963 events across Europe +33%
 - > 9 667 with France combined
- 2 120 artistic crafts professionals involved across Europe +13%
 - > 8 566 with France combined
- 55 of these events were Exceptional Rendez-vous (3 in 2022)
 - > 369 with France combined
- At least 114,588 visitors +58%
 - > 2,3 millions visitors with France combined
 - and 1,007,154 digital visits



AN EVENT TO CELEBRATE ARTISTIC CRAFTS



"Every year, we increase our efforts to publicise and develop the European Artistic Crafts Days, in order to celebrate, promote and encourage the skills and know-how of professionals, and thereby win over the general public and national and international decision-makers to the vital issue of safeguarding and developing these professions."

Luc Lesénécal, President of the French Savoir-Faire Institute (Institut National des Métiers d'Art)



"The workshop/event was a small one as this was our first attempt to participate to the EACD. But we had a great time that could make a solid base for safeguarding a unique, dying out craft technique."

Andrea Orelova, Project Manager, The Centre for Folk Art Production, Bratislava, Slovakia

"It is apparent that EACD activity through the years is increasing and getting more awareness as well as activity. The EACD helped us tighten the bonds that we have with local and regional craft studios and attract people from all walks of life engage in craft making and discover their talents in some of the mediums. This brings us a lot of joy and hope. We hope for further connections!"

Lika Imerlishvili, Coordinator at the Georgian Arts and Culture Center.



ARTISTIC CRAFTS, AT THE CORE OF OUR SOCIETY

Without our realising it, artistic crafts and living heritage are all around us, at the heart of our daily lives and habits. At the centre of towns and landscapes they helped to forge, they create works that are part of our immediate horizon. On the paving stones we walk on, on the street names we read, in the decoration we dream of and in the ornaments we adorn ourselves

with, artistic crafts mingle and intertwine, omnipresent and discreet creators of the décor we inhabit. Actors of the heritage, of the tangible and of the imperceptible evolution of aesthetic trends, artistic crafts and living heritage professionals magnify and reinvent day after day ancestral techniques in order to offer them to the greatest number of people. Elevating materials within the workshops, they poetize reality into objects that enrich our lives.

These professionals, working under our eyes, must be recognised for what they are: invaluable, full of life, within reach. Opening the door of the workshop and discovering the day of the professional is immersing oneself in an extraordinary world, but it is also and above all to understand the closeness and the gentle simplicity of a rich and shimmering heritage. It is to meet authentic personalities, to look at their tools, to touch their ideas and their creativity. Privileged moment of sharing and openness, this discovery is a source of wonder and new perspectives for everyone.

THE EUROPEAN ARTISTIC CRAFTS DAYS

The Artistic Crafts Days (*Journées des métiers d'art*) were created in 2002, upon the request of the French government. They became the European Artistic Crafts Days (EACD) in 2012 and have been held in 24 different countries at best. They were launched by the French Savoir-Faire Institute (Institut National des Métiers d'Art (INMA)) and have become the first international event dedicated to crafts.

They take place every year during the beginning of spring. Craft studios open their doors to the public and outdoor demonstrations are held by craftspeople, training schools and museums.

The EACD are organized thanks to the continuous work of local entities, coordinating institutions and organisations, chambers of commerce, crafts chambers, municipalities, etc. Various partners are involved in the territorial coordination throughout Europe.



- 1: Exceptional Rendez-vous at Cartier shop in Copenhagen, Denmark
- 2: Family visiting a training school in Montreuil, France
- 3: EACD visual in Italian



- 1: 2023 EACD poster in Hungarian
- 2: Stool maker in Hungary
- 3: Glass exhibition by Katarzyna Krej and Natalia Komorowska in Wrocław, Poland
- 4: Dyeing workshop at Atelier Sem Forma in Porto, Portugal
- 5: Weaving workshop in Vilnius, Lithuania
- 6: Igrika, workshop in textile stamping, Tbilisi, Georgia

"ELEVATE THE EVERYDAY" DEPICTING THE OMNIPRESENCE OF CRAFTS

AN IMPORTANT MESSAGE

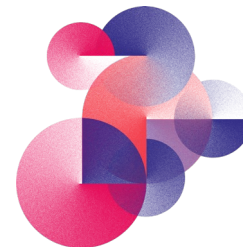
"Elevate the everyday" is a theme around the warm presence of artistic crafts in our daily life, in our interiors as in our urban landscapes. Their approachability, their richness and aesthetic appeal, within our grasps, have to be enhanced to allow the public to discover this inestimable patrimony.

