

"Artists Expresses Artisan Crafts"



Sculptures and drawings by artist Auður Lóa Guðnadóttir expressing the story of skyr at Erpsstaðir Creamery (left) and artist Jógvan Hansen playing at Livandi Tilfeingið (right).

1 Summary

The aim of the service, Artists Expresses Artisan Crafts, is to place the artisan business at the centre of the local community by using the artisan premises and crafts techniques as input for artists, to introduce an artistic language to the artisan, and to reveal artisans' craftsmanship secrets to the artist. Two different types of approaches were tested in the project.

- (1) University of the Faroe Islands/ Faroe Islands: Young talented musicians were given the opportunity to give a concert at artisans' premises or in relation with Economusee events. Three different ways of involving young musicians with artisans' activities were tested. (i) Six artists participated in the annual Économusée event Livandi Tilfeingið (ii), one artist gave concert at artisan premises (iii) and one artist was invited to listen to the sounds of Economusee workshops and create music pieces based on these sounds (iii). The artist selected were young, talented, base their music on the traditional Faroese music heritage and had recently or where about to publish their music.
- (2) Matís/ Iceland: The second approach was to give young artist the opportunity to express the history of a product produced by an artisan as part of permanent exhibition at the artisan premises. Young artist was selected to express the story and technique behind skyr making with the aim of creating an exhibition which can reach to all ages and nationalities and could awake curiosity and questions among the visitors, stimulating dialogue with the artisans. In total four sculptures were made and nine drawings framed in. Additionally, nine drawings were made for the exhibition brochure.

Through these activities the artists came into contact with artisans and their activities and at the same time became familiar with the Économusée concept. Before implementing the service, the artists did not know much about the artisans and their craft. Through the service, the artists and artisans participated in joint activities, exchanged experiences and visions, a mutual exchange which inspired all actors. Both approaches were well received by the participants and no less their guests, opening new dimensions in their experience of the artisan craft.

Contents

1	Summary	1
2	Background	3
3	Methods.....	3
4	Planning and execution.....	4
5	Results and outputs	10
6	Recommendations	12
7	Contribution to NPA indicators.....	12
8	Appendix	12

2 Background

Experience from earlier projects suggest that local artists and artisans often provide artisan craft with innovative ideas and new innovative design and products. From there the idea developed to create/test services where artisan premises are used to showcase work of other artists and artisans.

This became activity 4.2 – Partners in creation:

Use of artisan premises aims to develop and test a service where young artists are invited to exhibit some of their works in the Économusée artisan premises. This should help focus a wider audience in the local community on the existence of the artisans at the same time as they provide a real-life opportunity for budding artists to show their creations. The project seeks to monitor if there will be any synergy effects between artist and artisan as each side stands to benefit greatly from such an interaction.

Deliverables: Artisan exhibition/placement service developed and tested

The aim with the service is that it will not only attract more visitors, but also create stimulation to innovate on behalf of both artisans and visitors.

3 Methods

(1) Young musicians give a concert at artisans' premises or in relation with Economusee events.

The background for involving young artists in Economusée activities in the Faroe Islands comes partly as a result of Economusée TUTL workshops that involve young artists, which base their music on the traditional Faroese music heritage, in their activities. Tutl artisans selected young talented artisans to participate in Economusee activities. The selection criteria were that they released a CD or where on their way to a release during the project period. The aim was to involve young musicians in various artisan activities to link together traditional music and traditional craft - to develop understanding of the cohesion of culture and craftsmanship.

(2) Young artist expresses the history of a product produced by an artisan as part of permanent exhibition at the artisan premises.

The artistic designer for the transformation of Erpsstadir Creamery transformation (Iceland), Guðfinna Mjöll Magnúsdóttir, presented several suggestions to the artisan, Þorgrímur Einar Guðbjartsson, and Craft reach project representative, Þóra Valsdóttir, on how the story of the product traditional skyr could be expressed. The aim was to create an exhibition which could reach to all ages and nationalities, the story told visually with the limited space available and could awake curiosity and questions among the visitors, stimulating dialogue with the artisans. The artisans would use the exhibition to explain and go deeper in certain aspects of the story and technique behind skyr making. After viewing several approaches and potential artists who could express the story, young artist, Auður Lóa Guðnadóttir, was selected for the task.

4 Planning and execution

(1) Young musicians give a concert at artisans' premises or in relation with Economusee events.

Three different ways of involving young musicians with artisans' activities were tested. Young artists were invited to participate in the annual Économusée event Livandi Tilfeingið (i), to give concerts at artisan premises (ii) and one artist was invited to listen to the sounds of Economusee workshops and create music pieces based on these sounds (iii).

