

CULTURALITY

CULTURAL HERITAGE IN RURAL
REMOTE AREAS FOR CREATIVE
TOURISM AND SUSTAINABILITY



This project has received funding by the European Union's Horizon Europe research and innovation programme under Grant Agreement No. 101132628 – CULTURALITY

Touching the Land: Rural Craft as a Tool for Deep Experiential Tourism



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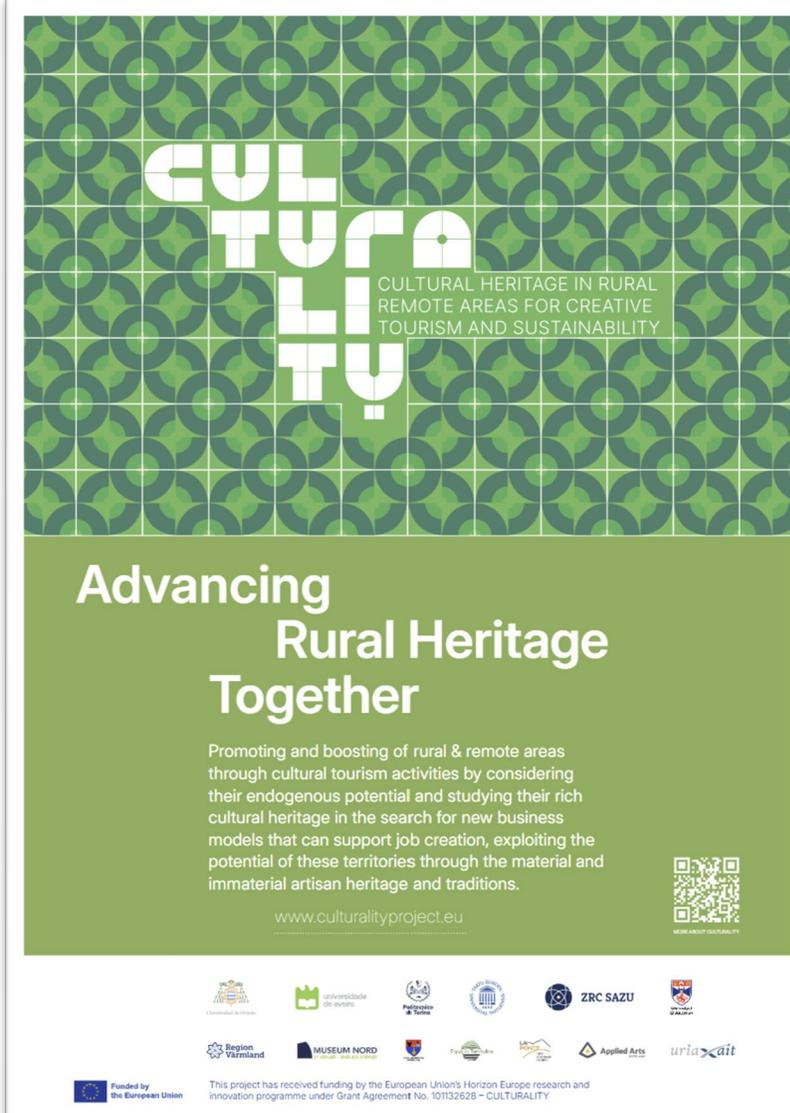
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Introducing CULTURALITY project

CULTURALITY is a European research and innovation project that explores how craft-based cultural heritage can contribute to sustainable rural development and resilience.

The project focuses on traditional and contemporary craft practices as drivers of social cohesion, cultural identity, and economic innovation in rural areas.

By combining research, fieldwork, and collaboration with local communities, CULTURALITY seeks to better understand how cultural heritage can support more inclusive, resilient, and future-oriented rural territories.



The poster features a green background with a repeating pattern of overlapping circles. The word 'CULTURALITY' is written in large, white, stylized letters across the top. Below it, the project's full name is written in smaller white text. The main title 'Advancing Rural Heritage Together' is prominently displayed in white. Below the title, a short paragraph describes the project's goals. A QR code is located in the bottom right corner. At the bottom of the poster, there is a row of logos for various partners and the European Union.