A theme reminding the importance of artistic crafts in households and European society. At the centre of houses, of built heritage, worn on oneself, handicrafts brighten our everyday. They are all around us, within reach. They exalt our daily life through decorative arts or sustainable consumption; they invite the beautiful and the material to elevate each passing day.

A VISUAL GRAPHIC DESIGN TO ILLUSTRATE THE THEME

Each edition is an opportunity to create a unique, graphic identity linked to the theme of the edition. The visual is abstract, as the artistic crafts are complex to illustrate in their globality. This yearly identity then offers a variety of formats, printable and digital.

Around the theme of "Elevate the Everyday", the identity is an illustration combining sparkle, illumination, the passing of time, the heritage in transmission and the recurrence of crafts in everyday life.



2023 EACD poster in French,
Design by Breakfast Included

IN SUMMARY

- 18 Spanish regions involved [Consistent](#)
- 472 events and professionals [+13% / 2022](#)
- 45 Exceptional Rendez-vous ([0 in 2022](#))
- €14,562 engaged in communication (Fundesarte)
- 103 press mentions in Spain
- 1 advertising in La Vanguardia (€1,000 grant to INMA from the World Craft Council Europe)
- 10 Spanish events supported by a €500 grant from the World Craft Council Europe
- 1 "Country leaflet" in Spanish, English and French.



- 1: Carmen17 costume workshop at the Maria Guerrero Theatre
- 2: "Esencia Artesana" tour in Asturias region
- 3: Residence of the Spanish Ambassador in Paris



SPAIN UNDER FOCUS

The EACD are dedicated to celebrating the breadth of know-how across Europe, and every year they showcase a participating country by highlighting its craft professionals and its tangible and intangible cultural heritage.

AN IBERIAN EDITION

Los Días Europeos de la Artesanía are coordinated in Spain by two institutions working together and with regional support, Fundesarte and Oficio y Arte. Rich of territorial know-how that evokes high tradition while innovating, Spain crafts cover 125 000 workers in 40 000 enterprises. Spain is the third biggest participant of the EACD, after France and Germany.

The INMA and Fundesarte (institution dedicated to promoting crafts, under the scope of the School of Industrial Organisation (EOI), an entity linked to the Spanish Ministry of Industry, Trade and Tourism) worked together to solicit Franco-Spanish partners and institutions to offer an enhanced, original and attractive programme. As a result, the number of professionals and cultural institutions taking part in the Spanish EACD rose to 472 events, including 45 "Exceptional Rendez-vous".

LOS ENCUENTROS SINGULARES

The Spanish programme proposed its first "Exceptional Rendez-vous" (*Encuentros singulares*), which are special times for discovering crafts and meeting professionals, in exceptional and heritage sites that are usually not or rarely open to the public. The INMA and the Spanish coordinators worked to ensure the participation of emblematic Spanish architectural and cultural heritage sites, as well as Franco-Spanish institutions. As a result, a strong programme of events was planned, showcasing to the general public the wealth of artistic crafts and living heritage. These Exceptional Rendez-vous were an opportunity to (re)consider the influence of artistic crafts in Spanish heritage.

About forty places opened their doors for the occasion, such as :

- The Alhambra in Granada
- The María Guerrero Theatre and its Carmen17 costume workshop in Madrid
- The Basque BioDesign Centre and its material library in Vizcaya
- The Basilica of La Asunción de Nuestra Señora de Colmenar Viejo in Madrid
- The "Esencia Artesana" tour in Asturias region
- The Casa de Velázquez in Madrid
- The French collective Gure Arte in the border towns of Valcarlos and Arneguy
- The Asturias Historical Archive in Oviedo
- The church of San Nicolás de Bari in Avilés
- The Asturias Fine Arts Museum in Oviedo
- The Cartier boutique in Barcelona
- The Residence of the Spanish Ambassador in Paris

SPAIN UNDER FOCUS



"We are very positive about this years' edition. It has been the edition with the highest number of activities in Spain since its launching in 2012.

