

ÉCONOMUSÉE- N.IRELAND

“ARTISANS AT WORK”



BROUGHTON
GOLD.
RAPESEED OIL



Steenson's

JEWELLERS EST. 1976



“PROMOTING & SUSTAINING TRADITIONAL CRAFT

WHO ARE WE?

SIX LOCAL SKILLED ARTISANS



FAMILY BUSINESSES



IN RURAL LOCATIONS



PASSIONATE ABOUT TELLING OUR
STORY AND SHOWCASING OUR
SKILLS

STEENSONS JEWELLERS ÉCONOMUSÉE

- ▶ Located in the picturesque village of Glenarm, along the famous Causeway Coastal Route.
- ▶ Passion for strong design and enthusiasm for integrating new technologies with the traditional craft techniques.
- ▶ Visitors can watch the Goldsmiths at work using traditional techniques and cutting edge technology.
- ▶ Visitors will learn about the art of jewellery making, the rich historical design heritage, the origins of gemstones and the link to the American hit TV series “The Game of Thrones” and more.



HILLSTOWN BREWERY ÉCONOMUSÉE



- ▶ 150-acre farmland on a small settlement called Hillstown in Ahoghill, where the Logan family have lived and worked for generations.
- ▶ Specialising in craft beer. The brewery among the cattle sheds is an unusual pairing, but it's the heart of what Hillstown Brewery is all about - creating craft beer that pairs with food.
- ▶ Having diversified meat production to include one premium food, wagyu-style beef, Hillstown now produces two artisan products - beef and craft beer.
- ▶ The link between the two products might not be immediately obvious! Why would a beef farmer need great volumes of beer? The answer is simple - to produce the finest quality wagyu-style beef.



SCULLION HURLS ÉCONOMUSÉE

- ▶ Located in the village of Loughguile
- ▶ Visitors can watch Micheál produce a Scullion hurl focusing on quality and finally hand finishing the hurl in the workshop.
- ▶ Visitors can explore the exhibition area to learn about the history of hurling, the process involved in making a Scullion hurl and the family connection behind the business.





URSA MINOR BAKEHOUSE ÉCONOMUSÉE

- ▶ Located in the seaside town of Ballycastle
- ▶ Specialising in Sourdough bread
- ▶ Run by husband and wife team Dara and Ciara O'hArtghaile.
- ▶ Inspired by New Zealand's café culture, the duo set about bringing fresh, seasonal bread and sweet bakes to Northern Ireland's north coast.
- ▶ The duo founded Ursa Minor in 2014, producing small batches of hand-crafted bread and patisserie and now offer baking workshops in their much sought after café.





BROUGHGAMMON FARM ÉCONOMUSÉE



- ▶ Located just outside Ballycastle
- ▶ Broughgammon specialise in kid-goat, free range rose veal and seasonal wild game.
- ▶ The Cole family want to share their passion for a sustainable, local solution to food production.
- ▶ They offer a range of farm tours, and seasonal classes and workshops, which fully explore farming, food production and sustainable rural skills.



BRIGHTER GOLD RAPESEED OIL ÉCONOMUSÉE

- ▶ Located on the outskirts of Limavady
- ▶ Specialising in the production of Rapeseed Oil
- ▶ Grown on the field where the Brighter Hoard, described as the “greatest gold hoard in Ireland,” was discovered in 1896.
- ▶ Visitors will be guided through the harvesting process and given a tour of the Économusée workshop where pressing and bottling occurs.



The Causeway Coastal Route is one of Northern Ireland's greatest adventures; exploring one of the top scenic drives in Europe between the cities of Belfast and Derry~Londonderry



WHERE ARE WE?

BUILDING A STRONGER NETWORK- HOW WE DO THINGS IN N.IRELAND

Artisan meetings-

*Opportunity for
artisans to get
together with the
project partner to;*

Discuss the project progress

Exchange ideas & contacts

Discuss issues to improve communication

To promote collaboration & artisan synergy

To deal with any matters that are put on the agenda

Retain momentum, inspire & motivate each other.

Formal artisan meetings take place 2-3 times annually.

Individual artisan meetings take place frequently involving each of the six artisans and CCGHT.

Example of discussion topics: *Project deliverables, budget, training and business support opportunities, the future of Économusée, expression of interest from potential artisans, upcoming events.*

PROMOTION



- ▶ Artisan brochures produced for each artisan
- ▶ In-house Économusée NI e-newsletter produced by CCGHT with input from each NI artisan
- ▶ Project pop ups produced for each artisan and project partner
- ▶ Combined artisan tour leaflet produced
- ▶ All publications circulated annually to all N.Ireland Visitor Information Centres, airports and tourist attractions
- ▶ Économusée N.I artisan tourist trail information circulated to Tourism NI & Tourism Ireland to be included on websites and circulated to tour operators internationally.
- ▶ Strong social media presence through artisan individual business pages and Économusée NI project facebook, twitter & Instagram pages established by CCGHT
- ▶ Production of project exhibition display stand
- ▶ Inclusion of project branding on some Économusée artisan produce
- ▶ Partner & artisan participation at the Balmoral Show (Ireland's largest Agricultural show), Naturally North Coast & Glens Artisan Market, Tourism Ni Trade events ie: Meet the Buyer.
- ▶ Each artisan attends food and craft fairs year-round often promoting each other and the network as well as their own product and workshop.



Tourism Awards
2017

In association with
DIAGEO
NORTHERN IRELAND

This is to certify

“Artisans at Work”

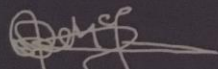
Craft Reach Economusée
[Causeway Coast & Glens Heritage Trust]

HIGHLY COMMENDED

in the category

**Tourism Innovation
Award**

at the
Northern Ireland Tourism Awards 2017



AWARDS

- ▶ Économusée Craft Reach “Artisans at Work” were awarded Highly Commended at the Tourism NI Awards in Enniskillen Castle under the Category “Tourism Innovation” - May 2018
- ▶ The Économusée Network in N.Ireland is fortunate to be made up of award winning artisans

COLLABORATION

- ▶ Artisans sell each others produce/display Économusée brochures within their workshops
- ▶ One Artisan received financial assistance for digital marketing training; they will lead on a training session in January for the remaining five artisans
- ▶ Scullion Hurls produce stirring paddles for Hillstown Brewery and have supplied wooden platters for Brighter Gold Rapeseed Oil.
- ▶ Ursa Minor Bakehouse Économusée are looking at using grain supplied by Brighter Gold Rapeseed Oil Économusée
- ▶ Broughgammon Farm Économusée use Ursa Minor's sour dough bread on their menu
- ▶ Both local councils (Causeway Coast & Glens Borough Council & Mid & East Antrim Borough Council and Tourism NI contributed to artisan travel to this Conference
- ▶ Artisans have received business support from local councils
- ▶ Youth Placement in the Économusée project has provided collaboration between partners and artisan ie: N.Ireland & Canada and N.Ireland & ROI

How to build a stronger Network in N.I and at an International level.

- ▶ Expansion outside the Causeway Coast & Glens area to increase the number of Économusée artisans in N.Ireland
- ▶ Additional partner countries in N.I, ROI & UK

THANK YOU



Artisans at work
ÉCONOMUSÉE®

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