

Output T2.1.1 Artisans as Community Drivers

“Yearly Event on Handicraft”

LIVANDI TILFEINGI (LIVING RESOURCES)

a public event for crafts and art



Picture: the hall, where the Blacksmith and the wood turner were located

1 Summary

The event "Livandi tilfeingi" is a result of the Faroese participation in the Économusée International network, and the Craft Reach project's demand of new services and artisan involvement in the local community. It is also a result of the companies' needs to become more visible, and to give the population insight into their businesses and products, especially because most of them are in the rural areas. The target audience is people of all ages who want to get a good experience of local crafts and art in a cozy atmosphere with live workshops, dedicated artisans and stories in a broad context. The outcome became insight among the population, in the Économusée concept's qualities, inspiration, learning and experience of Faroese tradition's quality craft products.

The proposal to establish this event came at a partner meeting where the purpose was to create an activity calendar for the artisans within the Faroese Craft Reach project. One of the participants had knowledge about some premises in Torshavn, which were vacant during the last days of November. We acted quickly and wrote an application to the municipality of Torshavn, which owns the buildings Perlan and Reinsarið, right in the heart of the capital.

We got the premises which provided ample space for the workshops and the accompanying activities and saw the opportunity to cover several of the Craft Reach project's goals for service and community involvement.

The outcome became a direct and indirect coverage of the Output indicator in the Artisans as Community Drivers area. (Activity 4.1-4.3 and 5.2 and 5.3.) With this event we were given the opportunity to place: *"The artisan in the middle of community live as providers of inspiration"*. Also, creative youth were involved, both artists and artisans, and the event was a golden opportunity to brand the Économusée network and band the individual companies in the network. The event also proved to be a good tool for Artisan Synergy (Activity 5.3). Both in the planning and in the days when the event was. Experiences, ideas and plans were exchanged between the artisans and the other active participants.

There were more than 1,000 visitors to Livandi Tilfeingi 2016 and 2017, and all participants got benefited both social, economically and professional from the days. The preparations for Livandi Tilfeingi 2018 has already started.

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24. - 26. november
Í PERLUNI, REINSARÍNUM
OG OSTAHÚSINUM Í HAVN

LES MEIRA UM TILTAKI HER:
[FACEBOOK.COM/ECONOMUSEEFOROYAR](https://www.facebook.com/economuseeforoyar)

VERKSTØÐ OG HANDGJØRDIR LUTIR
Livandi tilfeingi - føroysk handverk og list

2 Background

The background for the event “Livandi tilfeingi” was an opportunity that occurred spontaneously and was seized because the companies in the Faroese Économusée Craft Reach project saw this as an opportunity to brand their own business and the Économusée network they had become part of. It also arose because in the project there was a desire to establish services and establish contact in the community.

The reality of being a part of the Faroese tourism industry also helped make this event a good initiative. Here companies saw the opportunity to practice their new position as tourism actors. The tourism aspect is a challenge for the participating companies, and this type of activity with more workshops, tales and shows, in a place where everyone sees each other, became an obvious opportunity for learning, inspiration, interactivity and the creation of synergy.

3 Methods

When we agreed on the project's purpose and desire for outcome, we launched a study to find suitable premises in the capital of Torshavn. The premises Perlan and Reinsarfi was accidentally found and were available the last weekend in November 2016, the day of the Christmas tree in Torshavn municipality was turned on. We took the opportunity and rented the premises.



Picture: The gray building is Reinsarfið, and the glass building behind is Perlan.

We decided to spend 4 days for the event, Thursday, Friday, Saturday and Sunday, of which Thursday was used to setup. The first year the workshops were open every day, from 10 am to 8 pm, but in 2017 we shortened the opening hours. There was a program for all the days and we started a massive marketing of the event. All companies were participating in the planning: North Atlantic Basalt, The Blacksmith in Trøllanes, Joel Cole Art, the Spinning Mill Mona, TUTL and the boatbuilder, in addition to the Silversmith, Erla Matras Jensen.

We used 3 months for preparation and 3 information meetings were held, where everyone was involved. The rest of the communication was via mail or on the Facebook, and we tried to get all

involved. Súsanna Laursen, event manager, was hired to help and received an hourly pay for this. Olga Biskopstø, together with Súsanna Laursen, coordinated the event.

When the idea was a reality, the next step was to find a name for the event. We chose "living resources" because it expresses the human resources that exist throughout society. These resources are found especially in creative environments with crafts and art.