That shows the interest of organisations, associations, and craftspeople in general to celebrate those craft days and create activities in order to attract public to the crafts sector. We have seen an increasing interest in participating in the EACD which can be attributed to the increasing popularity of the EACD in Spain.

I think that thanks to be the highlighted country we had more visibility and organisations who normally are not interested in participated, they did. I think it was also good for Spanish workshops because they realize about the importance of this event in a European level."

Sylvia Martin Delgado, national Spanish coordinator from Fundesarte



- 1: Casa de Velázquez in Madrid
- 2: Carmen17 costume workshop at the María Guerrero Theatre
- 3: "Esencia Artesana" tour in Asturias region

WORKING HAND IN HAND

Dedicated communication

The highlight is done through a dedicated and reinforced communication campaign. This focus is announced in the language elements, press releases and press kit, news and banners on the French and Spanish JEMA websites, and so on. Media buyings have been made by Fundesarte and INMA to promote Spanish focus as much as possible.

Putting together a high-quality Franco-Spanish programme

Awareness-raising letters were sent to solicit the support of numerous key institutions and networks in France and Spain (the King of Spain, embassies, Institut français, Instituto Cervantes, chambers of commerce, Centre Pompidou Malaga, Casa de Velazquez, etc.). About forty heritage and cultural places were also solicited to set up Exceptional Rendez-vous events.

Impact of the European network

The World Craft Council Europe (WCCE) support has also led to various forms of support for European communications.

- The association's members were informed about the 2023 edition of the European Artistic Crafts Days and its Spanish focus.
- A grant of €1,000, awarded to the INMA by the WCCE as part of the European Crafting Europe project, enabled the purchase of a space on the Spanish digital media La Vanguardia, linking to the Spanish EACD website (www.diasdelartesaniamedia.es). Activated during the week of the EACD, this GIF-format insert generated 572,139 impressions and 1,168 clicks.
- 10 grants of €500 were awarded to Spanish participants by the World Craft Council Europe to help them set up their event.

Strong involvement of the Spanish national coordination

Fundesarte seized the highlight as a real opportunity to develop the programme and mobilise new participants for the Spanish EACD. This major commitment led to some great events being held, and to new long-term partners being brought on board for future editions. A strategic communications campaign has been put in place to promote these first-time participants (interview with craftspeople in a podcast, video promoting the Exceptional Rendez-vous, posters, etc.).

MAPPING THE SECTOR

For the second time, the highlight of a European country gives a great opportunity to map data on the artistic crafts and living heritage sector abroad. A "Country Leaflet" has thus been produced, based on two Spanish studies provided by Fundesarte. It gives a summary analysis of artistic crafts in Spain and is available in French, Spanish and English. It is aimed at professionals, prescribers and institutions alike, and is designed to help them understand the realities of the Spanish craft sector.

SHOWCASING EUROPEAN HERITAGE

A growing European dynamic

European efforts to promote artistic crafts are paying off as the various local and regional coordinators take up the issue of preserving skills and intangible cultural heritage.

Each country organises the EACD according to its own resources and dedicated institutions. While some countries have national coordination, others work on a regional or territorial basis, while some only operate at a very local level. The disparity between the partners involved is a reflect of the spectrum of European policies dedicated or not to the craft sector.

The enthusiasm for 2023 EACD can be explained by a stabilised recovery after the Covid19 crisis, appropriate European projects and awareness-raising among counterpart institutions. The INMA has continued the structuring work begun in 2022:

- Soliciting counterpart structures and key networks (World Craft Council Europe, Institut français, etc.)
- Common dates for a strong European event
- Harmonisation of the theme and visual identity (adopted by 8 countries)
- Coordination agreements with 6 partners
- A country highlighted for the second time
- Exceptional Rendez-vous as a way of (re)considering artistic crafts as a means of promoting tangible and intangible heritage: 369 events organised, including 45 in Spain



"Thank you for this great opportunity. We're on holiday in Paris for a few days and today we did 4 visits that we found on the JEMA website. It's better than the Louvre! It's a great way to discover typical places and skills, and I look forward to taking part in the event in Germany next year."

