



UNESCO

CREATIVE

CITIES

CRAFTS AND

FOLK ART

# /Introduction

The Crafts and Folk Art book is a communication tool created with the aim of promoting and enhancing 20 creative cities of the UNESCO Network - which represent the Crafts and Folk Art section - with illustrations and general presentations of the cities. The order of appearance, after Fabriano, leading city of the cluster, has been defined according to the date of admission to the Network: Aswan (Egypt), Kanazawa (Japan), Icheon (South Korea), Hangzhou (China), Jacmel (Haiti), Jingdezhen (China), Nassau (Bahamas), Paducah (USA), Pekalongang (Indonesia), Santa Fe (USA), Suzhou (China), Al Ahsa (Saudi Arabia), Bamiyan (Afghanistan), Duran (Ecuador), Isfahan (Iran), Jaipur (India), Lubumbashi (Democratic Republic of Congo), San Cristobal de Las Casas (Mexico), and Sasayama (Japan). The publication of the book has been possible thanks to the Cities of the cluster and the Secretariat of the UNESCO Network - that have contributed to enrich the book with documents, texts and photos. The book describes the specific characteristics of all creative cities and makes them known all over

the world as a real trip among the different continents - promoting artisanal traditions, creative arts as well as natural and urban jewels. This first review of cluster is aimed at giving a contribution to the promotion of this section of the UNESCO network and at supporting the Creative Cities Network. Its objective is to reinforce the international collaboration among the cities that consider creativity a strategic factor for the sustainable development and element of attractiveness. This is an open project towards new cities that will soon be part of the Network and that, with their projects, will enrich the wide offer already illustrated in the book.

# FABRIANO

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# ITALY

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Fabriano, Italian town in the Marche Region, in the heart of the Apennines, was designated UNESCO Creative City of Crafts and Folk Art on October 18<sup>th</sup>, 2013. Town of painters, blacksmiths and paper masters, *mastri chartai*, Fabriano is famous all over the world for the production of *paper* – a long history of manufacturing production from the 13<sup>th</sup> century to our days. The paper is deeply linked to creativity, both for its production and for its use. The greatest technological innovation that has characterized the activity of the paper mills in Fabriano since the 13<sup>th</sup> century is the Watermark: an economic resource, a symbol of social prestige, an expression of creativity, promotion and artistic production – the watermark is still today the main element of technological innovation and a guarantee of exclusivity and uniqueness.

*Creating, elaborating, and producing* are the features of the community of Fabriano – the same that characterized the town in the prosperous age of the Renaissance when the local painting school flourished with the painter *Gentile*, one of the greatest artists of the

## City of painters, smiths and master papermakers

International Gothic. Fabriano was a centre of production and trade, where many artisanal activities were deeply intertwined with art: over the centuries, the well-known skills and the creativity of qualified artisans from Fabriano helped the development of manufacturing activities that over time became *leading industries worldwide*. Recently the global crisis and the evolution of markets at an international level have caused profound changes in the production network and, therefore, new strategies for local development are needed: the fusion between the traditional manufacturing industries and the cultural and creative industries is taking place again, in line with the original

tradition of the town, and Fabriano began *the progressive, profound transformation from industrial city to creative city*. The artisanal manufacturing sector joins new technologies: on this tradition based on the artisanship are laid the foundations allowing to face new and future challenges, thanks to new expressions of cutting-edge artisanship – an artisanship that is more creative, more innovative and closer to the digital world and to new technologies, towards an economy profoundly connected to the digital industry. New urban policies are focused on the following aspects: *sustainable development, cohesion of the local community, social inclusion, new types of work focused on a*



*digital, circular and sharing-based economy*, with the support of the public and private sectors, with the aim of creating new initiatives that include in their 'know-how' new and old generations of artisans. Therefore, Fabriano promoted *creativity and different types of art* thanks to events, exhibitions, and festivals, such as the *different editions of Poiesis* - an international event created and directed by Francesca Merloni, connected to the Festival "*Diversité Culturelle*" that took place in *Paris*, between poetry, art, literature, cinema and music.

As UNESCO Creative City, Fabriano attended the *UCCN Annual Meetings of Chengdu 2014, Kanazawa 2015 and Östersund 2016*. Moreover, the city gave its scientific contribution to the *Second Conference of the Creative Cities Summit held in Beijing in 2016* and to the conference "*Valuing and Evaluating Creativity for Sustainable Regional Development (VEC)*" organised in 2016 by the Mid Sweden University in Östersund.

Fabriano Creative City also organised the *Fabriano Forum* that was attended in 2014 by Hangzhou, Kanazawa, Paducah and Santa Fe, Creative Cities of Crafts and Folk art, and Bologna, Creative City of Music and in 2015 by Icheon, Jacmel, Jingdezhen, Paducah, Creative Cities of Crafts



and Folk art, Torino and Saint Etienne, *Creative Cities of Design*, Enghien les Bains, Creative City of Media Arts, and Zahlé, Creative City of Gastronomy. In October 2016, the event "*Luogo comune*" was held in Fabriano: for three days the debate was about philosophy, politics, writing, art, digital technologies, and music which are considered tools to encourage the discussion about the contemporary city and rethink it. In the framework of this event, an *Agreement protocol* between

the Italian Creative Cities of the UNESCO Network - including Bologna, City of Music, leading city, Fabriano, City of Crafts and Folk Art, Torino, City of Design, Parma, City of Gastronomy, Roma, City of Film - was signed with the objective of *creating a National Coordinating Body* aimed at making the strategies and actions in the Network and both at the national and international level more effective and more synergistic.





# ASWAN

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# EGYPT

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Located in Upper Egypt on the border between Egypt and Sudan, about 3 million people, Aswan is the gate of southern Egypt. It is a tourist city characterized by diversity in the field of tourism. Cultural tourism in a number of archaeological temples such as the Temple of Abu Simbel and the Temple of Philae, where he built the Nubia Museum for the preservation of the Nubian heritage and also the Museum of the Nile to preserve the environmental heritage and the dissemination of culture of conservation of water resources and pillars containing the contents of the heritage of the Nile Basin countries.

Eco-tourism : The Wadi Al-Alaki Nature Reserve is a biosphere reserve with areas for environmental studies, as well as the Salogah and Ghazal Islands. Medical tourism : It has the best areas for the treatment of bone diseases using Aswan sands. Safari tourism: It is the second largest industrial lake in the world is Lake Nasser and the province seeks to establish projects to produce electricity from solar energy, where the sun's brightness 365 days a year and the highest

## Welcome in Aswan, the city of creativity and heritage

brightness of the sun. It is the high dam that produces electricity for all of Egypt. It has the symbol of Russian-Egyptian friendship. The University of Aswan is a lighthouse for science and the branch of the Arab Academy for Science and International Transport. There are many schools and education available to everyone. It has the most beautiful landscape and garden of Asian and African plants. Aswan is the city of creativity, heritage and City of peace. Aswan is nominated to become a learning city within the World Network of Learning Cities. Which was dubbed by the President el Sisi: Aswan as the City of Culture and African Economy. It has a diversity of human beings

from the sons of Nubia, Arabs, Basharites, and the sons of the tribes of Ababdhah Including mines and quarries and many metals such as granite, talc and gold and Women work to revive heritage and handicrafts. Nubia Museum The area of Aswan and its surroundings was the northernmost part of a country known as Nubia or the "Land of Gold" in ancient times. With the construction of the Aswan High Dam in the 1960's, monuments and villages in the Nile Valley of Nubia were threatened with submersion under the rising waters of the reservoir (Lake Nasser). To rescue this important and ancient heritage, the Egyptian government appealed to the





UNESCO seeking help. As a result, an immense international apparatus was formed to excavate and record hundreds of sites. Due to the importance of the material that was recovered from tombs, temples and settlements, UNESCO planned a museum in Aswan to exhibit the unique Nubian heritage. Besides, many temples such as the ones at Abu Simbel and Philae sites were disassembled and reconstructed on higher grounds.

