

Craft-based Approaches to Rural Resilience

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Challenge

The main objective of the project is to contribute to the promotion of cultural and creative tourism activities, considering the different capacities, resources, and specificities (material, creative, human...) of the territories, as a mean to help with the sustainable development of peripheral rural areas, favoring job creation and population settlement. For this, the potential of its cultural heritage will be researched, taking into account both the artisan material culture (techniques, materials, patterns and decorative elements), as well as the intangible culture (music, oral knowledge and culinary traditions) as a resource.

Work Packages

WP1. Project Coordination and Management

WP2. Field work and data collection for roadmap development

WP3. Applied research models and replicators

WP4. Towards the development of new business models in rural & remote areas

WP5. Stakeholder engagement, clustering and awareness raising

WP6. Training and knowledge transfer for ecosystem development

WP7. Digital resources for research, outreach and cooperation

WP8. Communication, dissemination & outreach

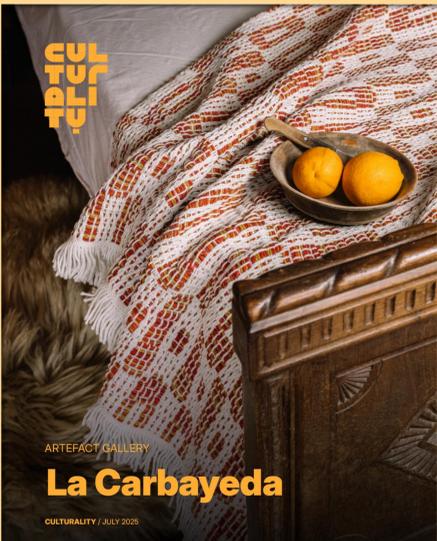
Objectives

- I  Establish a collaborative network to promote cultural tourism in rural & remote areas through crafts & skills
- II  Revitalization and economic development of local ecosystems through cultural tourism research activities linked to crafts
- III  Embrace digital tools & technologies as a key platform to enhance productivity, visibility, and impact
- IV  Develop suitable stakeholder engagement tools & clustering actions
- V  Promote knowledge exchange and contribute to capacity building & p2p learning of local ecosystems as agents of change

Highlights

Since project started, a significant number of initiatives related to the objectives of the project were promoted, among which several of the most important are highlighted below.

Artefact Gallery



The artefact gallery serves as a means of promoting handcrafted objects from the partner regions, showcasing traditional forms and practices through our social media channels.

Technical Specifications	
Partner	UNESCO Chair and Universidad de Oviedo
Name	Artefact Gallery (Social Media)
Authenticity	100% Original Content
Date	2023
Material	Handmade Textiles, Ceramics, and Wood
Techniques	Traditional weaving, pottery, and carpentry
Region & Country	Spain (Basque Country)



Example of the Artefact Gallery on Instagram

Exhibitions



One of the most effective ways to disseminate the value of these arts and crafts is through exhibitions, which are organized to reach a broad segment of society

Creators and Keepers, organized by the University of Oviedo

Fieldwork

All partners are collaborating with one another, sharing methodologies for conducting fieldwork, interviewing practitioners, exploring cultural practices, and carrying out surveys in order to build knowledge based on real needs.

Partners

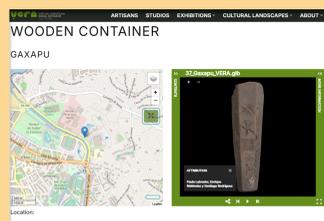


Vera Platform

The VERA platform is a website focused on establishing a point of contact between society and artisans, using new technologies to enable the exploration of objects, people, institutions, and research related to the cultural practices addressed within the CULTURALITY project.



To VERA Platform



Screenshot from the website

Rural Spots

During the initial stages of the project, we organized Rural Spot as a meeting point for institutions, local agents, companies, researchers, and artisans, with the aim of identifying the challenges faced by arts, crafts, and tourism in these isolated rural areas, as well as exploring possible ways to address them.

Partners, artisans, and representatives of companies and institutions during a Rural Spot organized in Scotland.