Testimony from a German visitor in Paris

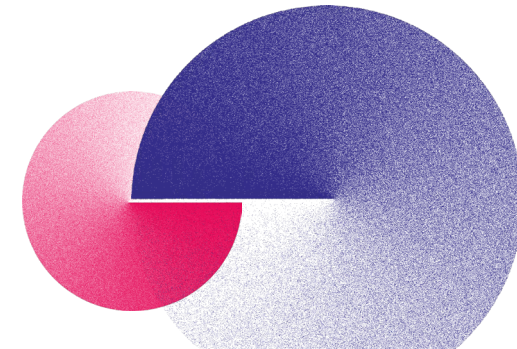
"I was thrilled to have the opportunity to meet the craftspeople in person."

"I really enjoyed seeing more of the artisanal side of the House; I knew it was part of its heritage but I didn't realise how integrated it is into the storytelling around the pieces and the boutiques."

Visitors at the Exceptional Rendez-vous in Cartier shops



- 1: Weaving workshop in Hungary
- 2: Class workshop at the Troyan Museum, Bulgaria
- 3: Exceptional Rendez-vous at the Cartier shop in Barcelona



SHOWCASING EUROPEAN HERITAGE



GERMANY

National coordination from the ZDH (German Confederation of Skilled Crafts) working with crafts chambers.

802 events and professionals
+14% / 2022
€236,000 allocated budget

56 000 visitors +40% / 2022
1 million online visits
11 Länder involved

LITHUANIA

The Vilnius Old Town Renewal Agency coordinates open doors in workshops located in the old part of Vilnius.

16 events +14% | 14 professionals +8%
80 visitors +167%



BELGIUM

The *Office des Métiers d'art du Hainaut* organised an Exceptional Rendez-vous. The Plaza Arthouse Cinema in Mons screened a series of films on ceramics and ceramics-related skills. The "Chryséphantine" exhibition at La Verrière, Hermès' exhibition space in Brussels, opened its doors as part of the EACD.

4 events | 18 professionals
€3,602 allocated budget | 756 visitors
1 Exceptional Rendez-vous

IRELAND

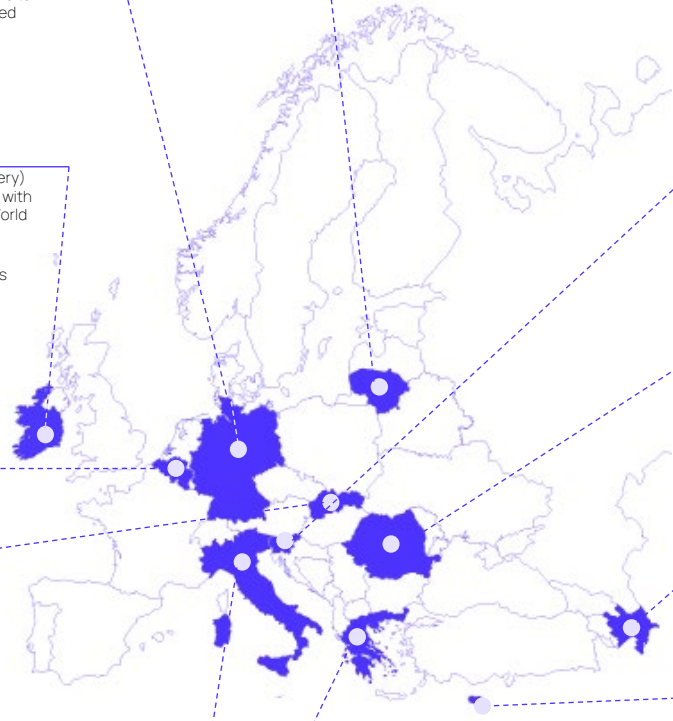
Two artisans (jewellery and cutlery) offered introductory workshops with the help of subsidies from the World Craft Council Europe.