Nubia Museum opened its doors

in November 1997. The complex, which was designed by the late Egyptian architect Mahmoud al-Hakim, reflects the traditional character of the Nubian architecture and it won the Agha-Khan Award of Architecture in 2001. The museum has also a beautiful garden with water-falls, palm trees, flowers, and climbing bushes, spread around natural rocks. There is also an amphitheatre for local and international music and dance performances.





# KANAZAWA JAPAN

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Ever since 1583, the year when Toshiie Maeda assumed power at Kanazawa Castle as Lord of the Maeda Domain, the city of Kanazawa has been free enjoying over 430 years of peace during which a unique samurai culture evolved alongside a diverse array of unusual crafts and folk arts. Crafts and folk arts are deeply rooted in the lives of the people of Kanazawa, cultivating within them a rich aesthetic sensitivity and are

economy of Kanazawa in which culture and industry are strongly linked. The central cityscape offers a glimpse into Kanazawa's rich history. It includes numerous temples and shrines, the geisha house district, the enclosed moats, and a network of canals. At the same time, many commercial complexes, cafes, galleries and studios can also be found in the centre. The city welcomes a constant flow of new faces. The

## Creativity and tradition coexist in harmony

finer sense of craftsmanship. The creative spirit of Kanazawa has given birth to numerous successful niche companies which have maintained a close cooperation with the region during their development. This, in turn, has given rise to the uniquely creative

Kanazawa 21st Century Museum of Contemporary Art, which opened in 2004, received more than 2.5million visitors from Japan and overseas in 2016. The beautiful modern architecture of the "Tsuzumi-mon" Gate at Kanazawa Station recalls images of the drums used in Noh



The presence of numerous artisan workshops in the midst of its traditional cityscape characterizes Kanazawa as a City of Crafts. Craftwork continues to play an important part of the city's daily life and its traditional lifestyle. Elegant, traditionally crafted tableware, for instance, enhance the flavours of dishes as an indispensable part of Kanazawa's gastronomic culture, which traces its origins to feudal times.

community are working together on a variety of initiatives to market the culture, cultivate talent, and to reach out to a worldwide audience. Since being designated a UNESCO Creative City, Kanazawa has engaged with the Creative Cities Network to promote exchange and share knowledge and experiences. The city hosted the UNESCO Creative Cities Network Meeting KANAZAWA 2015 in May of that year and it continues to contribute to the promotion of discussion between network members. By serving as a meeting place for people, products and information from around the world and by working to create new value through interchange, Kanazawa aims to be not only a Creative City but also a permanently developing hub of exchange.



Encouraging future artisans at the Kanazawa Utatsuyama Kogei Kobo



# ICHEON

# SOUTH KOREA

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The area of Icheon City is 461 km<sup>2</sup> and occupies 4.5% of the area in Gyeonggi-do Province.

Located about 30 kilometers southeast of Seoul, Icheon City is in the Seoul Metropolitan Area. Geographically, Icheon is located exactly in the center of Korean peninsula. Icheon is a key transportation nexus, connected by Yeongdong and Jungbu expressways, and intersected by National Road No. 3 and National Road No. 42.

Meteorologically, the average annual rainfall and the average annual temperature in this region are 1,315 mm and 11°C, respectively. Icheon has a temperate climate, with four distinct seasons.

## The city of culture and creativity

The population of Icheon City was 217,358 (foreign nationals: 6,320) at the end of March, 2017, and statistics reveal a steady annual increase in population.

Icheon as a member of UCCN Icheon, gained a glorious title UNESCO Creative City (category: Crafts and Folk Art) on 20 July 2010 by UNESCO.

Due to this strong momentum,

Icheon assure that not only its cultural dignity is up to international high level, but also its citizen could have a strong pride as a advanced cultural civilian.

Icheon city presently boasts of being the largest center of craft industry in Gyeonggido region, which includes Icheon, Yeoju, and Gwangju, with 55% of domestic ceramic industry clustered here.







The city has truly established itself as the only city of crafts in Korea that is well equipped with all necessary infrastructure related to crafts such as many talented artisans and artists, commercial and industrial enterprises, cultural and art figures, galleries, museums, high schools specialized ceramics, Icheon World Ceramic Center, Korea Institute of Ceramic Engineering and Technology, various research and educational institutes, and support facilities, and Korea's only specialized ceramic industry zone, and government's institutional support, etc. In addition, on the foundation of various infrastructures related to

crafts, the festivals held in Icheon, for instance, The World Ceramic Biennale, Icheon International Sculpture Symposium and Icheon Ceramic Festival have continuously been running well every year. Icheon hopes to seize this opportunity provided by UNESCO's Creative Cities Network to develop global cultures, promote cultural diversity, and contribute to human co-prosperity by disseminating knowledge and understanding of Korean traditional craft culture as well as acceleration for its development of cultural industries and overseas expansion for its regional artists and artisans into the worldwide market.





# HANGZHOU CHINA

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## Historical and cultural city

Hangzhou is one of China's seven ancient capitals, historical and cultural cities and international scenic-tourist city, with a city history of 5000 years. It is not only the capital but also the Economic, Cultural, and Science Education Center of Zhejiang Province, and it conveniently located Near Shanghai. The city covers an area of 16,600 square

meters with nine districts and four counties under its jurisdiction, and a permanent population of the city is 8.8 million. Marco Polo, the famous Italian Traveler in the 13th Century spent one fifteenth of his travels describing the spectacularity of Hangzhou. He regarded Hangzhou as "the city of heaven" and "the finest and most splendid city in the world". With

its rich resources and favorable environment for comprehensive urban development, Hangzhou has not only promptly established four advantages—"economically developed city, famous cultural city, scenic resort and silicon valley in heaven", but also become one of the most creative and innovative cities in China due to its excellent entrepreneurial environment.





## **National cultural & creative center**

Hangzhou is the central city in Southeast China. The goal of city is to take advantage of Hangzhou's beautiful natural environment, rich history and culture, good social and economic environment, facilitate the upgrading of its secondary and tertiary industries by the development of the cultural & creative industry, achieve the harmony among environment, culture and economy, and make Hangzhou a city of creation with international influence. In 2010, the Chinese government clarified the strategic position of Hangzhou as the "National Cultural & Creative Center", and Hangzhou aim at promoting the development of cultural & creative industries



and leisure and tourism industries. According to statistics, from 2007 to 2013, the added value of Cultural & Creative Industries in Hangzhou is 6.5% higher than that of the city's GDP in average. In 2013, the added value of Cultural & Creative Industries in Hangzhou was RMB 135.95 billion Yuan, and contributed 16.29% to the GDP. By the end of 2013, the enterprises involved in the Cultural & Creative Industries in Hangzhou employ more than 323.1 thousand people. UNESCO City of Crafts and Folk Art, The City of Animation, The E-commerce capital of China, The Female Costume Capital of China have been the Resplendent Pearl of Hangzhou.