4 Planning and execution

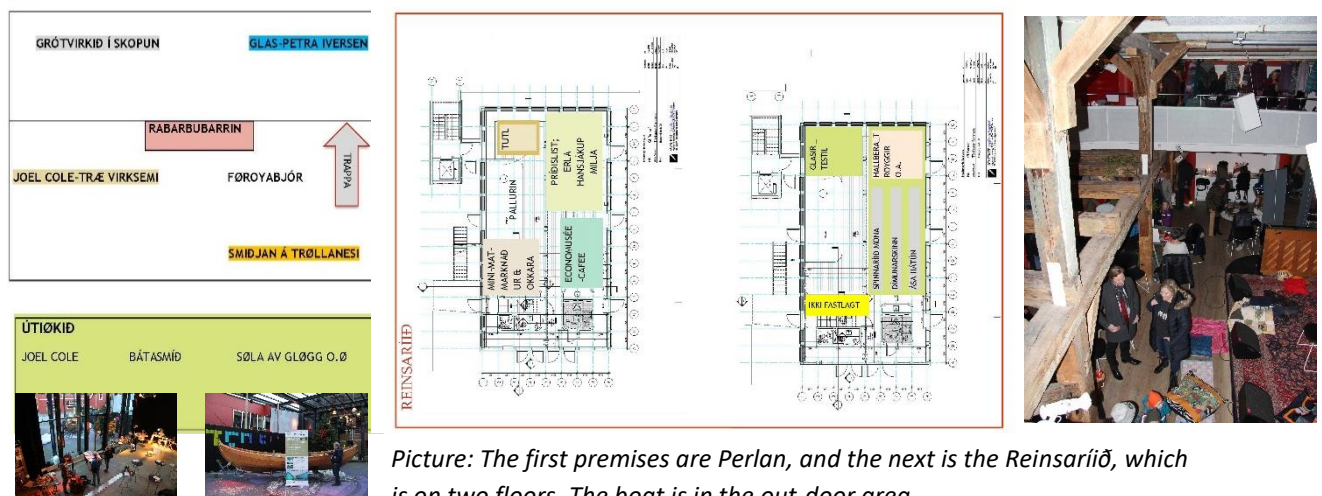
The event "Livandi tilfeingi" was organized and planned as a "joint activity". All decisions were taken based on the presentation of proposals and in discussion of what were the best solutions.

Each participant was given the opportunity to make suggestions and wishes for own participation and as well in the discussion of the whole. **The program therefore became a product of a joint commitment.** (Picture: the event program 2016 and 2017, and a screenshot from the facebook event page)



The practical part began with entering the sites and see opportunities for placing the workshops. We chose to split the premises into "theme areas" (wood, stone, iron, wool, food ect.) and use this for and proposal for distribution. Drawings were made over the premises and everyone could point out a location for their activities. Leftover location was planned for other craftsmen and artists to join. They were invited to see the sites and in collaboration the distribution was finally determined.

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Picture: The first premises are Perlan, and the next is the Reinsarið, which is on two floors. The boat is in the out-door area.

A cafe and sale of local beers were established. Slow Food was invited to participate with food and sales of local produce, such as rhubarb juice and drinks.



Picture: Coffe brake in Reinsariíð, the rhubarb bar, and the Slow Food, herbal shop.

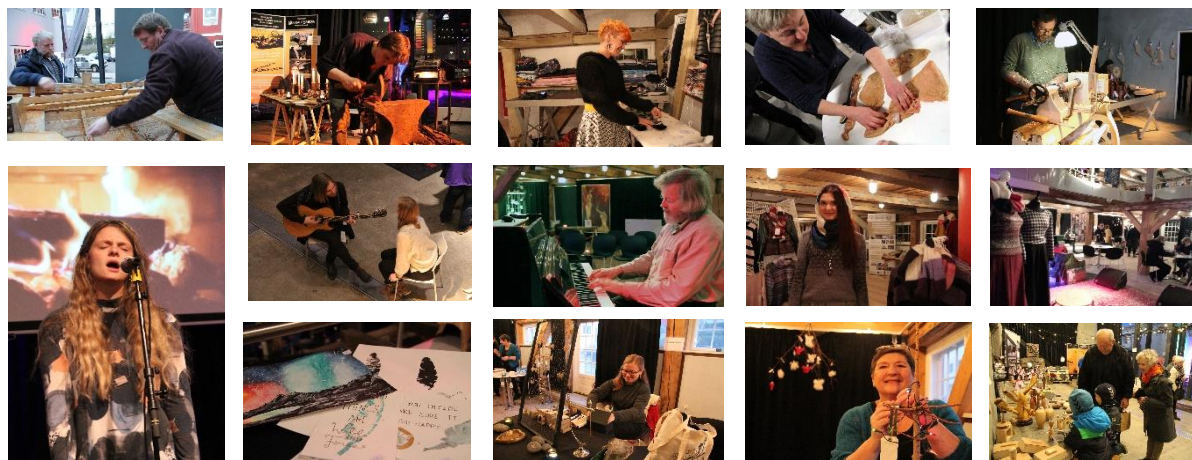
The practical work was distributed, and additional help was spent on hourly basis to sell at the café and for cleaning because everyone was admitted to the workshops. We also got extra help to decorate the rooms. The alternative to this is volunteers, and we will use it in the 2018 event.

