



Craft Reach and the Economusée concept

NPA ANNUAL CONFERENCE 2019

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Craft Reach and the Economusée concept

*“Craft Reach is an NPA project to **help artisan businesses** prosper, lodge artisans firmly in their local communities; to deepen embeddedness, and, **internationalize the artisans**”.*

- ❖ **Keeping the value in the community**
- ❖ ***Place-based tourism products***
- ❖ ***High value and low environmental impact***
- ❖ ***Meet the demand for “experience” that modern tourists and especially MICE tourists seek.***
- ❖ ***Keeps the value in the community.***
- ❖ ***Developing and strengthening opportunities based on local resources and traditions.***



A man and an idea 2007

Terje Inderhaug, Hordaland County Council, Norway

Cloud Dubé, The International Economusee Network Society. Atlantic Area, Laval University, Qubec, Canada

Olga Biskopstø, The Outher Island association, Faroe Island – *Crafts, tourism and jobs in the rural area!*

Fruma, South East Iceland

Edge of the Shore, County Antrim, Northern Ireland

Imeall Tra Teo, Gaeltacht, Donegal Ireland.

The intermediary of the project was: Jákup Sørensen.



..and it takes time to build a sustainable concept

- 2007:** Pilot Project – Starting up / NORA
- 2008 – 2011:** Economusée Europe - Learn the content and the structure of the concept / NPA, NORA, MMR, Vinnuframi, Granskingardepilin.
Opening the first Economusée The blacksmith in Trøllanes, March 2011.
- 2011 – 2014:** Craft International - Building the network and establishing 3 new Economusée, TUTL, The boat builder and Mona the Wool spinning Mill.
- 2015 – 2018:** Craft Reach - Involvement of young people, elderly, artists and communities. North Atlantic Basalt and Joel Cole Art, opens.
- 2018 Maj:** We establish the Économusée Faroe Islands



we involved and
trained as many
as possible

..we learned the importance of welcoming guests



“Everyone should feel welcome and want to get involved”

...and learn to tell the story



“Visitors should gain insight and understanding of the craft”

The network area



The Blacksmith of Trøllanes (2011)



TUTL the music hub (2014) Roots and branches



The Boat builder and the Spinning Mill Mona



“The spinning mill is in the process of crowdfunding these days, with the aim of launching early spring 2020”

North Atlantic Basalt (2017)



Føroya
Grótvirki



Joel Cole Art (2017)