## **City of crafts and folk art**

On 10 April 2012, Hangzhou (People's Republic of China) joined UNESCO Creative Cities Network as "City of Crafts and Folk Art". There is a variety of techniques embodied the Crafts and Folk Art of Hangzhou, such as Silk Weaving Techniques, West Lake Longjing Green Tea Making Techniques and Stone Carving of Xiling Seal Engraver's Society. In the near future, Hangzhou will further perfect development policies, optimize the environment for cultural & creative industry, produce the manpower and the expertise, and enhance foreign exchange, improve the inheritance, protection and innovative utilization of Crafts and Folk Art, and also, making the cultural & creative industry of Hangzhou more competitive in the world, to be the key location of Asia-Pacific region for the Creative Cities Network.







## Culture, Caribbean traditions, art and crafts

A city known for its rich heritage, radiant carnival and singular know-how, Jacmel is proud of its history as a hospitable city and a prosperous trading port. In the wake of the January 12th 2010 earthquake, Jacmel is preserving and enhancing its invaluable tangible and intangible heritage. Jacmel is investing in its renewal through promoting culture,

traditions, art and crafts. The Carnival of Jacmel, known for its creativity and exceptional originality, is the starting point for the creative development of the city: its painting, sculpture and giant papier-mâché masks being anchored deep in local traditions. Every year the carnival brings together the know-how of craft art artists in collaboration with many

professional crafts and folk arts associations. This event attracts thousands of Haitians as well as tourists from around the world. The challenge is now to revive this vibrant component of Haiti's culture. Jacmel's Carnival celebrations are famous across Haiti, and every year thousands of partygoers descend on the city to take part in this fantastic







spectacle. Jacmel turns into one giant street theater for the event: it's a world away from the sequins and sparkle of Carnival in Rio de Janeiro. The Carnival season starts its buildup in late January, with events every Sunday leading up to the giant celebrations and procession on the Sunday of the week before Shrove Tuesday. The streets suddenly swell and everywhere you look are strange figures in fantastical papier-mâché masks – the signature image of Jacmel Carnival. Music is everywhere, from bands on organized floats to rara (one of the most popular forms of Haitian music) outfits on foot. It's an enormous party. The procession kicks off roughly around noon, with

celebrations continuing late into the night. *"Destination Jacmel"* focuses on the restoration and protection of the historic center in order to develop cultural tourism. In passing on Jacmel's traditions to future generations, collective memory is both preserved and celebrated. The cultural richness of Haiti is also marked by many artistic personalities, including painter Préfète Duffaut, writer Rene Depestre and the poet Pommeyrac Alcibiades, who endowed Jacmel with this exceptional motto "Jacmel, Sursum corda! " (Jacmel, higher and higher!). This motto still resonates today in the heart of all Jacmeliens.





# JINGDEZHEN

# CHINA

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## The millennial porcelain capital

As recorded, Xingping, former name for Jingdezhen, started making pottery in late Han Dynasty (206BC-220AD). Jingdezhen is the world-famous capital of porcelain and called one of China's four famous towns in history. Jingdezhen is also one of the first 24 Famous Chinese Historical and Cultural Cities approved by the State Council in 1982. Jingdezhen has won the titles of China Top Tourist City, National Ecological Garden City, National Civilized & Sanitary City, Jiangxi Province Advanced City to Create a Civilized City of Crafts and Folk Art in UCCN and so on.

Situated in the middle and lower reaches of Yangtze River and in the north-east of Jiangxi province, and adjacent to Poyang Lake, the largest freshwater lake in China, Jingdezhen, with an area coverage of 5,256 square kilometers, has a permanent population of 1,610,000. Jingdezhen has always been the most important center of porcelain production and cultural exchanges.

In fact, the history of the city reflects the history of ceramic development in China. For thousands of years, Jingdezhen has exerted tremendous influence on the development of ceramic industry in the world, and thus it's famed as the **Porcelain Capital**. **Jingdezhen is a millennium ancient town with a long history of ceramic making and the porcelain capital of the world with an open-**

**mind to the outside.**

According to the archaeological discovery and documentary records, Jingdezhen has been making pottery since Neolithic period and formed a certain size of porcelain production before 1700 years ago in the late East Han Dynasty, then reached a peak in Qing Dynasty after the development of Tang, Song and Yuan Dynasty. industry, serving





Combining ceramic industry with culture originality, developing tradition together with creativity: Creativity is an accelerator for the sustainable development and prosperity of city culture. The 13th five-year development plan and future orientation of Jingdezhen is “to revive the millennium town, to remodel the porcelain capital of the world, to protect the ecological home, to build a tourist city, and to create a city dialoguing with the world”.

Paying great attention to talents educating mechanism to inherit and innovate traditional technique: there are various education forms in the urban area and rural area including 737 schools, 16 thousand faculty members and 280 thousands students. The education institutions concerning the creative fields include Jingdezhen First Vocational Secondary School, Jiangxi Ceramic Arts and Crafts Career Technical College, Jingdezhen College and Jingdezhen Ceramic University. Citizens receive the good cultural education and vocational training. There are 731 units of cultural industries in the city, employing 17,501 people.



#### JINGDEZHEN CERAMIC INSTITUTE

It is the only comprehensive university based on ceramic majors and belongs to one of 31 national universities with independent recruitment of art students and 94 national universities eligible to enroll in students with master's degree enjoying Chinese government scholarship and overseas students with bachelor's degree

#### JINGDEZHEN UNIVERSITY

As an important base of cultivating talents in Jingdezhen and surrounding areas, the school has 458 full-time teachers, including 63 professors as well as 7,420 full-time junior college students.

#### JIANGXI CERAMIC ARTS AND CRAFTS CAREER TECHNICAL COLLEGE

It is the only Ceramic Vocational College with full specialties in Jiangxi Province as well as in China. Now there are 280 full-time teachers, including 26 professors and more than 6,000 full-time students. It adheres to the school policy of “relying on ceramic





# NASSAU BAHAMAS

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Nassau is the capital of The Commonwealth of The Bahamas, an archipelago, which provided a gateway to the Americas in 1492. The city, like the rest of the country, boasts centuries of colourful history and exemplary racial harmony.

Nassau's culture represents a unique translation node between North America and the Caribbean life ways, yet has developed a distinct character of its own. Proud elements of that distinction are the folk arts and crafts of The Bahamas.

Prime among them are the Bahamian straw industry and the junkanoo arts and festival. Both are derived from the country's African heritage.