We actively involved Silver Services, youth service and art service in the program, with the purpose of getting an interaction between age, crafts and art, but we were also interested in working across disciplines, ages and interests. This was done by inviting elderly and young people to lecture and to exhibitors.



Picture: lectures in boat building, children singing old traditional songs, and elderly studying the story of stonework.

The process of selecting participants who were not active in the Économusée network was that we looked around in creative environments and searched for craftsmen who could fit the Économusée concept. The selection criteria were that they used traditional know how and technique and were interested in meeting people and telling about tradition and product. They were asked if they would join, and most responded yes.



Picture: Reinsariíð and the activity there

All participants, including the new ones, were invited to join the internal facebook group. They were also invited to send material about their business and products. We created an event on Facebook,

where all participants were branded, along with the Craft Reach project and the Économusée concept. We were aware of marketing everyone equally.

A budget for the event was done. Rent, salaries, decoration of premises and public relations materials were common expenses. Each participant organized and financed what they needed in the creation of their workshop. All made signs marked "goods can be ordered". There were many customers who took advantage of this opportunity.

In 2018 there is no project funding for the event, therefore, Économusée Føroyar will try to get companies to sponsor the event this year, in addition to the payment from each company.

5 Results and outputs

Public review, cohesion, increased sales and more new tasks to all the companies that participated was one of the results. Another result was positive publicity, PR and marketability for all businesses, especially from the more than 1,000 visitors, who had a good experience and could be potential ambassadors for the network.



Picture: The Faroes television, radio and other press people visit the event.

Authorities, municipalities and politicians also had the opportunity to see and hear about the Économusée concept. Some from this group visited the event. This benefit both the individual companies and the concept of Économusée Føroyar in the future.

The event Livandi Tilfeingi also proved to be a good "narrative forum" where children, young people and the elderly wanted to hear and learn about the activities of traditional crafts. They could forge a nail or turn a piece of wood and get some good experiences. These are all potential ambassadors for the Économusée network in the future. Especially when this is a repetitive event, and we can see that the same ones come again but have others in the family with them.

Another rewarding outcome is the attention of the authorities to the project. We can already see some results, in more willingness to listen to our wishes. Ex. the support the Économusée wool spin mill Mona has got from both the Municipality of Klaksvík and other parties. This shows how an event can be a positive player in development.

7 Recommendations

“Livandi tilfeingi” has been a good and relevant event, which we recommend. It requires some administrative work, 2-3 months before the event, and a lot of practical work the week it is carrying out, but when every company is positive actors and establishes their own workshop it is affordable.

Obtain premises that are suitable for the purpose. It is not necessary that they are so big because the density also creates a good atmosphere and coziness. However, be aware that there must be room for tools and possible for the artisans to do attempts at the workshop.

It works well with music and putting music and narratives together with the craft creating synergy. Coffee, tea and cakes are good, beer and spirits are not necessary, but works well if it is part of a specialty in connection with a food activity.

It works well with tastings on food and drinks, and to assess new products.

It is an advantage that people see that they can order goods from the craftsman.



Picture: Perlan and the activity inside there.

6 Contribution to NPA indicators

The contribution to the relevant indicator has been:

Inclusion and diversity, service development, involvement, and business support.

1. Everyone had equal opportunities to participate, and everyone had equal opportunities to influence and make suggestions for content and organization. The actors who were outside the project were invited, but it was not a closed process, as part of the invitation was after the mouth-to-mouth approach.
2. The event supports all the service activities that are highlighted in the project formulation also business support. All ages, artists and craftsmen, local communities and the press are involved.
3. The event also lived up to the main purpose of the Économusée concept, which is to maintain and develop knowledge and skills around traditional crafts and its history.
4. One of the major result is the good press coverage of the event both in 2016 and 2017 and has shed light on the Économusée network. This has leads to an understanding and support in the debate about the concept, and we have already noted this in the support to the newly renovated Économusée – The Spinning mill Mona in Klaksvik, also in the attention that the authorities have given Économusée workshops around the country, by visiting them with VIP guests.