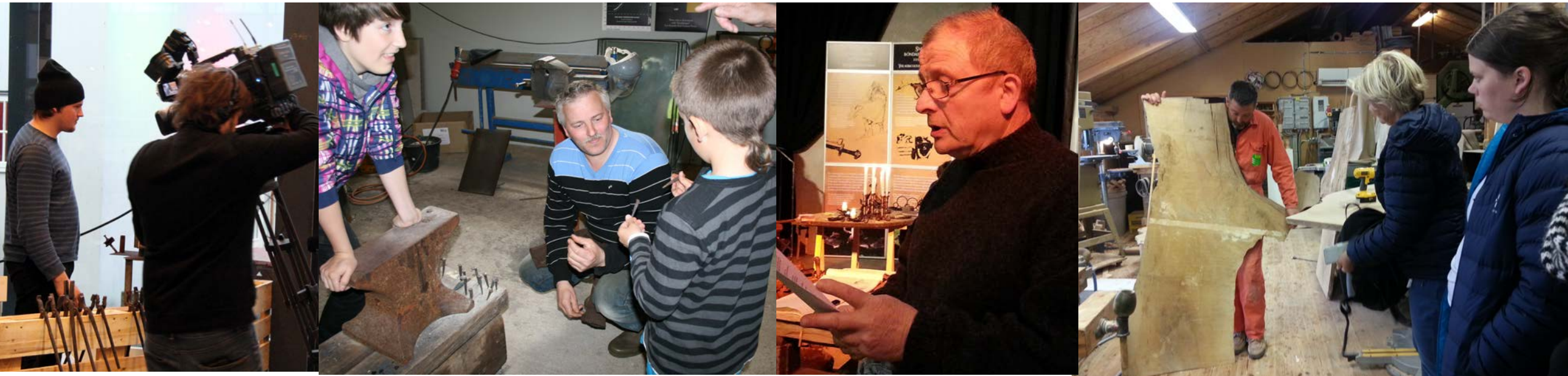


Mobilize and increase knowledge



The purpose is to work with the concept and gain more insight into the craft and the story behind it.

This knowledge benefits the visitors. There is also a development in the exchange of knowledge, both internally and externally.



Research and insight into culture and history

Carrying on the cultural heritage gives the work a greater value for one's self and for others





Rings in the
water -
..and 5 fulltime
jobs so far



Collaboration with the local community and the tourism industry



living resources

Livandi tilfeingi - living resources

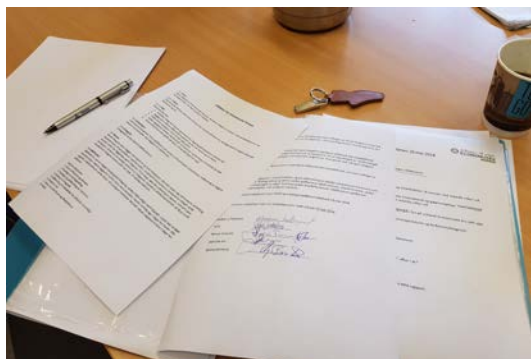
VERKSTØÐ OG HANDGJØRDIR LUTIR

Livandi tilfeingi - føroysk handverk og list



Í PERLUNI OG REINSARÍINUM
29. NOV. - 1. DES. 2019



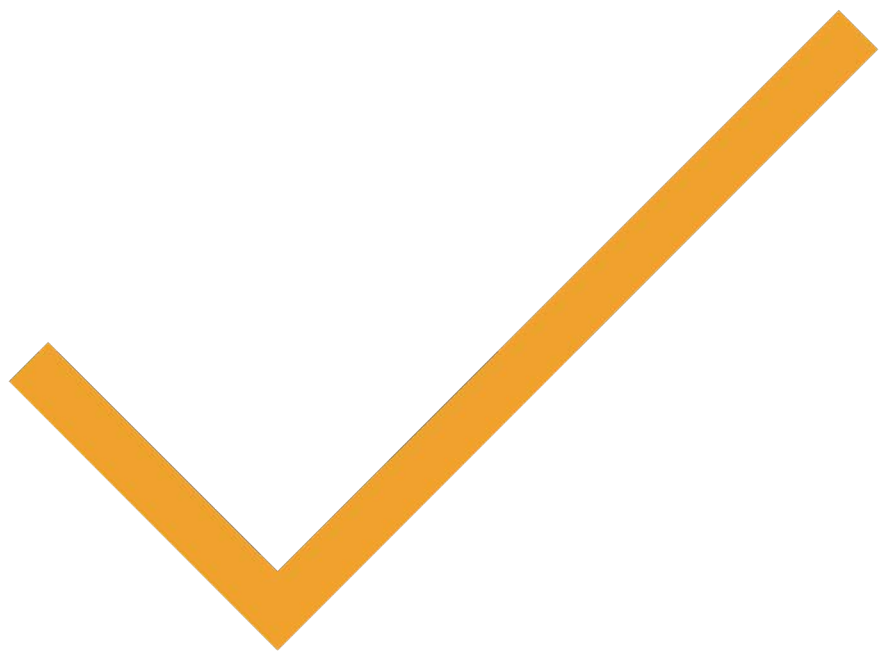


Artisans at work
ÉCONOMUSÉE® | FAROE
ISLANDS



We are well on our way

International Économusée –
Craft Reach conference
in N Ireland in September 2020



Takk
Thank you