CULTURALITY
CULTURAL HERITAGE IN RURAL REMOTE AREAS FOR CREATIVE TOURISM AND SUSTAINABILITY

Advancing Rural Heritage Together

Promoting and boosting of rural & remote areas through cultural tourism activities by considering their endogenous potential and studying their rich cultural heritage in the search for new business models that can support job creation, exploiting the potential of these territories through the material and immaterial artisan heritage and traditions.

www.culturalityproject.eu

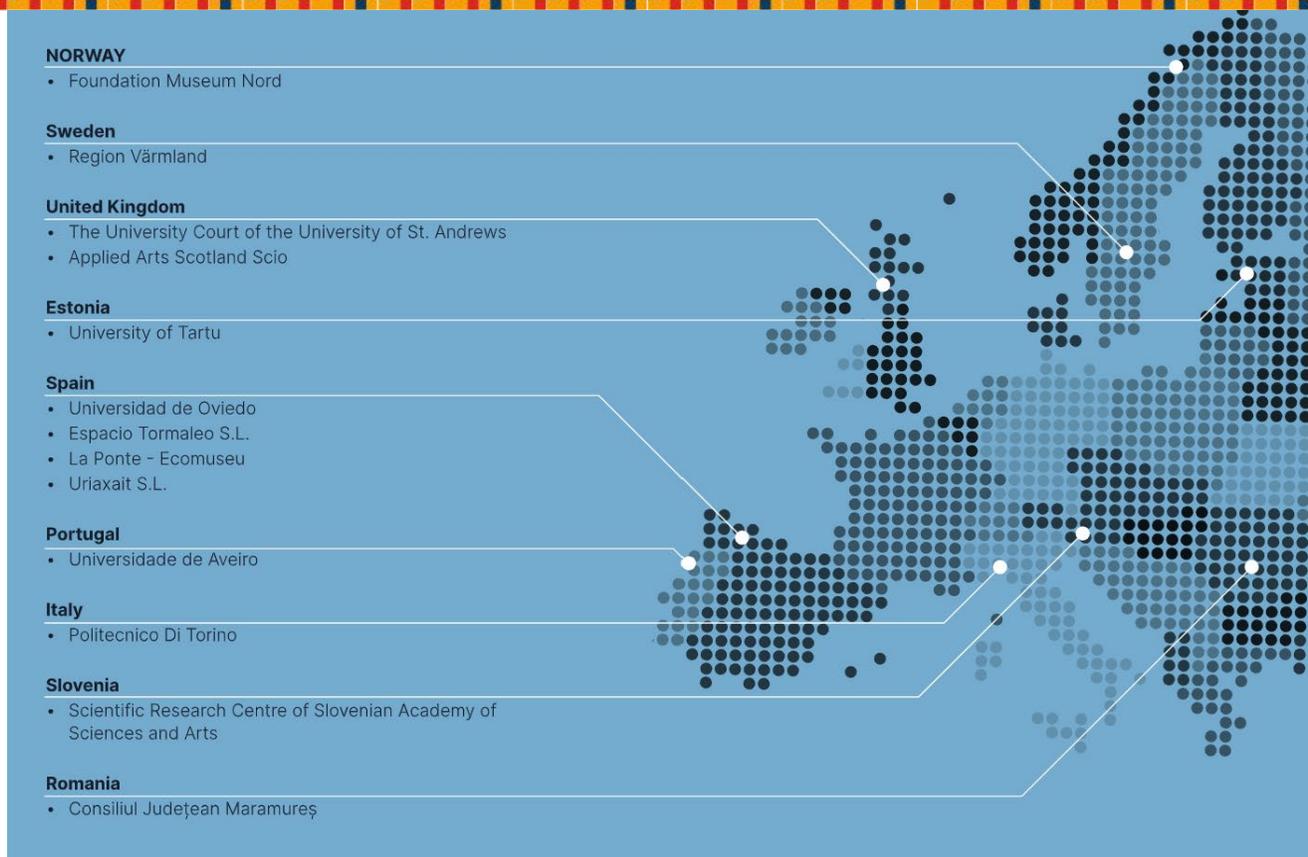
Logos: University of Gävle, Universitat de València, Hochschule für Angewandte Wissenschaften, ZRC SAZU, Region Värmland, MUSEUM NORD, Applied Arts, uria x ait, and the European Union.