The raw material for Bahamian strawcraft comes from the leaves of



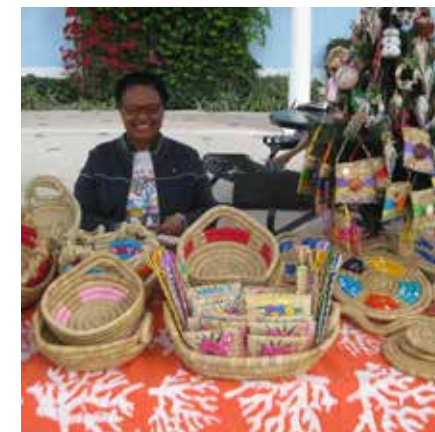
## **Straw craft** **& junkanoo**

several varieties of palm that grow wild and abundantly throughout the Bahamian archipelago. There are close to 200 Bahamian straw weave patterns, with such interesting names as 'sour sop', 'take through', 'peas 'n' rice, Jacob's Ladder and so on. Some of the plait designs and basket styles are associated with specific Family Islands and have become a part of the identity of certain communities.

For the home and public spaces, straw artisans create floor coverings, placemats, condiment

holders, serving trays, fanners for cleaning grain, a variety of baskets for carrying and storing, as well as playthings like dolls. For the fashion industry, there are hats, handbags, portfolios, shoes and even clothing. In the area of decorative design, skilled practitioners produce mirrors, sculptures and wall hangings. The possibilities are endless.

Junkanoo is given pride of place among the folk arts and crafts of The Bahamas. Junkanoo consists of grand annual parades combining costumed musicians, choreographed dancers and a series of three-dimensional sculptures. Many of the finest Bahamian artists and artisans use a range of art mediums and techniques to create the costumes and sculptures. The result is a dazzling, themed extravaganza of sound, colour and forms to create a festival that is distinctly Bahamian. Straw work and junkanoo are







wonderfully inclusive. Everyone can participate. Based on these natural assets and the friendliness of its people, The Bahamas has developed, over the past six decades, a tourism industry long recognized as the premier vacation destination in the region. Nassau offers a range of hotel accommodations, an abundance of restaurants, art galleries, historic sites, environmental novelties and peerless water attractions. The capital is served by a recently constructed state-of-the-art airport, and enjoys convenient access by air directly from major western cities, thus connecting easily to cities worldwide. Nassau has internationally approved communication and ICT systems,

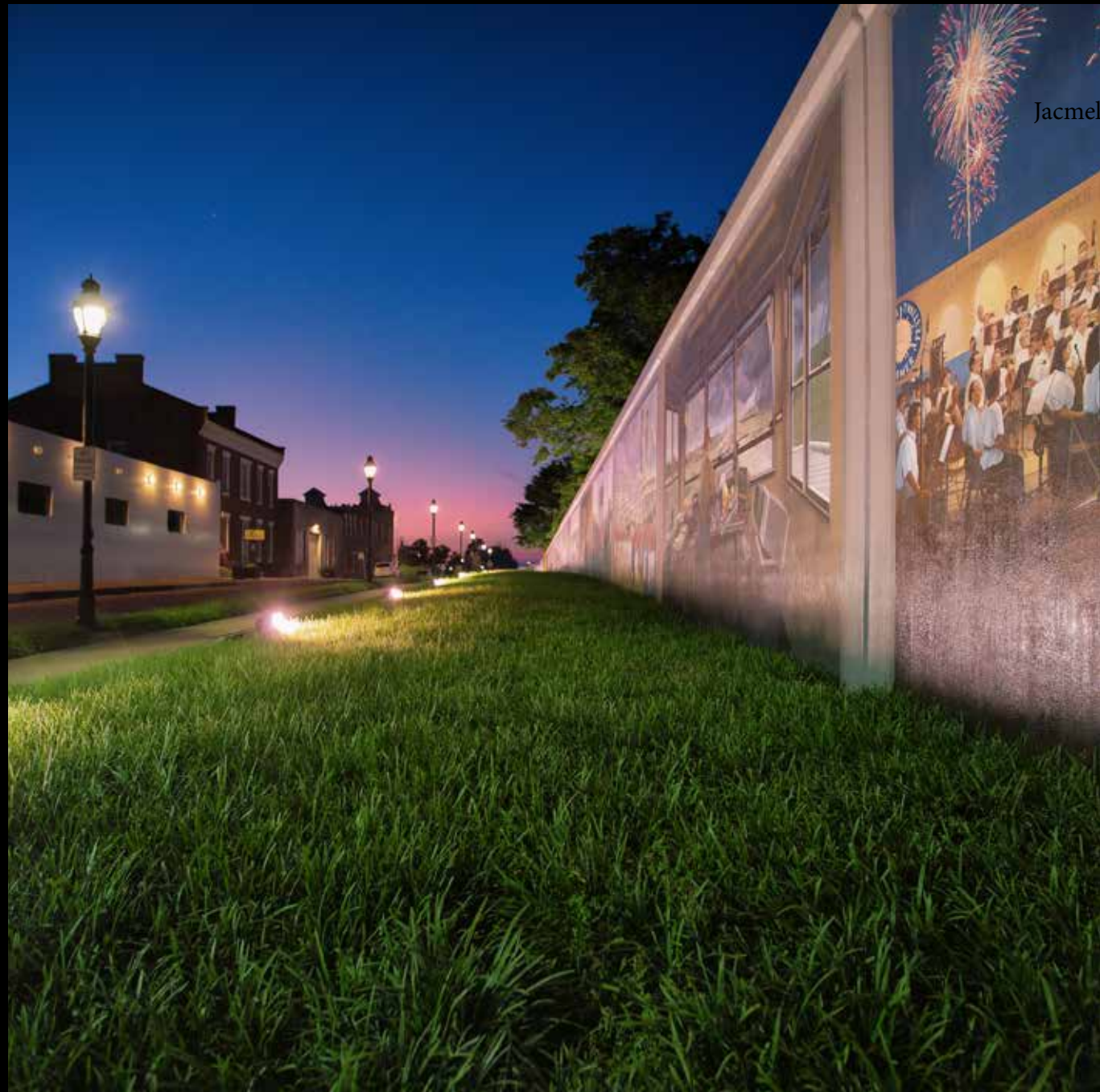


banking facilities, and a dollar with on-par market value to the US\$. As one of the two first cities in the region to be designated by UNESCO as a Creative City of Crafts and Folk Arts, Nassau invites you to come and celebrate with us and allow us to show you our unique folk arts and crafts and our warmest hospitality!



# PADUCAH USA

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Creativity is the common thread that connects people from around the globe to Paducah. Located at the heart of America's inland waterways, the river contributes to the constant flow of Paducah's engaging energy and deep American heritage. Paducah's long-lasting tradition in the fine craft of quilting is the anchor that qualified the city as a UNESCO Creative City in the field of Crafts & Folk Art.

Paducah's creative community inspires, educates and fosters connection through the arts. As a UNESCO Creative City, Paducah welcomes artists from around the world to share culture and craft through exhibitions, workshops and performances. The Yeiser Art Center, Maiden Alley Cinema and



Gallery, Market House Theatre, Clemens Fine Arts Center and the Carson Center all contribute to Paducah's rich diversity of ongoing cultural offerings ranging from live theatre to exhibitions to art films to classical performances by the Paducah Symphony Orchestra. The founding of the American

competitors, attendees and media from around the world. In addition to exhibits of the most exquisite quilts being created today, AQS hosts a variety of special events, a vendor mall and the AQS School of Quiltmaking, a series of classes and lectures conducted by world-class instructors.

