



Póra Valsdóttir - Matís

NPA Stefnumót

16 nóvember 2016 Hótel Hamri Borgarnesi



Northern Periphery and  
Arctic Programme  
2014–2020



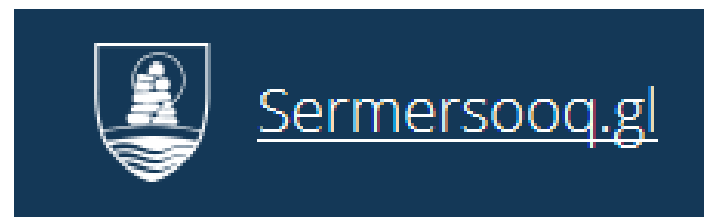
EUROPEAN UNION

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Handverksfyrirtæki í dreifbýli  
Byggja upp  
Markaðssetja







Áhersla:  
Fyrirtækjapróun

Alþjóðlegur markaður  
Nærumhverfi  
Ungt fólk







## What is an Économusée?

Each ÉCONOMUSÉE is carefully concocted to make your visit memorable. Whether it's outside on the porch, inside the front doors, or woven through the garden, the RECEPTION area is where you meet the artisan or one of their helpers, and get oriented to their trade and to the working studio you're about to explore.

Once inside, be sure to visit the EXHIBITION area, where historical objects and pictures weave a story of the traditions and creativity of craftspeople past. It could be an entire room, or a wall, or a display hanging from the ceiling above you.

The CONTEMPORARY GALLERY is where the you can see how traditions of the past evolve to meet modern needs and tastes. The results can be delicious, or kooky, but they're guaranteed to inspire. The beating heart of the ÉCONOMUSÉE is the artisan's WORKSHOP. This is where you can see the evolution of craft in action! Watch your host spin a ball of yarn, polish a pewter ornament, or melt wild berries into tasty preserves. Ask questions about the process, techniques, and materials while high quality items are hand made in front of your eyes.

Now you're curious? If you want to delve deeper into the specialty of the ÉCONOMUSÉE you're visiting, head to the DOCUMENTATION area. Pull up a chair and browse through magazines, articles, books or videos that further distill the story of the craft. An ÉCONOMUSÉE is a fascinating place to visit and learn. But it is also a sustainable business, funded through the sale of its products. In the BOUTIQUE you can purchase the items that you watched being made, and take a piece of living history home!

### IN SHORT

An ÉCONOMUSÉE® showcases traditional trades and know-how by promoting the establishment of ÉCONOMUSÉE®. An ÉCONOMUSÉE® business requires the following criteria.

- 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 craftpeople
- Has a site designed for the animation and interpretation of its production
- Aims to be completely economically independent through its business operations and the