Our Consortium

CULTURALITY is developed by an interdisciplinary consortium bringing together **13 institutions and organisations from 9 different European countries.**

The consortium includes universities, research centres, museums, cultural institutions, local and regional authorities, and craft and heritage organisations.

This diversity allows the project to address rural resilience from multiple perspectives, combining academic research with practical knowledge, policy expertise, and hands-on experience in craft and cultural practices.



A territorial focus: Asturias

Within this international consortium, **four** partners are based in Asturias (Spain), representing the diversity of actors involved in the project at a regional level.

These partners include a public university, an eco-museum, and two private companies, one specialised in rural development and the other in data analysis. They illustrate CULTURALITY's approach to collaboration, as they combine academic research, heritage management, local knowledge, and technical expertise.

This territorial cluster allows the project to test methodologies, develop case studies, and connect research outcomes directly with local rural communities and cultural practices.



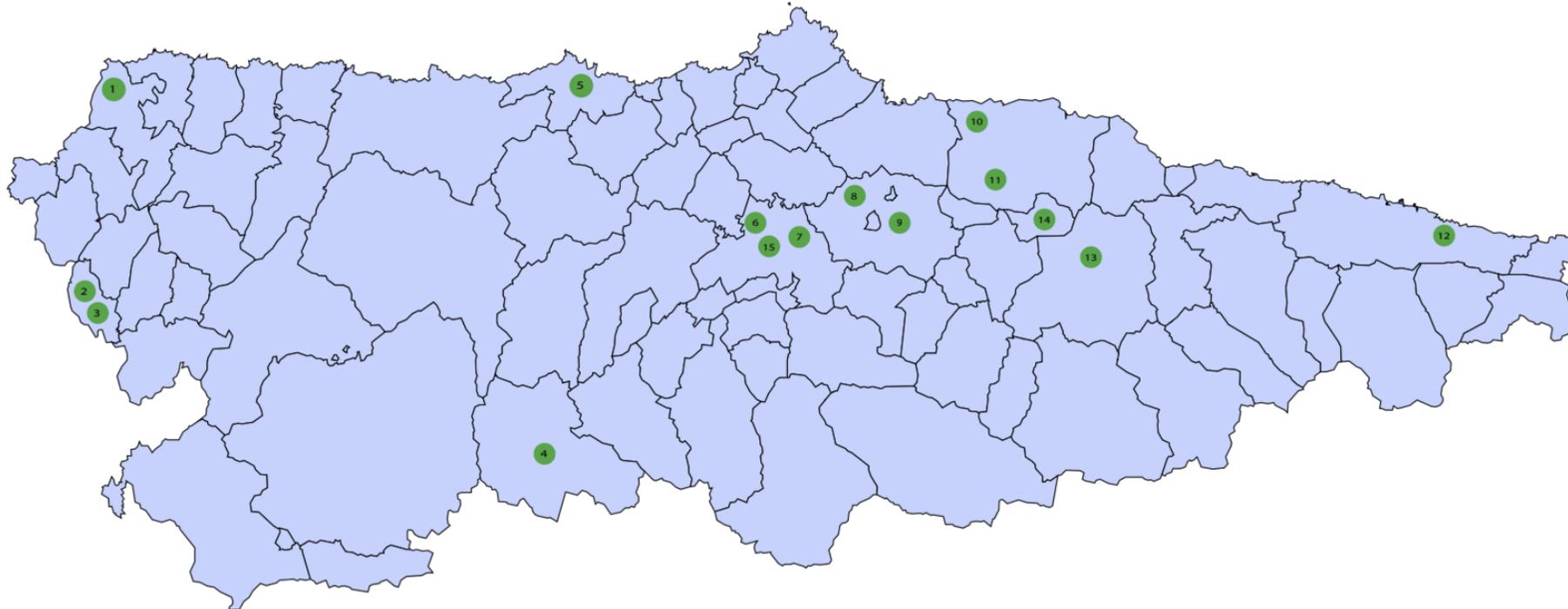
University of Oviedo



Asturias

Handicraft: Workshops and Associations

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Base map recovered from https://commons.wikimedia.org/wiki/File:Asturias_-_Mapa_municipal.png
Download date by 5 June 2025.