- i. Livandi Tilfeingið. The artists were allowed to showcase their arts and crafts at the event, free of charge. The following young artists participated: Elinborg Pálsdóttir, Hans Andrias Jacobsen, Jógvan Joensen, Guðrið Hansdóttir, Benjamin Rajani and Fróði Hansen. Livandi Tilfeingi was open from 10 am to 8 pm in the evening, from Friday to Sunday. The young artists were given 15 min. each, and they could choose what time they wanted, in this way they came into the program for the event. See program in Appendix 1.



Figure 1. Artists Elinborg Pálsdóttir Livandi Tilfeingi.

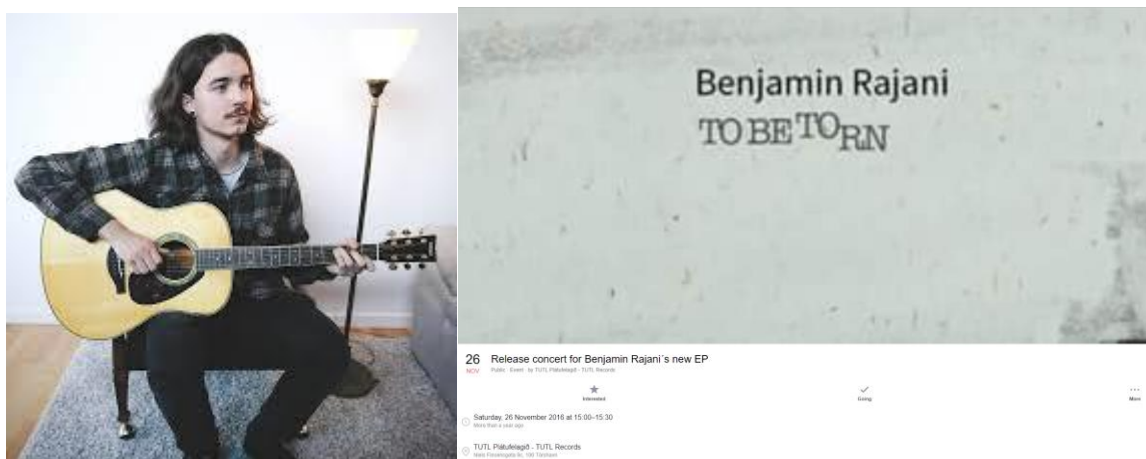


Figure 2. Artists Benjamin Rajani. Release of a new CD at Livandi Tilfeingi.

- ii. Concerts at artisans' premises. With the involvement of Tutl, young artists gave concert at Blacksmith Economusée at Summartónar music festival on July 4th, 2014; Duo Harpverk (see figure 3).



Figure 3. Duo Harpverk giving concert at the Blacksmith in Trøllanes on July 4th 2014, see more in Appendix 2.

Now has Summartónar made an agreement again with the Faroese Economusées, this summer, June 24th, concert by Rógvi á Rógvu will be held at the Blacksmith at Trøllanes.



SUNDAY 24 JUNE

HESTUR

KLÆMINTSGJÓGV 1–6 p.m. 450,–

Cave Concert "Concerto Grotto".

Booking: www.nordlysid.com

Kenneth Agerholm (trombone)

SANDUR

LISTASAVNIÐ 3 p.m. 60,–

Trio Boquhan: Fiona Mancey-Jones (flute), Valerie Pearson (violin), Joseph Houston (piano)

Music by LUDVIG, TAUSEN á LAVA, BOGASON, NIELSEN, BLAK, SHOSTAKOVICH, ROTA

TRÖLLANES

SMÍÐJAN 8 p.m. 50,–

Rógvi á Rógvu (percussion) "Jarnljóð (Sound of Iron)"

TÓRSHAVN

LISTASAVN FØROYAR 4 p.m. 65,–

Kristina Thede Johansen (saxophone),

Anna Húdepohl (accordion)

Music by BARTÓK, SÓLSTEIN

Figure 4. The concert at the Blacksmith in Trøllanes in the Summartónar programme 2018, see full programme here: https://issuu.com/visitfaroeislands/docs/summartónar_2018

- iii. Young artist, James Goodwin, was invited to listen to the sounds of Économusée workshops, such as stone, wood, iron and wool. The outcome will be music pieces based on these sounds. Concert will be held where the artists will play their pieces, one has been held at the The North Atlantic Basalt workshop, but others are also starting now this summer and in the fall. The music pieces will as well be published by Tutl. This publication (CD) of traditional "roots and branches" will be used in the dissemination of the Economusée concept.