## Quilt City, creative quilting pathways

Quilter's Society (AQS) in Paducah and hosting the original AQS Quilt Show & Contest in 1984 was the foundation for many of the city's modern cultural attractions. With more than 55,000 members representing every state and 80 countries, AQS has set a standard for excellence in quilting and provides a forum that inspires, instructs and nurtures the art and skills of quilting worldwide. The renowned AQS QuiltWeek – Paducah is set apart by

The National Quilt Museum is the portal to the contemporary quilt experience – through exhibits and workshops by renowned quilters who are implementing creative ideas and approaches to fiber art. It is the gateway to the discovery of quilts, quiltmaking and the quilt artist for domestic and international visitors. The Museum features a collection of award-winning quilts and ever-changing thematic exhibitions that celebrate the talent, diversity and innovation.



Paducah's creative economy has been enhanced by the award-winning Artist Relocation Program, a proactive concept that utilized art as the catalyst for revitalization. The program offered artists incentives to relocate to the historic neighborhood known as Lower Town, renovate declining structures or construct new ones, convert them to studios and galleries and participate in the city's vibrant creative energy. Today, the Arts District is populated with working artists, students and artists-in-residence actively engaged in

contemporary production of art and craft. The campus of Paducah School of Art & Design, a division of West Kentucky Community & Technical College, is the latest addition to the Lower Town Arts District. State-of-the-art facilities present visual arts education in photography, drawing, painting, 2D graphic design, ceramics, sculpture, jewelry, fiber arts, metals and 3D design and offers public programming including the Master Artist Workshop Series, national exhibitions and culinary art in the Kitchens Café.





# PEKALONGAN INDONESIA

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Pekalongan, also known as the “Batik City” is home to 300,000 people. It is a multicultural city where different ethnic communities

Pekalongan’s identity. Integrated into the city’s educational system, Batik culture is also well integrated into the city’s creative economy

## **Batik culture into the city’s creative economy**

live together, often enjoying each other’s cultural expressions in the many exhibitions, parades and events held throughout the year. Handcrafts, such as hand-drawn and hand-stamped batik, are the main pillars of the city’s economy. Closely tied to art, culture and the economy, batik design and production are an essential part of







development plans. Safeguarding and further developing Batik culture and the surrounding Batik craft villages is a priority for Pekalongan. The Batik Museum and the adjacent workshops for students form an important arts centre and have been recognized as a Best Safeguarding Practice of intangible heritage. Pekalongan is an excellent example of how culture-based development can support citizens, particularly



women, in developing viable income generating activities and improving their quality of life. Batik as an expression of art, culture and economy is the principal identity of Pekalongan City. In brief, batik is the art of producing textiles by a process of making dots and lines on cloth with hot wax, using special pens called canthing, or copper stamps called canthing cap, to resist dyeing. The wax is carefully applied to the cloth according to

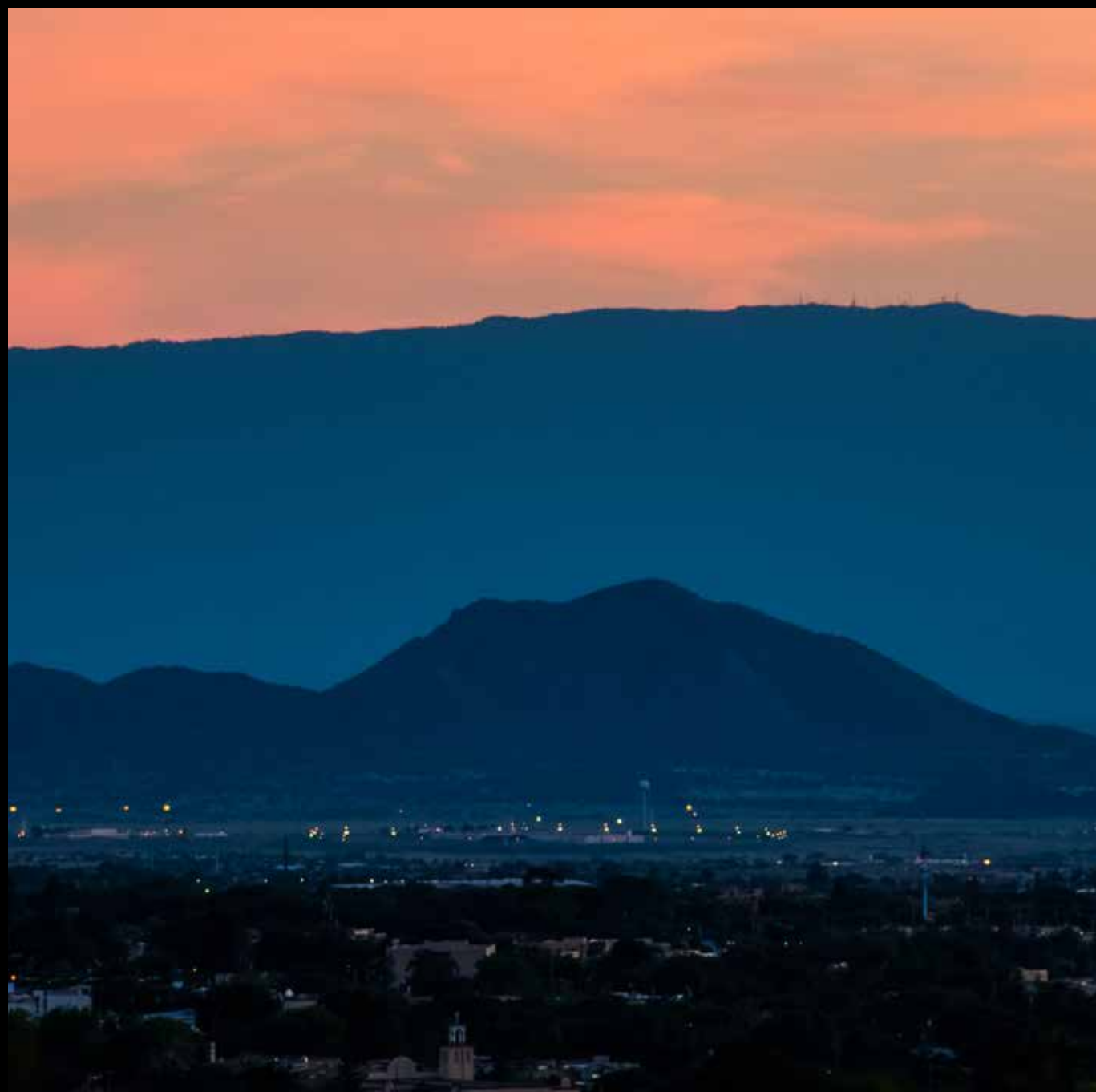
the desired patterns and motifs, and the cloth is dipped into a cold dye bath. The dyed cloth is then immersed in hot water, removing the wax. Parts of the cloth which were not covered with wax will have accepted the dye colour. The process is repeated as many times as the number of colours desired. A wide variety of patterns and motifs is developing continuously according to the creativity of designers, especially in Pekalongan City. The symbolism of the patterns and motifs is related to various ethnic communities, life cycles, and the flow of history. Each piece of batik hand drawn or hand stamped using the wax method is a unique work of art, not merely a machine mass-produced coloured textile. Pekalongan batik is always produced as a home industry.





