

ARTISTIC NEWSLETTER #2



Welcome to the second edition of the **ARTISTIC** newsletter presenting our partnership and work within the Interreg CENTRAL EUROPE funded project, dedicated to improve the relationships between cultural operators, society and financial operators. It also creates opportunities to adapt Intangible Cultural Heritage ideas to the expectations of potential investors, combining in this way, cultural and marketing aspects and increasing the durability and visibility of cultural projects.

We hope you will enjoy reading our second edition.

<https://www.interreg-central.eu/Content.Node/ARTISTIC.html>

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NEWS AND INTERESTING FACTS

HOW TO IDENTIFY, VALORIZE AND DEVELOP CULTURAL HERITAGE PROJECTS - ARTISTIC TOOLSET

The need to strengthen the cooperation between cultural operators, citizens and financial operators, as well as willingness to increase understanding of the role of Intangible Cultural Heritage valorisation process as a driver to preserve the intangible cultural heritage through the business activity based on tradition, became an inspiration to create tools and services designed to support sustainability of the cultural immaterial projects.

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ENTRIBÙ - PLATFORM FOSTERING ACTIVITIES OF STARTUPS AND ENTREPRENEURS FROM ALL SECTORS

If you are a start-up or entrepreneur willing to find out answers to any business related problems, or you want to share your experience and contribute in order to create a community of practice, discover the Entribù. Entribù is a platform with crowd-generated content and also an organizer of useful information about start up coaching, training, financing opportunities, best practices and storytelling models. It supports business activity in all sectors including cultural one.

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THE PILOT TESTING ARE UNDERWAY IN 8 REGIONS OF THE CENTRAL EUROPE

To support valorisation of the Intangible Cultural Heritage (ICH) projects, 2 joint testing actions have been initiated in each of 8 ARTISTIC areas which are focused on development of local ICH projects and testing crowdfunding as a financial instrument for these types of initiatives.

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STUDY VISIT DEDICATED TO TWO OF BEST ICH PRACTICES

Tocati, the International Street Games Festival held in Verona and unique World Heritage cities of Vicenza and Verona in Italy as well as the variety of the ICH inspirations in Austrian Region Steirisches Vulkanland resulted in the study visit organized in these locations in September 2019. The participation in these events enabled ARTISTIC partners and local actors from their regions to better understanding of the best practices on ICH project implementation and valorisation.



READ MORE ABOUT:
[Study visit in Vicenza and Verona](#)



READ MORE ABOUT:
[Study visit in Steirisches Vulkanland](#)

DISCOVER OUR ARTISTIC REGIONS

THE TRENČÍN REGION IN SLOVAKIA AND ITS UNIQUE IMMATERIAL HERITAGE

Reflecting on the unique cultural heritage, majestic buildings are preserved in historical sites, old churches or mansions. Trenčín is considered to be the pearl of Považia and also gained the attribute of „the city of Lord of river Váh and Tatra mountains” Matúš Čák“. The pride of Trenčín is a legendary Trenčiansky castle.

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GOOD PRACTICES OF THE TRENČÍN REGION

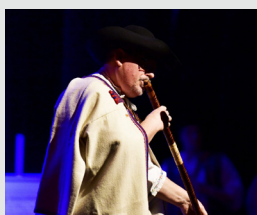


1

FUJARA TROMBITA (TRADITIONAL SHEPHERD'S PIPE)

Fujara trombita (traditional shepherd's pipe) is a specific wind musical instrument, deeply rooted with shepherds' traditions from less settled mountain regions of Slovakia, and thanks to its live contact with the present the instrument was inscribed on the Representative List of Intangible Cultural Heritage of Slovakia in 2017.

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2

RÍFOVÁ PÍŠŤALA (CUBIT PIPE)

Pipes are linked with traditional shepherds' culture of the north-western part of Slovakia. However, a unique way of production of an archaic wind musical instrument such as cubit pipe is known only from Brvnište and Papradno municipalities.

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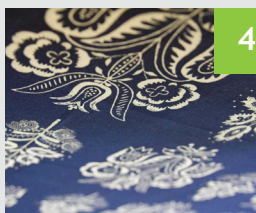


3

JOINT DANCES

Joint dances (joints - „kúby, kúby“, joint dances - „kúbovky“) are one of the specific features of folklore dance in Slovakia. Indeed, it is very dynamic and attractive form of dancing, which is known in the whole Europe.

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4

BLUEPRINT

Blueprint was inscribed on the UNESCO Representative List of Intangible Cultural Heritage of Humanity in 2018 as a result of a common project of Austria, Czechia, Germany, Hungary and Slovakia. Blueprint workshops were situated in numerous regions of Slovakia in the past, but their high concentration can be clearly seen in the Trenčín Region (or historical Trenčín county). The last and the longest working blueprint workshop in Slovakia was the workshop of the Trnka family in Púchov (master Trnka died in 2001).

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5

MYJAVA TULLE BOBBIN LACE

A production and using of Myjava tulle bobbin lace were transferred from generation to generation till present - its tradition is therefore still living and plays an important role even today in this region. Uniqueness of Myjava tulle bobbin lace lies in its subtle nature and airiness, which is achieved by knitting from a fine white yarn on tulle net using a high number of wooden bobbins.

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6

GLASSMAKING

What is the most typical for the Trenčín region as a whole is the link of glassmaking history (extinct important glassmaking workshops in Uhrovec or Valaská Belá - Gápel) with present glassmaking, not only in the field of research, protection, presentation and documentation of techniques of old masters, but also in glass mass production, mainly exported for foreign clients.

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7

TRADITIONAL PLUM PRODUCTS

Extraordinary good conditions for planting plum trees in the region between Trenčín and Myjava were used in producing a tasty sweet plum jam and a strong alcoholic beverage known as slivovica (plum gin) - both products are of a high importance for traditional society.

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DISCOVER MORE ABOUT ARTISTIC





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