



Building a craft ecology

A case study of cultural heritage work in Armenia

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Artisans define
place




A photograph of three women in a workshop, each holding up a piece of lace. The woman on the left holds a circular lace doily. The woman in the center holds a rectangular piece of lace with a white square in the middle. The woman on the right holds a triangular lace piece. They are all looking at the camera. The background is a wall covered with various artworks, including a classical bust and several colorful paintings. The foreground shows a table with various lace pieces and sewing supplies.

Artisans are both
producers and stewards
of material culture.



Rapid changes brought
on by globalization and
urbanization have
isolated many artisans.

A photograph of a man wearing a wide-brimmed hat and a plaid shirt, sitting on the floor and working on a large, dark, rounded pottery vessel. He is using a tool to shape the clay. In the background, another person is visible, also working on pottery. The setting appears to be a workshop or a traditional craft studio with wooden walls and various pottery pieces scattered around.

Craft is the second
largest employer in the
developing world



Folklife Festival Marketplace
Personal connection on the
Mall translates to sales

A close-up photograph of a person's hands weaving a vibrant, multi-colored striped textile on a traditional wooden loom. The weaver is wearing a red long-sleeved shirt and a dark green jacket. The loom is set up on a wooden surface, and various weaving tools and materials are visible, including a white bucket and a blue bowl. The background is slightly blurred, focusing attention on the weaving process.

Smithsonian Artisan Initiative



My Armenia

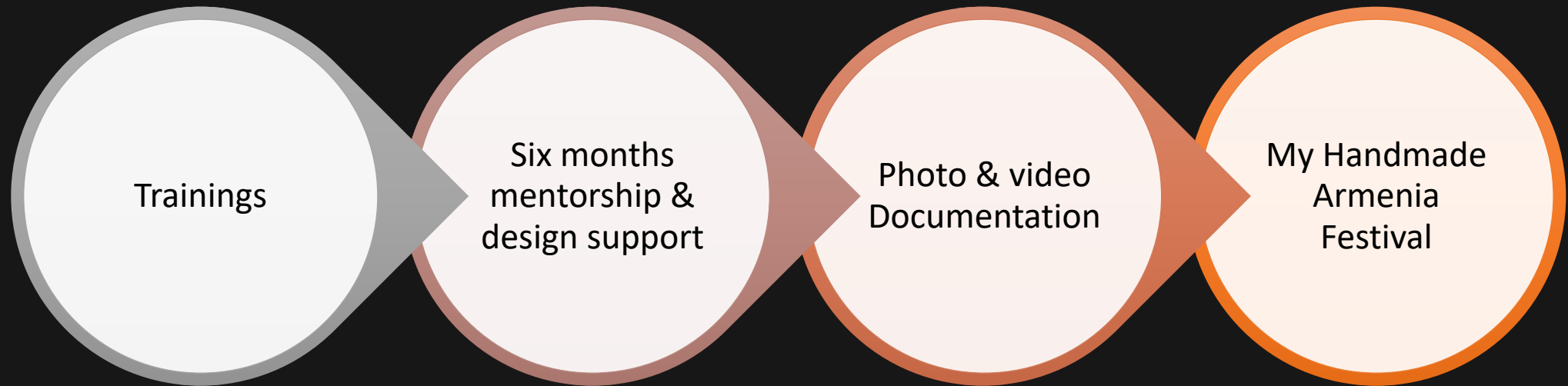


My Armenia

- Strengthen cultural heritage tourism offerings
- Increase awareness of Armenia as a cultural heritage tourism destination
- Improve cultural sector workforce skills
- Coordinate partnerships in the cultural heritage tourism sector



My Armenia & Teryan Cultural Center





Smithsonian

KRELL
AVANA
Handmade in Peru

SILK
02.03.17
COLO

02.03.17
COLO

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CENTER FOR
FOLKLIFE
& CULTURAL
HERITAGE





Supportive &
visionary
leadership

Repeated
opportunities for
relationship
building

Respect for
traditions using
contemporary
modes of
recognition

Strong
partnerships
with committed
local
organizations