# SANTA FE USA

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## A confluence of culture and tradition



Craft, folk art and culture have always been at the heart of Santa Fe, New Mexico, USA. Called the “Dancing Ground of the Sun” by early Native American inhabitants, Santa Fe is rich in history and culture. The earliest inhabitants of Santa Fe were Native American peoples. Archaeology in Santa

Fe’s historic downtown has found evidence of settlements as early as AD 600. In 1610, ten years before the Mayflower Pilgrims of England founded Plymouth Colony on the eastern coast of the United States, Santa Fe was established by Spanish explorers. When Spanish settlers arrived in Santa Fe, they found Native American people who possessed artistic traditions stretching back for a millennium. These ancient customs and crafts were an active part of their daily lives and remain an important part of contemporary Native American culture. Santa Fe is fortunate that Native American communities continue to share these traditions, including weaving, pottery, jewelry and dance.

The Spanish also brought with them the artistic enterprises of the Old World and Mexico, in addition to developing unique colonial art



forms that still thrive today. The folkloric dances of New Mexico represent a fusion of the Moorish influences brought by the Spanish



and indigenous forms found in Mexico and New Mexico. Santa Fe is also home to a one-of-a-kind straw applique and tinwork elements found in traditional Spanish Colonial artwork. The Native American and Spanish Colonial traditions were enhanced by an influx of painters and writers from the eastern United States during the early half of the 20th century. Artists such as Gustav Baumann, Marsden Hartley, Georgia O'Keeffe and Fremont Ellis left an indelible mark on Santa Fe's arts community. In the mid-19th century the Santa Fe Trail helped bring essential and luxury goods to the southwest. Santa Fe remains a center for shoppers to experience a unique market of small boutique, Native American artwork and handmade items of delight. World-class markets have been born and continue to thrive in Santa Fe, which is host to three major annual art markets: the Santa Fe International Folk Art Market; Traditional Spanish Colonial Market; and Indian Market. With an abundance of creative enterprises employing curators, designers, dancers, musicians, actors and more, Santa Fe remains a rich melting pot of talent and creativity.





# SUZHOU CHINA

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Suzhou is an ancient city built 2500 years ago. Suzhou is situated in the Yangtze River Delta on the mid-part of the west shore of the Pacific Ocean. Suzhou is also known as “The Land of Fish and Rice” and “The Home of Silk”. Ever since ancient times, Suzhou has enjoyed the reputation of “Heaven on Earth”. In 2014, Suzhou was named “City of Crafts and Folk Art” by UNESCO and joined UNESCO Creative Cities Network. Home to the culture of Chinese men of letters, Suzhou boasts a long history of handicrafts which are abundant in kind and number and endowed with rich culture. The city has always been one of the

## A city of crafts a paradise on earth

most important centers of Chinese crafts and folk art since ancient times and has nurtured an array of internationally famous schools of handicrafts and fine artworks, which represent the highest level of different historical periods and are known both at home and abroad for their exquisite artistic

values. As a classical form of art carrying culture heritage with world wide influence, Suzhou's handicrafts are a mirror of the elegant life style and unique artistic understanding of its local people and they have played a significant role in the historical development of human culture and art.





Suzhou's handicraft industry is famous for its rich variety of products and superb craftsmanship. Among 11 categories of arts and crafts in China, Suzhou boasts all of them, totaling over 3,000 types. The most representative and world-renowned are embroidery and traditional



construction technique of Fragrant Hill Group. There are also 30-plus famous types including carved jade and Ming-style furniture, some of which, such as Su embroidery, Su fans, Ming-style furniture and theatrical costumes and stage properties, can only be made by the craftsmen in Suzhou. So far, Suzhou ranks first among all the cities nationwide by having five of its local items inscribed on the List of Intangible Cultural Heritage of Humanity of UNESCO, among them three are of craftsmanship, which are traditional construction technique of Fragrant Hill Group, Song brocade weaving and Suzhou Kesi weaving as part of traditional Chinese mulberry silk weaving skills. Suzhou also has 32 items being inscribed on the List of National Intangible Cultural Heritage, among which 18 belong

to traditional handicrafts. Since the 21st century, Suzhou has been applying modern technology to transform and upgrade its crafts industry while preserving its time-honored tradition. As a result, the city's crafts industry has been expanded and enhanced to a new level. Meanwhile, Suzhou's handicraft products made frequent appearances at various exhibitions both at home and abroad and won many awards and honors, which greatly boosted its the international influence and reputation.





# AL AHSA SAUDI ARABIA

/55



Al-Ahsa became a member of the Creative City Network which encompasses 116 cities from 54 countries in the area of manual crafts and folklore, it received numerous invitation to participate in the social activities organized by

flow of Al Ahsa engaging energy and deep GCC heritage. Al-Ahsa has been inhabited since prehistoric times, due to its abundance of water in an otherwise arid region. Natural fresh-water springs have surfaced at oases in the region for millennia,

## **Bisht, old Arabic tradition of creative crafts industry**

the Network or the member states where it is due time to enroll all national, regional and international activities in a manner that come within the path of the UNESCO Creative City program.

Al Ahsa resembles the crucible part that combine all the culture and art and industry of the gulf area could melt in. Located at the heart of Gulf region, the traditional industry and folklore contributes to the constant

encouraging neighbors to come and attend firms and schools.

Traditional crafts in the Kingdom of Saudi Arabia stemmed originally from the environment where its materials and tools are extracted from. The materials and tools are only exported when the environment could not supply them anymore and when the crafts developed into industries. Many people have attempted to preserve these





industries from extinction since they are their source of pride, wealth and security. They meet their demands: provide them with the tools they need for subsistence and for meeting their daily need.

Al-Ahsa has been known for the diversity of its crafts especially its traditional industries due to the abundance of the date-palms which are the source of prosperity with respect to their nutritious value and the availability of raw materials for the numerous domestic industries. The craftsman extracts the raw materials from the agricultural, desert or coast environment. The society members were self-sufficient; they depended solely on the environment; they made use of what is available to meet their daily needs. Crafts flourished at that time since they were in demand besides there is some sort of cooperation among craftsmen. The hand-made products were displayed in the market which was frequented by the quarter dwellers, the near-by villagers and the Bedouins for exchanging goods: buying and selling.

Sewing craft (Bisht) in Al Ahsa is a well-known craft that pass in a nomadic form in ancient times spreading Bisht as gustative dress all over the area.

Some Ahsa families became well-known for making cloth from the local spinning threads obtained from the sheep wool or camel hair

(waber). This industry developed through time until it became a huge trade that relies on manual skills for knitting golden decorations. The same families spread this industry

to other Gulf States, Iraq, Iran, and Syria. Their products are exported to different countries and Ahsa remained the cradle of this unique industry.