Figure 5. Artist James Goodwin.

(2) Young artist expresses the history of a product produced by an artisan as part of permanent exhibition at the artisan premises.

The artists and artistic designer met with the artisan at the artisan premises to learn about his trade, its history and which part of the history the artisan wanted focus on.

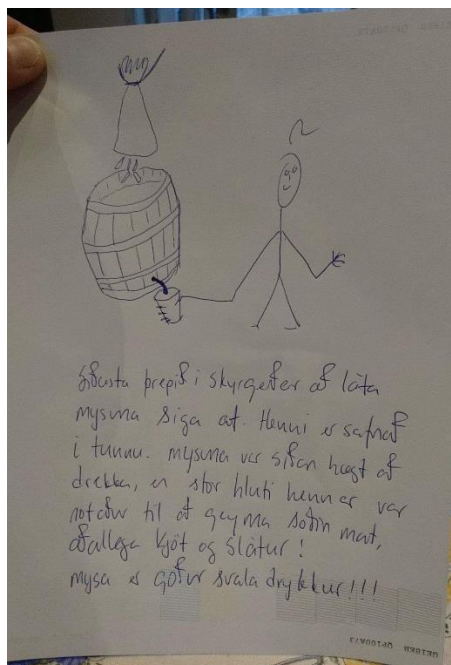


Figure 6. Description of the artist of one of the focal points in the processing of skyr in the past.

The artist went back to her workshop and in cooperation with the artistic designer developed few ideas on how those focus points could be expressed.

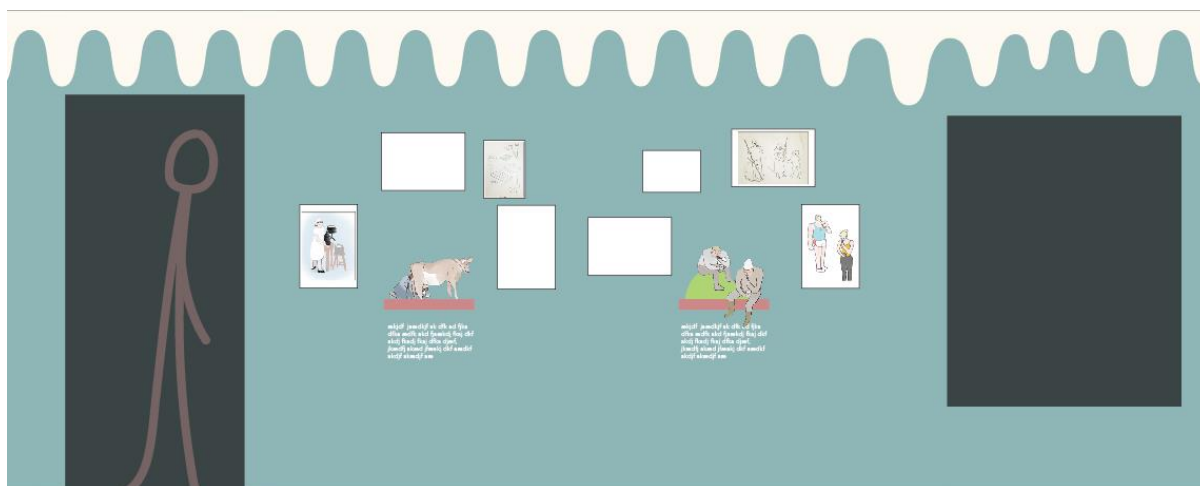


Figure 7. The story board design.

After being presented to the artisan and Craft reach project representative, the ideas were further developed into sculptures and drawings. The overall timeline from initiation, that is from the point of decision on applying artistic approach to express the history of skyr was made, until the set-up of exhibition was completed was about 8 months. The artist was on time delivering her work, however,

outside factors caused a delay in the set-up. In total four sculptures were made and nine drawings framed in. Additionally, nine drawings were made for the exhibition brochure (see figure 8 and Appendix 3).



Figure 8. Sculptures in the making. Milking the cow (above) and consuming skyr from the traditional bowl, askur (below).



Figure 9. Drawings and sculptures ready to be put up.



Figure 10. Artisan, Þorgímur Einar Guðbjartsson, expresses his satisfaction with the finalised sculpture of woman milking a cow, created by Auður Lóa Guðnadóttir (middle) with the artistic designer of the Economusee transformation, Guðfinna Mjöll Magnúsdóttir.

5 Results and outputs

(1) Young musicians give a concert at artisans' premises or in relation with Economusee events.