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|---|--|--|
| 1. Ramón Pérez -Basketwork- (Castropol) | 6. Paz Mesa -Textil- (Les Regueres) | 11. Charo Cimas -Ceramics- (San Pedro de Ambás) |
| 2. Mazonovo -Iron- (Santolaya de Oscos) | 7. Cerámica de Faro (Limanes) | 12. Josefina Fernández -Textil- (Cué de Llanes) |
| 3. Irene Villar -Textil- (Santolaya de Oscos) | 8. Laborna -Ceramics- (Lugones, Siero) | 13. La Benéfica -Association- (Infiesto) |
| 4. Teitos -Ceramics- (Somiedo) | 9. Nieves Alonso -Ceramics- (La Barganiza) | 14. Sociedad de Artesanos de Asturias -Association- (Villanueva, Cabranes) |
| 5. Soluna -Ceramics- (Cudillero) | 10. Lino -Wood- (Quintes) | 15. Ceramistas de Asturias -Association- (Oviedo) |

In our region, we are carrying out extensive fieldwork and cultural mapping aimed at creating a structured archive of the most relevant craft-based cultural practices. This work documents the artisans who keep these traditions alive, as well as selected artefacts linked to those practices.



Post-Extractive Tourism

The concept of post-extractive tourism is central to the work developed by the UNIOVI team within the CULTURALITY project in Asturias.

Our research focuses on artisanal practices as drivers of sustainable tourism, closely linked to principles of the circular economy and alternative, non-extractive models of territorial development.

Rather than exploiting local resources, this approach promotes tourism practices that generate value while preserving cultural knowledge, supporting local communities, and ensuring long-term sustainability.

Key Characteristics of Craft Workshops

These craft workshops are defined by collective working practices, a strong connection to rural territories, and the use of sustainable materials.

They operate with deep respect for the surrounding landscape and maintain a direct and active engagement with the local sustainable economy, reinforcing socially and environmentally responsible modes of production.



Craft-Based Experiences and Environmental Understanding

Craft-based experiences offer a meaningful way of engaging with and understanding the environment. Beyond the finished object, they emphasize the processual dimension of making and the affective relationships established between people, materials, and place.

Through hands-on practice, participants develop a deeper awareness of natural resources, local knowledge, and the cultural landscapes in which craft traditions are embedded.





Artisan-Led Workshops and Knowledge Exchange

One of the key features of these initiatives is the regular organization of workshops led by the artisans themselves.

These activities address essential issues such as the strong ties between craft practices and rural areas, the local origin of materials, and principles of sustainability rooted in the territory. At the same time, they create opportunities for meaningful engagement with visitors, fostering connections both within the local community and beyond the region.



Cultural and Sensory Synergies

In some workshops, valuable synergies emerge through the integration of local products into cultural and sensory experiences.

These initiatives are built on a careful balance between everyday family traditions and the development of new, sustainable business models, allowing heritage-based practices to remain economically viable while preserving their cultural meaning.

Technical Knowledge and Craft Processes

Many craft disciplines, such as textiles, woodworking, basketry, or ceramics, involve complex technical procedures in which careful attention to each stage of the process is essential.

Respecting these sequential steps not only ensures the quality and durability of the final outcome, but also preserves the embodied knowledge and skills transmitted through generations.





Cultural Sustainability and Living Heritage

The cultural sustainability of these creative processes is crucial to ensuring that craftsmanship remains a living and evolving practice.

Craft is not only a form of material heritage, but also a vehicle for preserving intangible knowledge, skills, and values that are deeply embedded in local cultures and ways of life.



Charo Cimas: *Growing Under Two Suns* (detail).
Hand-moulded, with glazes and subsequent kiln firing.
Earthenware, glazes, bronze filings, refractory steel, and vermiculite.

We sincerely thank you for your attention.

We will be happy to answer any questions or continue the discussion.