3 events | 2 professionals
€1,000 allocated budget | 26 visitors

SLOVAKIA

UL'UV (Centre for Folk Art Production) participated for the first time and organised a workshop around basketry.

1 event | 13 professionals
€1,000 allocated budget | 42 visitors



SLOVENIA

The straw Museum of Domžale participated for the first time and organised a workshop around the making of straw hats.

1 event | 3 professionals
€100 allocated budget | 24 visitors

ROMANIA

The Co/rozom collective, in the perspective of participating in 2024, shared a playlist of videos portraying artisans.

1 online event | 4 videos of professionals
74 views

AZERBAIJAN

The Arts Council Azerbaijan coordinated the first participation of the country. Exhibitions and conferences around carpet weaving were held in Baku.

5 events | 14 professionals
€2,600 allocated budget | 200 visitors

CYPRUS

For its first participation, The Threading Stories, a weaving workshop in Nicosia, organised open doors with visits, group activities and introductory courses.

11 events | 2 professionals
€300 allocated budget | 60 visitors

GREECE

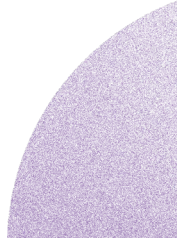
The Piraeus Bank Group Cultural Foundation (PIOP) coordinates its museums' participation. An Exceptional Rendez-vous was organised around the sand casting technique at the Silversmithing Museum, in cooperation with the Centre of Traditional Crafts of Ioannina. The silk Museum of Gnafala in Soufli also participated.

9 events | 10 professionals -33%
Consistent | 278 visitors +49%
€2,381 allocated budget | 1 Exceptional Rendez-vous
+17%

ITALY

Artex (Tuscany), OMA (Tuscany), Fondo Plastico (Venetia), Artimanos and Insight (Sardagna) are coordinating the EACD in their regions. Open doors, collective manifestations, events in schools with students, etc., were organised.

76 events +43% | 88 professionals -7%
€36,200 allocated budget | 373 visitors
+281% | 7154 online visits



SHOWCASING EUROPEAN HERITAGE



DENMARK

Cartier organised Exceptional Rendez-vous for the public to discover the boutique's decors in Copenhagen. A visit was created with the artisans being present.

8 events
budget undisclosed

2 professionals
100 visitors
3 Exceptional Rendez-vous

POLAND

Glassblowers participated in Wrocław, through open doors, introductory workshops and exhibitions, including a group exhibition coordinated by a Fine Arts school.

23 events
€1,000 allocated budget

12 professionals
190 visitors

NETHERLANDS

Crafts Council Nederland organised a conference and the collective International Creative Women held open doors with workshops and an exhibition.

13 events
€1,847 allocated budget

13 professionals
435 visitors

AUSTRIA

Coordination of the open doors in Vienna by the Austrian Chamber of commerce.

40 events
€1,500 allocated budget

40 professionals
500 visitors

SWITZERLAND

National coordination of the open doors by *Métiers d'art Suisse*. Cartier organised an Exceptional Rendez-vous for the public to discover the boutique's decors in Geneva. A visit was created with the artisans being present.

286 events
+179%
€150,000 allocated budget
Consistent

283 professionals +99%
16 300 visitors +60%
5 cantons Consistent
2 Exceptional Rendez-vous

PORTUGAL

Two professionals organised introductory workshops around natural dyeing and weaving. The EACD are also coordinated by the Azores Crafts and Design Centre and Spira, which organises the Artes y Oficios Biennial across the country and has included the Algarve region in the EACD programme.

13 events
€2,475 € allocated budget

11 professionals
56 visitors

MALTA

The *Malta Crafts Foundation* coordinated the EACD for the first time and created an interactive map to list the events and open doors.

60 events
€833 allocated budget

60 professionals
500 visitors

HUNGARY

The Association of Hungarian Folk Artists (AHFA) is the national coordinator. Collective events and open doors were held in workshops of 54 towns.

68 events
+15% / 2022
€5,347 allocated budget
+190%

150 professionals -40%
2500 visitors Consistent

BULGARIA

Coordination by the regional association of 13 municipalities « Central Stara Planina ». The first Bulgarian Exceptional Rendez-vous was held in the archives of the Troyan Museum.