As a result of the activities, the artists became familiar with the Économusée concept, and they came into contact with the craftsmen and their activities. This mutual exchange inspired all actors. Another outcome is also the public's understanding of the commonality between artistic performances and traditional crafts.



Figure 11. Artist Jógvan Hansen playing at Livandi Tilfeingi.

(2) Young artist expresses the history of a product produced by an artisan as part of permanent exhibition at the artisan premises.

The communication between the artist and artisan was very good, they were both open to experimenting, despite not having met each other before the project started. The artistic designer made sure that creative process was in line with the overall design of the premises, however the artist got a freedom to come with her ideas on expressing the topics.



Velkomin á opnun

Rjómabúið Erpsstaðir hefur nú í nokkur ár framleitt skyr uppá gamla máttann, kynnt framleiðsluaðferðina og sögu skyrins fyrir gestum sem hafa sótt okkur heim.

Nú erum við að leggja lokahönd á uppsetningu á sýningu þar sem stiklað verður á helstu atriðum skyrsgögunnar, ásamt því að ljúka endurbótum á versluninni og bjóðum við nú í fyrsta skipti upp á nýlagað skyr beint úr glænýrri skyrvél.

Formleg opnun skyrbarsins og sýningarinnar verður sunnudaginn 8. apríl, frá kl. 13.00-16.00.

Það væri okkur sannur heiður að sjá þig/ykkur við opnunina. Léttar veitingar og menningaratriði verða í boði í bland við góða samveru.

Fjölskyldan Erpsstöðum

Verkefnið er unnið í samstarfi við Matís út frá hugmyndafræði Economusée samtakanna, hegleiksmáða. Listarinn stjórnaði og hönnuður er Guðfríða Njól Magnúsdóttir, ásamt myndlistarmanninum Audi Lóu Guðnadóttir.

RJÓMABÚIÐ ERPSSTAÐIR



Northern Periphery and Arctic Programme 2014-2020



Rjómabúið
Erpsstaðir

Figure 12. The invitation card to the opening of the exhibition (left) and the front page of the exhibition brochure (right).



Figure 13. From the opening of Erpsstaðir Economusée and exhibition.

6 Recommendations

The aim of the service, Artists Expresses Artisan Crafts, is to place the artisan business at the centre of the local community by using the artisan premises and crafts techniques as input for artists, to introduce an artistic language to the artisan, and to reveal artisans' craftsmanship secrets to the artist. This created interaction that turned out to generate good synergy, linking young artists and crafts together. It was well received, fitting well into modern culture, creating art across artistic and professional boundaries. By demonstrating how it can be applied, the service can easily be adopted to activities in other Economusées as well become one of the tools used in regional development.

7 Contribution to NPA indicators

	Output Indicator	Measurement unit
Priority Axis 2		
Specific indicators	Number of business support solutions utilising place-based opportunities	Services

Two business support solutions using place-based opportunities were tested. In both cases young artists participated in artisan activities, by creating a permanent exhibition where a story of artisan craft is told through sculptures and drawings and by playing music in artisan premises based on their heritage and in some cases even based on artisans sounds.

8 Appendix

Appendix 1: Livandi tilfeingi – handverk og list

Skrá

Perlan hósdagin 24. November 16.00-20.00

Verkstaðið hjá Joel Cole
 Føroya Grótvirki
 Smiðjan á Trøllanesi
 Glaslist við Petru Ivertsen
 Føroya Bjór, framsýning
 Jólakappingin byrjar
 Rabarubarr

Reinsariíð hósdagin 24. November 16.00-20.00

Économisée Café
 OKKARA, framsýning
 Mini Matmarknaður
 TUTL
 Barnabati, søla av jólakalendara
 Klædnasniðgeving Glasir
 Dímunarskinn
 Spinnariíð hjá Monu og Ása Hátún
 Prýðishandverk v. Erlu Matras Jensen
 17.00 Frískúlin í Havn, sangur og dansur
 18.00 konsert við Elinborg Pálsdóttir
 19.00 konsert við Hans Andriasi Jacobsen

Perlan fríggjadagin 25. november 14.00-20.00

Verkstaðið hjá Joel Cole
 Føroya Grótvirki
 Smiðjan á Trøllanesi
 Glaslist við Petru Ivertsen
 Føroya Bjór, framsýning
 Rabarubarr