# BAMIYAN

# AFGHANISTAN

/59



Situated at an altitude of 2,500 meters, Bamiyan, also called the “Land of Shining Light”, is the largest city of the central region of Afghanistan. Declared as a UNESCO World Heritage Site in 2003, the cultural landscapes and archaeological remains of the city – especially the carved monumental Buddha statues – continue to testify to Bamiyan’s rich history. Known for its location on the ancient Silk Road, Bamiyan’s cultural assets have benefited from a diversity of cross-cultural influences and features that are particularly reflected in the field of crafts and folk art.

Bamiyan nurtures creativity and culture as key levers for urban renewal and for the improvement of social conditions, with special attention given to the involvement of women. Envisioned as a trailblazer in developing crafts and folk art, the Department of Rural Rehabilitation and Development has conducted a project through the AREZO NGO and the Afghanistan Rural Enterprise Development Programme (AREDP) on carpet weaving which largely employs women and people from vulnerable communities.

Recognized as the 2015 capital of the South Asian Association for Regional Cooperation (SAARC), Bamiyan asserts its commitment to collaborating on an international level, to promoting collective self-reliance and to fostering socio-cultural development. At the local

## **Land**

## **of shining light**

level, the municipality has adopted the Bamiyan Cultural Master Plan as a central policy whose main purpose is to enhance inclusive and sustainable urban development through cultural and creative industries.

Silkroad Bamiyan handicrafts is founded in 2010. The first step was to prepare for the fixtures of Hotel Silk Road Bamiyan opened in 2007, including the cushions, bedcovers of guest rooms. Mainly we sell items such as household goods, including cushion covers, bedcovers and cloths like shirt and jacket with hand embroidery. Also bags made from Dastarkhan





which is the traditional table cross in Bamiyan. Bamiyan's hand woven cloth is woven by women in the village called "the Dragon Valley" located just outside of Bamiyan city. There are hundreds, thousands of colorful design and individuality of the Weaver reflects on each design .

The revenue by this woven cloth is used for daily life as a valuable



cash income of women. Many women who live in Bamiyan, do not have educational background and difficult to get a job. Even for men, it is difficult to find a job in Bamiyan which relies on stockbreeding and less industry. Among such a situation, women's income is very valuable and product sales is an important task for the stable life of women.





# DURÁN ECUADOR

/63



Durán (Ecuador) is a city that was born and has developed as a result of migratory processes over the past century. Thousands of Jamaicans who built the railway and hundreds of indigenous people who arrived from the Ecuadorian mountain ranges to the coast have generated a unique cultural mix in Durán. Following this line of

thought, we are exploring the urban recovery of the city centre, where Durán's history was born. We want to transform it into an area for developing culture and art, and a space for creation and creativity for the new generations who look for opportunities to stay in the city. We promote the participation and dialogue through the creation of

## Leveraging cultural diversity for sustainable urban development

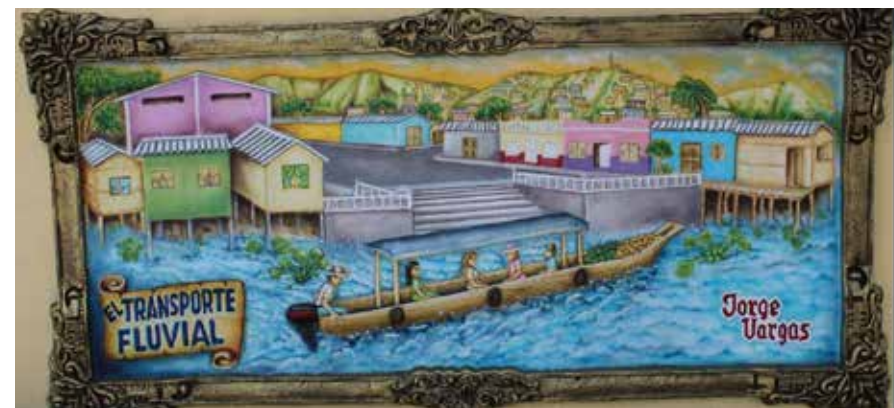


cultural spaces for families, such as 'Cultural Itinerant Festivals of Craft and Folk Arts', which is also a space to exhibit our handicrafts. We have launched educative and informative campaigns to enhance the slogan 'Orgullo por lo tuyo' ('Pride for what is yours'), to recover the confidence, recognition, repute, history and love for the land of our inhabitants. Accordingly, the different cultures that converge in Durán have





contributed to the development of folk arts and local history, which supports its recovery and its value for the present and future development of the city. The recovery of history and local culture, generated by a mixture of migrant cultures, is documented and promoted through reading and animation projects for children, vacation programmes in art and culture, history projects of high relief sculptures on railway facades, and the recovery of iconic places in the city, as part of an overarching objective to reduce social problems in Durán.





# ISFAHAN

# IRAN

/67



Considered as a hub for crafts and folk art, Isfahan is the third biggest city in Iran, with 1.5 million inhabitants. Its creative sector comprises the country's most specialized craft people in 167 different disciplines, including carpet weaving, metalwork, woodwork, ceramics, painting and inlay works of various kinds. According to Isfahan Territorial Planning, at least 9,000 craft and folk art workshops and enterprises contribute to Isfahan economy, the majority of which are located in the historical "Naqsh-e Jahan Square", inscribed as a UNESCO World Heritage Site in 1979.

The attention the city pays to folk art is of importance, too. The term "folk art" refers to works of art whose practicality outweighs their aesthetic aspects. This is rooted in the rich old culture of the city. Since ancient times, the people of the city have attached importance to art and UNESCO's focus on the city is meant to them to sustain this intangible heritage.

While "Naqsh-e Jahan Square" remains the major center for showcasing high-grade works through permanent exhibitions, other events give both a local



## Islamic

## architecture

## and crafts

## of ancient

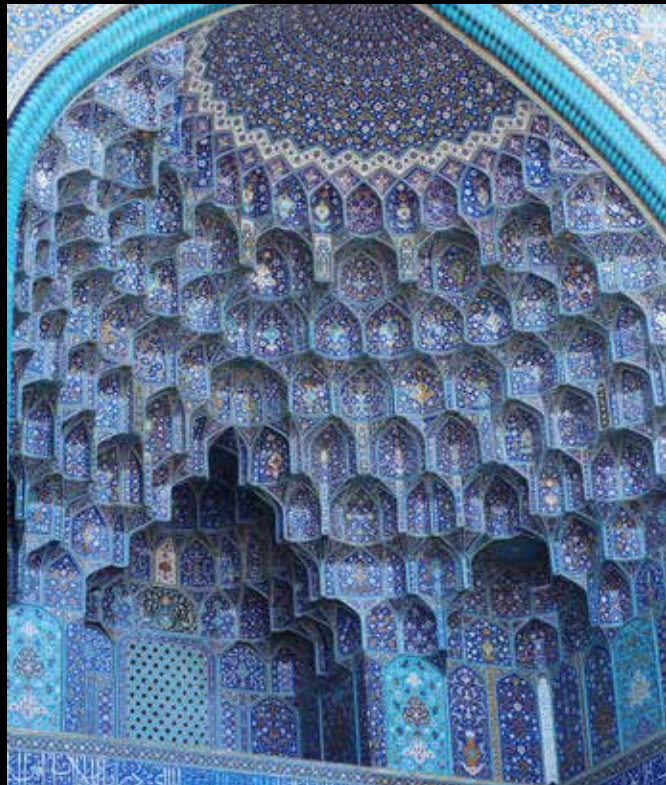
## Persia

and international focus to the city dynamics in the field of crafts and folk art, such as the International Cultural Heritage Festival, which

attracts the annual participation of 26 countries worldwide. The highlight of this event was the workshop dedicated to female







artisans, emphasizing Isfahan's commitment to valuing female artworks to perpetuate traditional know-how. As Isfahan primarily considers crafts and folk art as key levers to foster social reintegration and cohesion, employment growth, and the preservation of vanishing traditions and knowledge, the Municipality's programmers reflect these objectives by working in close collaboration with

creators. A wide range of training workshops and financial support mechanisms have been developed, notably in the framework of the Handicrafts Cooperative Societies, gathering both public and private entrepreneurs to formulate innovative projects and policies to enhance the status of creators and the contribution of crafts and folk art for sustainable urban development.