Artisans à l'œuvre / Artisans at work  
**ECONOMUSÉE**<sup>®</sup>  
magazine

## À LA RENCONTRE DES ARTISANS MEETING ARTISANS

**TROIS TERROIRS À CROQUER**  
MUNCHING ON THREE LOCAL DELIGHTS

**DES BIJOUX DE PASSIONNÉS**  
ENTHUSIASTS' JEWELS

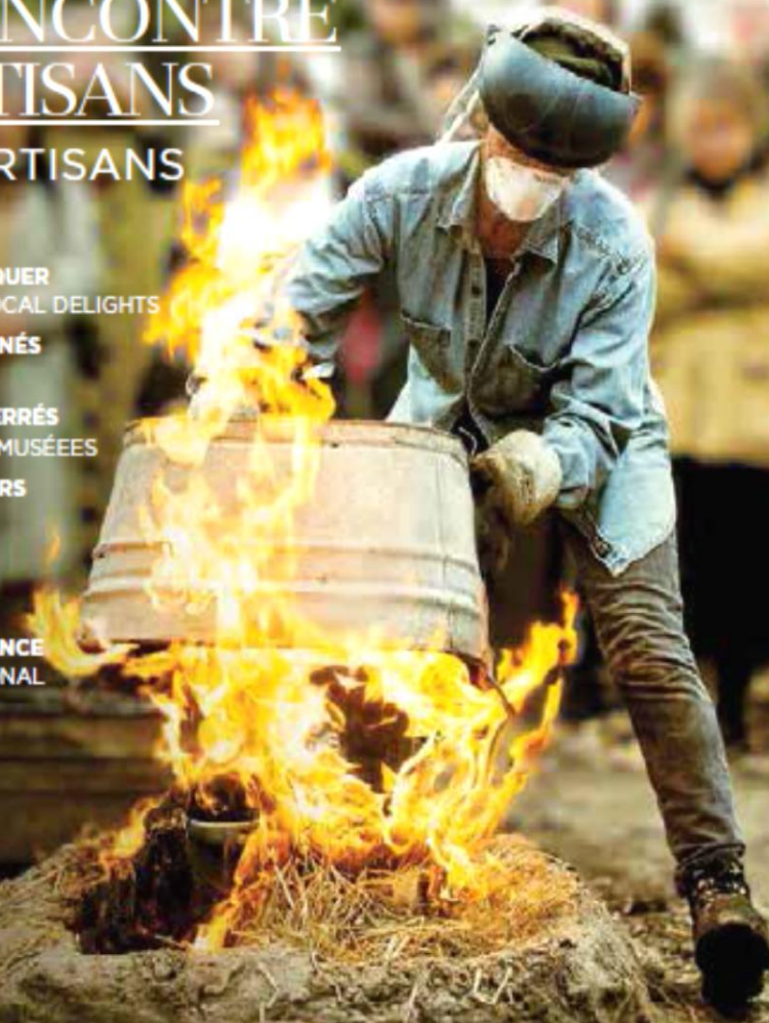
**DES ARTISANS TISSÉS SERRÉS**  
TIGHTLY WOVEN ÉCONOMUSÉES

**2015 - ANNÉE DES MÉTIERS  
D'ART AU CANADA**  
2015 - CRAFT YEAR  
IN CANADA

**UN RÉSEAU MONDIAL  
D'ARTISANS EN CROISSANCE**  
A GROWING INTERNATIONAL  
NETWORK OF ARTISANS

**ÉDITION INTERNATIONALE**  
PRINTEMPS / ÉTÉ 2015  
INTERNATIONAL EDITION  
SPRING / SUMMER 2015

www.economusees.com





# Economusee



Handverk  
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Opin almenningi  
Sýna vinnslu og vörur  
Fjárhagslega sjálfstæð



