

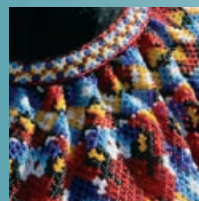
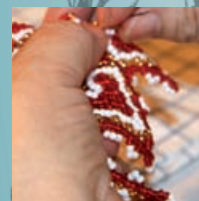
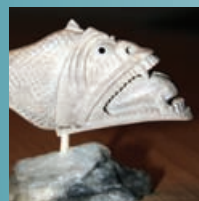
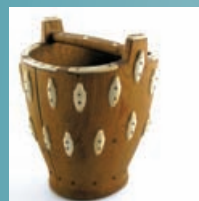
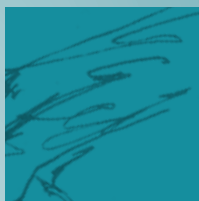
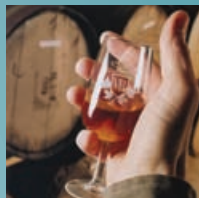


ÉCONOMUSÉE NORTHERN EUROPE

Project 1.19

ECONOMUSEE Northern Europe

Artisans at work
English
Gaeilge
Íslenska
Føroyskt
Kalaallit
Norsk
Française



EQUIGIT
ARTISANS
AT WORK

PEOATAA GIT
QUPP.33 TAKUUK

SANALUT-
TARTUT

ATUARUK
QUPP.33

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SAMARBEIDSPARTNERE
"S USTAINABLE DEVELOPMENT" PARTNERS



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Northern
Periphery
Programme
2007-2013



www.economusee.no

Project 1.19 ECONOMUSEE©

Northern Europe

Objectives

The project aims to create 18 new artisan craft economusees in Northern Europe, resulting in sustainable jobs for the young as well as preserving heritage crafts.

Implementation process

There are 5 work packages for the project implementation.

The project is based upon the successful ECONOMUSEE concept from Quebec, being adapted to European conditions, innovations, including a comprehensive business development strategy, new implementation and support instruments as well as business advice for the craft companies involved.

The craft companies are selected according to agreed criterias, being evaluated, and tested by means of a feasibility study for each candidate company before being transformed into an ECONOMUSEE.

Once becoming an economusee the business support work starts for the individual company as well as for the North European network.

Partner countries and organisations

The project is shared between 7 partner organisations from 7 different countries, speaking 7 different languages, i.e. Norway, Canada, Greenland, Iceland, Faroese Isles, Northern Ireland and Ireland.

The project organisation:

PSG-Project Steering Group

Helge Andre Njåstad, Leader, Hordaland County Council (Lead partner), Norway

Claude Dube, (Economusee Quebec), Canada

Anders La Cour Vahl, Greenland Tourism and Business Council.

Ari Thorsteinsson, Nýsköpunarmiðstöð Íslands/Innovation Centre Iceland.

Olga Biskopstø, Útoyggjafelagið/Research Centre for Social Development, Faroese Isles.

Marie-Louise McClarey, Imeall Teo Tra, Antrim, Northern Ireland

Paul O'Hare, Imeall Teo Tra, Donegal, Ireland

Project Management

Terje Inderhaug, project manager

Magne Haugseng, international project management

Stakeholder groups in all countries

Local project managers(ment) for each economusee development

The project is given a support of EUR 1 838 282 from the NPP-Northern Periphery Programme for a project period lasting from 1st . Jan. 2008 to 31st March 2011.

The Economusee Concept

The mission and objective of the ECONOMUSEE Northern Europe project and the Economusee organisation in Canada is together to showcase and keep alive traditional trades and know-how.

This will be done by the setting up of ECONOMUSEUM® in a network, from East Canada and across the Northern Europe. The network is designed for small industries specialising in arts, crafts and agro-food and fisheries products.

The industries will be opened up for the public, offering an interactive, recreational and enriching experience. In so doing, the ECONOMUSEE Northern Europe project will also offer the public an innovative cultural tourism product.

An **ÉCONOMUSÉE©** is a business which:

- uses a traditional craft technique (know-how or savoir-faire) in its production
- produces traditional and/or contemporary products with cultural connotation
- opens its doors to the public in order to promote its know-how and its craftspeople
- has a site designed for the animation and interpretation of its production
- aims to be completely economically independent through its business operations.

The concept is based upon the six-step component model:

1. **Reception and welcome area:**
 - o Visitor gathering area and space devoted to cultural heritage.
2. **Production and creation:**
 - o Heart of the ÉCONOMUSÉE© where the crafts-person and/or his/her team produce contemporary objects, drawing inspiration from traditional methods.
 - o Visitors must see the craftspeople at work to understand the production.
3. **Traditional production:**
 - o Exhibition space showing visitors of all ages the creativity of the craftspeople from a historical perspective, using a collection of documented traditional objects and texts to explain the various facets of the craft and the environment within which it developed and functioned.
4. **Contemporary production:**
 - o Exhibition area for products, works or pilot-projects showing the adaptation of traditional products from the past to contemporary needs.
5. **Information and documentation:**
 - o Public area for visitors who want to read and consult documentation to learn more about the craft practised by the craftsman.
6. **Product display and sales:**
 - o Space set aside for the sale of products made by the craftsman as well as for associated merchandise.