28 events
+133%
€3,300 allocated budget
-27%

67 professionals +3%
2600 visitors +4%
1 Exceptional Rendez-vous

GEORGIA

National coordination of the Georgian Arts and Culture Center and the Georgian Heritage Crafts Association. Two Exceptional Rendez-vous d'Exception were held, around the murals of the Kimerioni Café and the know-how of calligraphy.

21 events
-22% / 2022
€2,000 allocated budget
Consistent

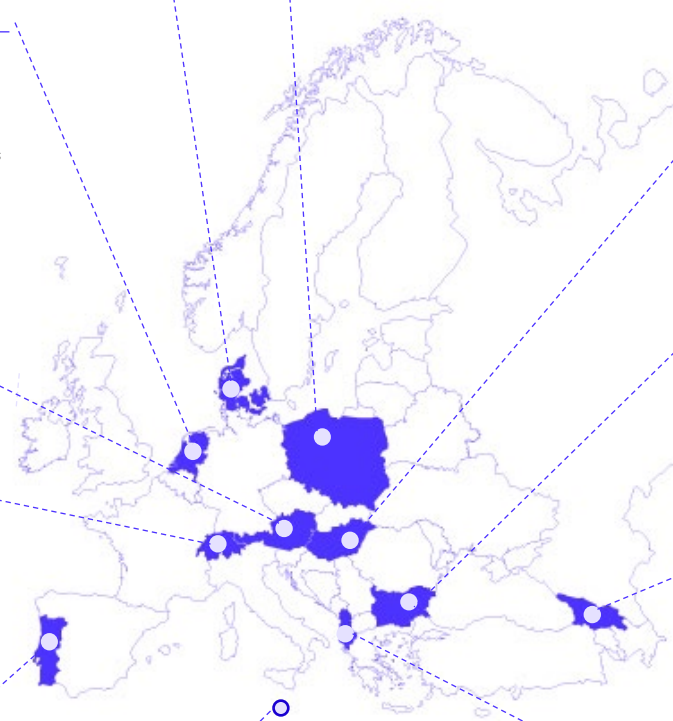
41 professionals -45%
330 visitors +14%
2 Exceptional Rendez-vous

ALBANIA

An event was organised for the first time in Albania by a jeweller who did demonstrations.

1 event
€500 allocated budget

1 professional



INSTITUT NATIONAL DES MÉTIERS D'ART

The French Savoir-Faire Institute is a public-interest association under the umbrella of the Ministry of the Economy, the Ministry of Culture and the Ministry of Education. It provides support to businesses in the artistic crafts sector as well as those certified as Living Heritage Companies. It helps promote French savoir-faire throughout France and worldwide.

With actions that include the coordination of European Artistic Crafts Days (6,000 events), efforts to promote joint undertakings by professionals, professions, institutions, businesses, decision-makers and influencers, the production of sector-related data and reference documents, running of the Maîtres d'art-Élèves scheme, awareness-raising among young people and support for training initiatives and management of the French government's 'Entreprise du Patrimoine Vivant' (EPV) - Living Heritage Company label, INMA conceives and champions actions geared to promoting an artistic crafts sector that is accessible and inspiring - an ambassador of world-class French excellence.

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www.journeesdesmetiersdart.fr



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The data in this document was collected by INMA through European reports submitted by 31 of the European coordinators (June 2023).

Visual et graphic design : Breakfast Included

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ACKNOWLEDGEMENTS

The French Savoir-Faire Institute (Institut National des Métiers d'Art) would like to extend its warmest thanks to the professionals, training establishments and project leaders for their commitment to the EACD. These days exist thanks to their commitment and showcase European genius through exciting encounters and exchanges.

The INMA, as national and European coordinator of the European Crafts Days, would also like to extend its thanks to all those who work in and support the artistic crafts and living heritage sector, helping to promote it and making the European Artistic Crafts Days a success.

European partners, whether they be local, regional or national entities, are dedicated to the promotion of this tangible and intangible heritage. The work of every institution involved is essential and necessary.

SAVE THE DATE

The next editions will be :

- 2nd to 7th of April 2024
- 31st of March to 6th of April 2025