Staðbundin menning



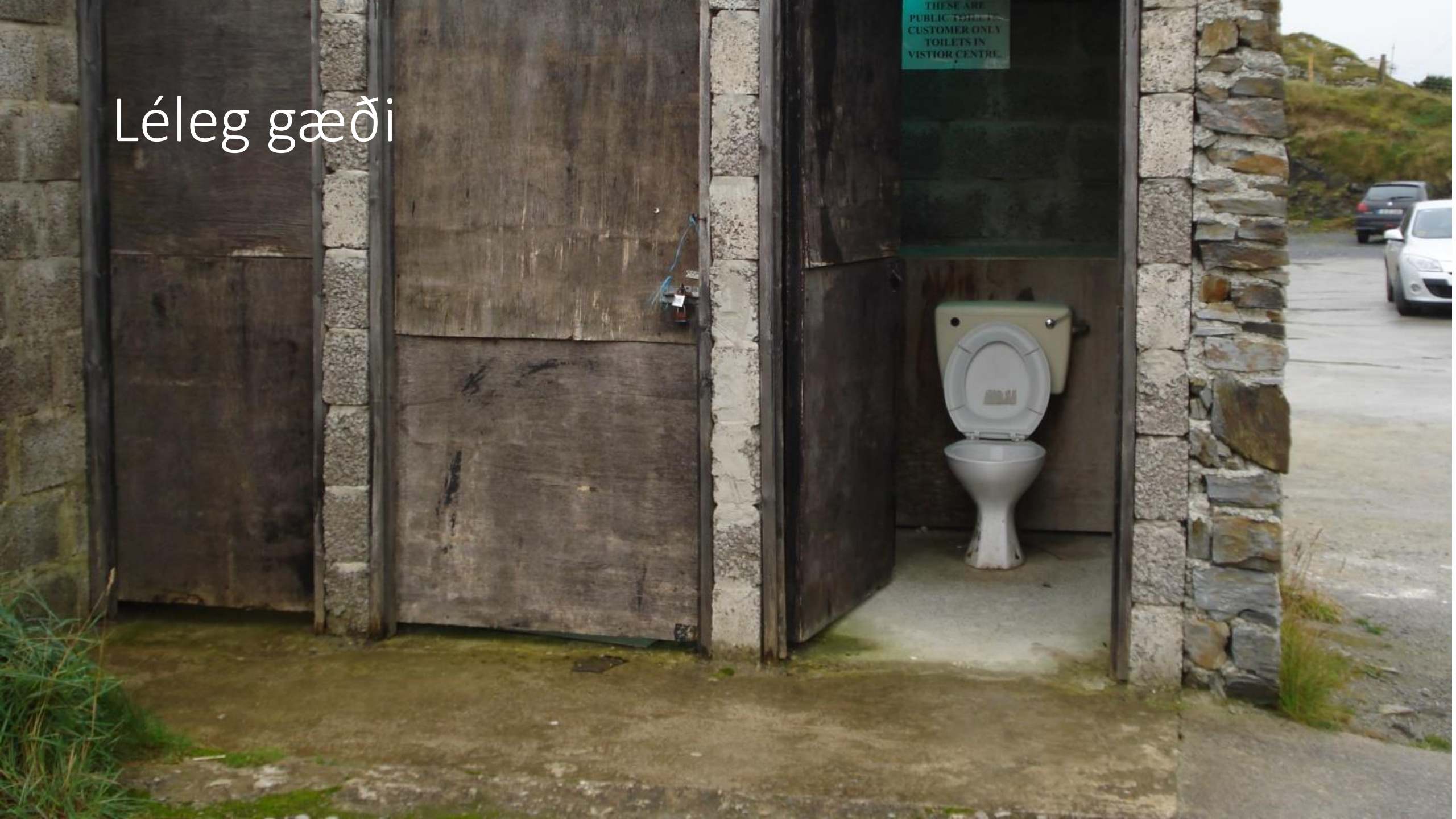


Gæði  
Færni  
Staðbundin aðföng





Léleg gæði

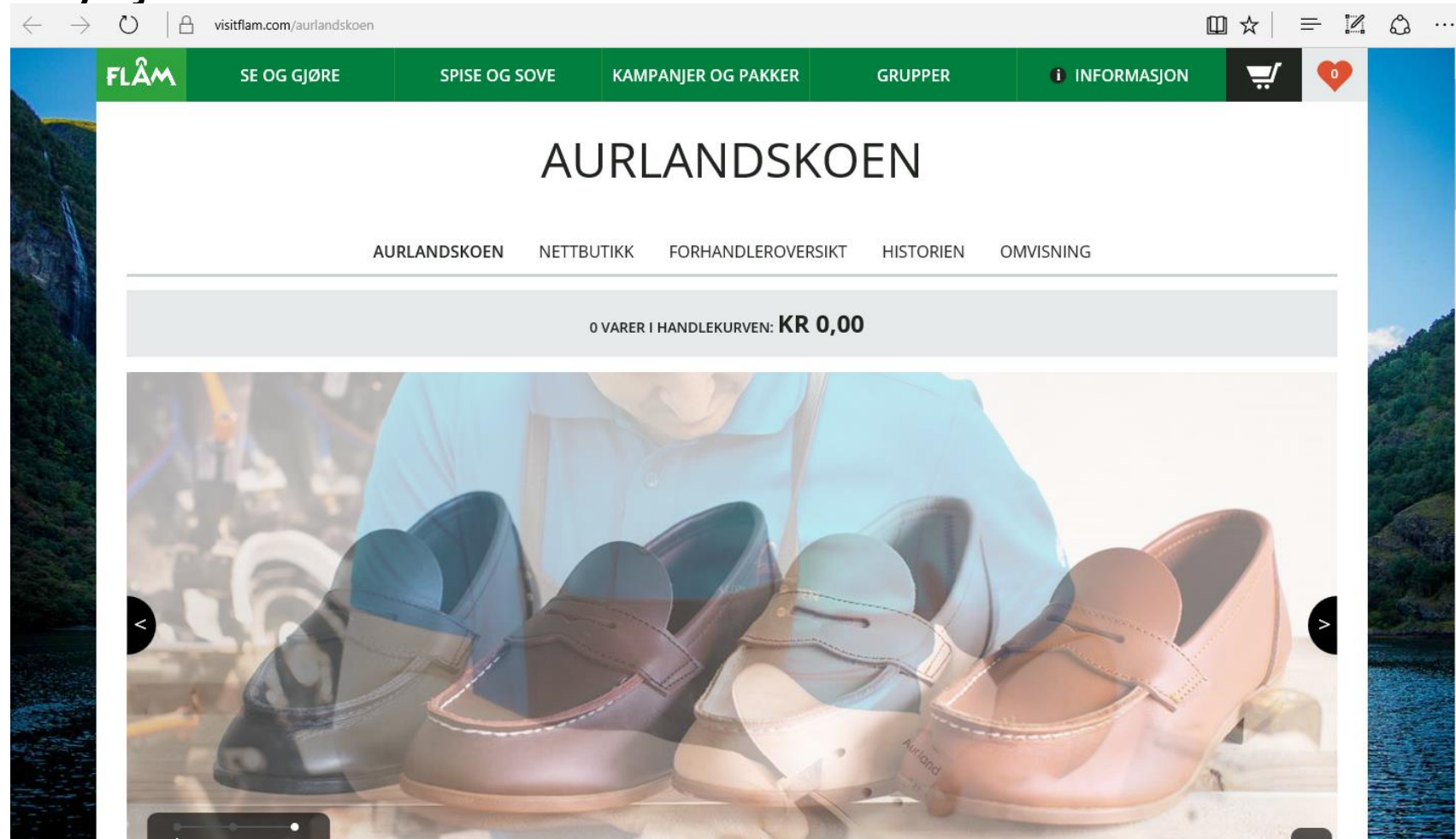




# Áhersla: Fyrirtækaþróun

Þróa nýjar leiðir við að styðja við:

- Beina sölu
- Vefsölu
- 'Branding'





Uppstilling







Sérfræðikunnátta í smásölu







RJÓMABÚIÐ ERPSSTAÐIR





# Gagnkvæmur stuðningur

Sameiginleg hönnunarráðgjöf

Sameiginlegur stuðningur við uppstillingu

Markaðssetning innanlands og erlendis

Miðlægur punktur í samfélaginu

Starfsnám fyrir ungt fólk



Artisans at Work/ÉCONOMUSÉE added 3 new photos.

25 August · 🌐

Famous Brighter Gold rapeseed oil. Now with a deluxe edition which includes real gold.... and good external signs makes them easy to find.



No one works  
harder than a  
farmer,  
except maybe a farmer's  
wife.





KVÆÐI  
/ HEROIC BALLADS

Kvæði, vísur og tættir - Føroyska kvæðamentanin er rik: 75.000 munni öld eftir öld. Kvæðini siga frá søgum um hetjur, søgu, barn eisini verður nýtt.