# JAIPUR INDIA

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Capital of the State of Rajasthan in India, Jaipur is home to a population of 3 million inhabitants. In the early 18th century, the city was called the House of the 36 Industries (Chattis Karkhanas) for being an historical trade centre largely supported by crafts and folk art, including painting, carving and jewelry. This period has shaped the city and is honoured through the dedication of specific streets and markets to each of these industries. Today, this legacy continues to bear witness to the diversity and vitality of the field of crafts and folk art, which employs about 175,000 people working in around 53,500 workshops.

Jaipur views creative industries as a means to sustain its rich cultural heritage, passing on many traditions through local festivals and fairs which have always been embedded in the city's cultural life. The Jaipur International Heritage Festival is the best-known event showcasing traditional works of crafts and folk art, as well as contemporary works. This event puts particular emphasis on fostering partnerships between



the public and private sectors and civil society, as well as developing interdisciplinary approaches between crafts and folk art and design.

Jaipur is also home to the Indian Institute of Crafts and Design (IICD), the largest resource centre in the country, which is currently undertaking cross-cutting

## **Pink city, art and crafts of Rajasthan**





research and offering residencies. To further protect and promote crafts and folk art, the Municipality is developing many initiatives, including the Heritage Walks. This project aims to give new life to the ancient streets and markets, thereby improving

artisans' working conditions and supporting direct selling. In addition, there are plans for establishing a Global Art Square in the heart of the city, creating a unique hub for new generations of craftspeople to sustain Jaipur's artistic traditions.





# LUBUMBASHI DEMOCRATIC REPUBLIC OF CONGO



/75

## Crafts and folk art in the Copperbelt

The second largest city in the Democratic Republic of the Congo with 1.7 million inhabitants, Lubumbashi is situated along the mining region of the Copperbelt. As the copper and malachite industries have long been the backbones of the local economy, Lubumbashi is committed to giving new impetus

to the city's development by using creativity to highlight its industrial legacy. With more than 50 workshops dedicated to malachite carving, city policies reflect the trade's stature as a key lever to stimulate employment. Workers from the copper mines have anchored many artistic







expressions in the city's cultural identity, from street performance to popular theatre and music including karindula and brakka. This vast amount of creativity has led to the creation of the Copper Eaters Festival, which for the last fifteen years has celebrated artisan work. This event is central to the city's strategy to foster urban vitality, cultural participation and social cohesion. In addition, the city hosts the Picha Encounters, also referred to as the Lubumbashi Biennale for Visual Arts, which is known as one of the most innovative and experimental cultural events in Africa for showcasing urban-related works of art. So far, culture

and creativity within the city has been developing in the informal sphere. However, the Municipality, together with civil society, is keen to work towards developing a comprehensive policy framework for culture. Current measures facilitate the establishment of cultural organizations and creative industries, as well as increase the number of training programmes and job opportunities for artists and artisans. Lubumbashi is eager to develop its networks further with the aim of allowing this post-industrial city to advance with a sustainable urban renewal and development path, using culture and creativity as a driver.



# SAN CRISTÓBAL DE LAS CASAS MEXICO



The city of San Cristobal de Las Casas dates from 1528 and is located in southeastern Mexico in the state of Chiapas bordering municipalities with

indigenous population, and limited to the south to the border with Guatemala. Has ten traditional neighborhoods with specific vocation and traditional craft, some since its foundation, and others were acquired by passing the time and the needs of the city. The municipality has also several communities with productive activities in various trades. Is related to many rural indigenous populations from the 17 municipalities of the "Altos region of Chiapas." It is an urban-rural municipality with intercultural population of approximately 185.917 inhabitants and there are indigenous groups who speak different languages as the Tseltal and Tsotsil.

## cultures of the present and the past of the south of Mexico







They mainly manufacture textile crafts that are embroidered according to various identity patterns that are used to manufacture various garments and other items. Also they also manufacture other traditional crafts. The city retains the craft vocation that had since it was founded in 1528 (first Spanish

settlement). Traditional neighborhoods as they were created were characterized by having a traditional craft or acquired a new one, depending on the specific needs of the city. These crafts were, among others, the manufacture of: blacksmithing, pottery, candles and wax items, sweets and breads, yarns, fabrics and textile dyeing, pyrotechnics, carpentry and wooden toys. For those nearby communities and artisans, making handicrafts and weaving is part of everyday life, historically one of the main activities to earn income for their families. This activity has a very important meaning, as it recognizes through this practice that of their ancestors. Today the local and regional craft remained on the market in various places in the city, preserving this fundamental role as a center of supply and consumption of communities in the region.





# SASAYAMA JAPAN

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## Ancient Japanese ceramic style

Sasayama city locates in the middle east part of Hyogo Prefecture and is surrounded by mountains and greens. Sasayama is about an hour from Osaka by train, and is a place that the Genfukei of Japan, which is said to be the oldest, and the most impressive memories of the Japanese people still remains. In the middle of Sasayama city locates Sasayama Castle, which was built during Tenka Bushin (nation wide construction) under the command of Edo Bakufu Governmnt. With Castle Town of Sasayama castle as the center, the lodging town, agricultural settlement and ceramic settlement were expanded. Till now, the nature, history, cultural heritage is still being succeeded.

Due to the special climate of Sasayama basin, the food in Sasayama is absolutely delicious. It's famous for Tanba Black Soy Beans, Tanba Chestnuts, Pork, Yam of Tanba Mountain, Tanba

Matsutake Mushroom, Tanba Sasayama Beef, Tanba Sasayama Mountain Koshihikari Rice...etc. Sasayama will continue to ride the name of "The City of Food and







Walking along the streets, it reminds people the old, peaceful days in the old times.

Tabnayaki was said to be one of the six Japanese ancient ceramic artwork. Sasayama has succeed and turned this old industry along with Tanba cotton, which is one of the treaditional handicrafts of Hyogo Prefecture into a new page and is still living on it.

The works are recoginzed as one of the masterpices that craftsmen

can make by hands.

Streets and mountains that invites Jofutokoro . And , it has been taken over over the long what month tradition and culture Dekansho clause , in town to live such a tradition , people over 200 years and is in a folk song that has nurtured with great that sometimes I think From Dekansho clause unbroken has been passed down to , it is possible to know the town of Tamba Sasayama.





# /sommario

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