Reinsariíð fríggjadagin 25. november 14.00-20.00

TUTL
 Économisée Café
 Mini Matmarknaður
 Klædnasniðgeving, Glasir
 Barnabati, søla av jólakalendara
 Dímunarskinn
 Spinnariíð hjá Monu og Ása Hátún
 Prýðishandverk v. Erlu Matras Jensen
 OKKARA, framsýning
 15.00 Katrína í Geil Ílsir Anti Fashion
 16.00 Katrína í Geil Ílsir Style Jam
 17.00 Frásøgn, Føroyskt bátasmíð v. Andrass Joensen
 18.00 konsert við Jógvan Joensen
 19.00 konsert við Kristian Blak

Perlan leygardagin 26. november 10.00-20.00

Verkstaðið hjá Joel Cole
 Føroya Grótvirki, verkstað
 Smiðjan á Trøllanesi
 Glaslist við Petru Ivertsen
 Føroya Bjór, framsýning
 Rabarubarr

Reinsariíð leygardagin 26. november 10.00-20.00

TUTL
 Économisée Café
 OKKARA, framsýning
 Mini Matmarknaður
 Klædnasniðgeving Glasir
 Dímunarskinn
 Spinnariíð hjá Monu og Ása Hátún
 Prýðishandverk v. Erlu Matras Jensen
 Barnabati, søla av jólakalendara
 Barnasøgur við Raket Helmsdal
 17.00 Frásøgn, føroysk ull
 18.00 konsert við Spælimonnum
 19.00 konsert við Kristian Blak
 19.30 vinnarin av jólakappingini verður drigin

Perlan sunnudagin 27. november 14.00-18.00

Verkstaðið hjá Joel Cole
 Føroya Grótvirki
 Smiðjan á Trøllanesi
 Glaslist við Petru Ivertsen
 Føroya Bjór, framsýning
 Rabarubarr

Reinsariíð sunnudagin 27. november 14.00-18.00

TUTL
 Économisée Café
 OKKARA, framsýning
 Klædnasniðgeving, Glasir
 Dímunarskinn
 Spinnariíð hjá Monu og Ása Hátún
 Prýðishandverk v. Erlu Matras Jensen
 Barnabati, søla av jólakalendara
 15.00 Konsert við Guðrið Hansdóttir
 15.30 Barnasøgur við Raket Helmsdal
 16.00 Konsert við Benjamin Rajani
 16.30 Frásøgn um træskurð
 17.00 Konsert við Fróða Hansen

Ókeypis atgongd, nærri kunning á
www.facebook.com/economuseeforoyar
 Vit gleða okkum til at síggja tykkum

Appendix 2: From Sumartónar 2014

FRIDAY 4 JULY

● TRØLLANES

MIKKJALS SMÍÐJA 7.30 p.m. 50,-

Duo Harpverk: Katie Buckley (harp), Frank Aarnink (percussion)
 Music by EIVØR, OLSEN, SÓLSTEIN, M. BLAK, TEITUR

● TÓRSHAVN

PÆTURSARSTOVA 8 p.m. 50,-

Marius Ziska: Hans Marius Weihe Ziska (vocal, guitar)



SUMMARTÓNAR
 FAROE ISLANDS
FESTIVAL
 OF CLASSICAL AND CONTEMPORARY MUSIC

June 10th – August 24th 2014

Figure A1. The concert at the Blacksmith in Trøllanes in the Summartónar programme 2014, see full programme here: https://gupea.ub.gu.se/bitstream/2077/37898/3/gupea_2077_37898_3.pdf

Appendix 3: Drawings from skyr exhibition



Figure A2. Drawings expressing the different focal points in the production and consumption of skyr.

Um Erpsstaði

Við hjónin Þórgímur Einar Guðbjartsson og Helga Elinborg Guðmundsdóttir, ásamt börnunum okkar fimm, höfum byggt upp og rekið þjöll Erpsstaði frá árinu 1997. Ástæða þess að við urðum bændur var meðal annars að við vildum ala börnin okkar upp í sveit.

Á bænum eru 60 mjólkurkúur sem búa við gott ottæti, jafnt inni sem úti. Uppbygging Rjómbúsins hófst árið 2009 og markmiðið er að veita ferðamönnum innisjón í dagleg störf bóndans og að þeir geti keypt afurðir beint frá þjöll. Allar okkar vörur eru framleiddar undir sama þaki, ostur, skyr og ís. Heiðarleiki og gagnsemi eru grundvöllur framleiðslunnar og við leggjum metnað okkar í góðar vörur, fræðandi samtöl, barnvænt umhverfi og að kynna og viðhalda gömlum hefðum.

Figure A3. From the Skyr exhibition brochure. Drawing of the family at Erpsstaðir.