*Ballad songs in dance are grouped as Kvæði, Visur and Tættir. The other in content of the text, rhythm and melody. Dance is an element find heroic, historic, satirical and love stories in the songs. The tradition is enormous: 75.000 verses were passed down in an unbroken*

**This shop is devoted to Music from the Faroe Islands**

Today the Faroese music scene is buzzing with artists of all genres. Since earliest times, music has played a major role in Faroese culture. TUTL is a part of Économusée Northern Europe, and at TUTL Économusée we present the branches of music that are inspired by and grow from the ethnic all vocal Faroese music roots, as well as early instrumental folk music in the Faroe Islands.

*"At TUTL. Eðnomusíu you can experience the width of Faroese music, from the original roots to the modern composers and artistic experiments."*

*"Today the Faroese music scene is buzzing with artists of all genre and you can find nearly all releases in this shop"*

*"The name TUTL is Faroese and means whisper, insurrection"*

Plátufelagið TUTL varð stovnað í 1977 av Kristian Blak og øðrum eldhugaðum tónasmiðum og tónleikarum

Síðani tá hefur TUTL verið ein virkin leikari á feröyska tönnleikapallinum, bæði hvat viðbúðir at sanna, dokumentera og menna feröyskan tönnleik. Helt frá byrjan hefur Kristian Ball verið leikari á TUTL, í hesi árin hefur ment seg frá at vera ein granskarstjóri, til í dag at vera eitt leik, íð þrúat at og umboðar feröyskan tönnleik á aljóða marknaðinum. TUTL hefur lagt dent á atgávur á síðbúðum feröyskan tönnleik, og tönnleik, íð hefur fingið bláttur haðani. Dómi sum betur eru Týr, Hamferð, Eivur, Valzavn, Síður Rasmussen, Harkalóð, Ennoki, Kori, Kvonn, Yggdrasil, Pauli í Sandagerði, Jógvan Waagstein, William Heinesen, Kári Berk, Spálmennir og nógv onnur.

TUTL Records was founded by a group of music enthusiasts around composer and musician Kristian Blak in the mid '70ties, and has ever since been a platform for all genres of music from the islands.

Kristinn Blak has been the manager of TUTT!, the Faroese musicians' label, from the very beginning. Releasing ethnic music from the Faroe Islands has been a main focus for TUTT! over the years. However, Faroese ethnic music also serves as a source of inspiration for composers and musicians – such as Týr, Hamferð, Eivør, Valrun, Sunleif Rasmussen, Harkalødd, Erkek, Orka, Kvonn, Yggdrasil, Pauli í Sandgerði, Jógván Waagstein, William Heinesen, Kári Bæk, Spællmannin and many more.



**ÉCONOMUSÉE**  
NORTHERN EUROPE





Starfsnám fyrir ungt fólk










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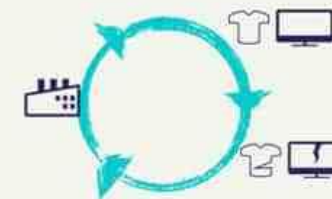


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## Blue Economy

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ARTISANS AT WORK



Our partners and sponsors are varied and greatly appreciated. Meet some of these people and hear why they have chosen to support the ÉCONOMUSÉE® movement. If you want to help in preserving traditional know-how and helping artisans succeed, please contact us.



Michel Gervais, O.C., O.Q.,  
Ph.D.  
President of the  
ÉCONOMUSÉE® Network  
Society

## Supporting artisans for over 20 years.

The Économusée® Network Society (ENS) promoting the Économusée® concept is a not-for profit organization. For 20 years, since its foundation in 1992, the ESM has supported artisans in Quebec, offering advice on transforming enterprises into économusées and showcasing their production. Now grown into an international company, the ENS works with many partners who share the same goals – the continuation of traditional trades and know-how in the field of fine arts and the agri-food sector.

The ENS has expanded its outreach internationally through the creation of partner companies with official status that develop their own networks of ÉCONOMUSÉE® in accordance with the concept.



# Þróa stuðningskerfi/pakka

- Til að styrkja nærumhverfið
- Til að vinna saman yfir landamæri







Leir 7

about 4 months ago

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