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Cross border training “Interaction of craftsmanship and design”

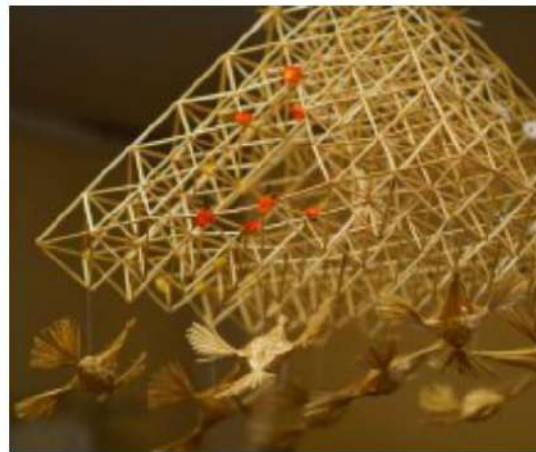
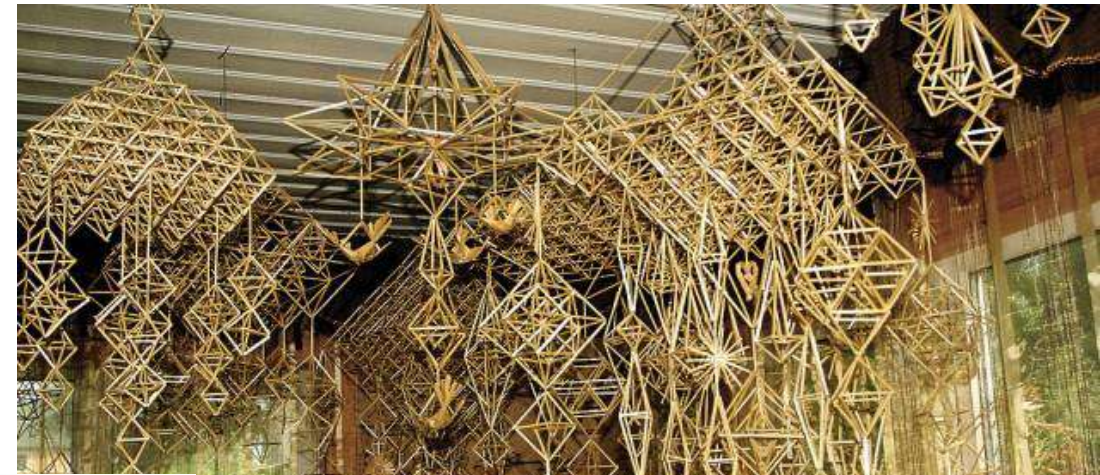
Ethnocultural creativity: emergence of a new concept.

Branding of ethnocultural products: transmediation of ethnic elements into new product design.

Presenter: Giedrė Brazdauskaitė, Vilniaus kolegija, Vilnius, Lithuania.

ENI-LLB-1-108 “Promoting preservation, availability and development of intangible culture and local history heritage improving sustainable culture tourism competitiveness in Latvia, Lithuania and Belarus” /
“Rediscover the roots of regions”

ETHNOCULTURAL CREATIVITY AND **TRANSMEDIATION**





ETHNOCULTURAL CREATIVITY?
TRANSMEDIATION?

inarch.it („Modern etno“ hotel concept)



ANOTHER EXAMPLE:
INSPIRATION FOR CREATIVITY?



ETHNOCULTURAL CREATIVITY?
CREATIVE TRASMEDIATION?

EVERY ETHNIC ELEMENT CAN BE CREATIVE **TRANSMEDIATED**,
UNIQUELY **BRANDED**,
AND ORIGINALLY **LIFESTYLED**.



Packaging Design:
Ethnic Condiment or
Beverage, Moroccan Spices
University of Louisville
Instructor: Leslie Friesen

Student: **Michael Chou**

Below: Cultural/product research
Top right: pattern and architectural form research
Below right: final packaging designs



HOW TO FIND A **PATH** TO A MODERN WORLD, YET, RETAIN AUTHENTICITY?

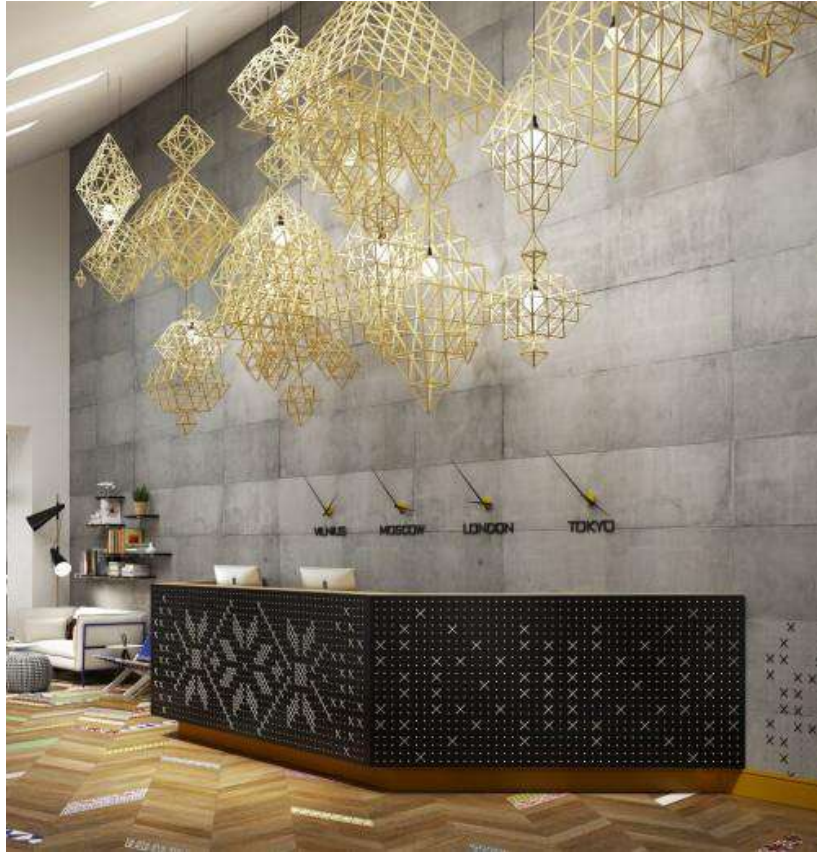




ADAPTATION TO **CREATIVE TRENDS**

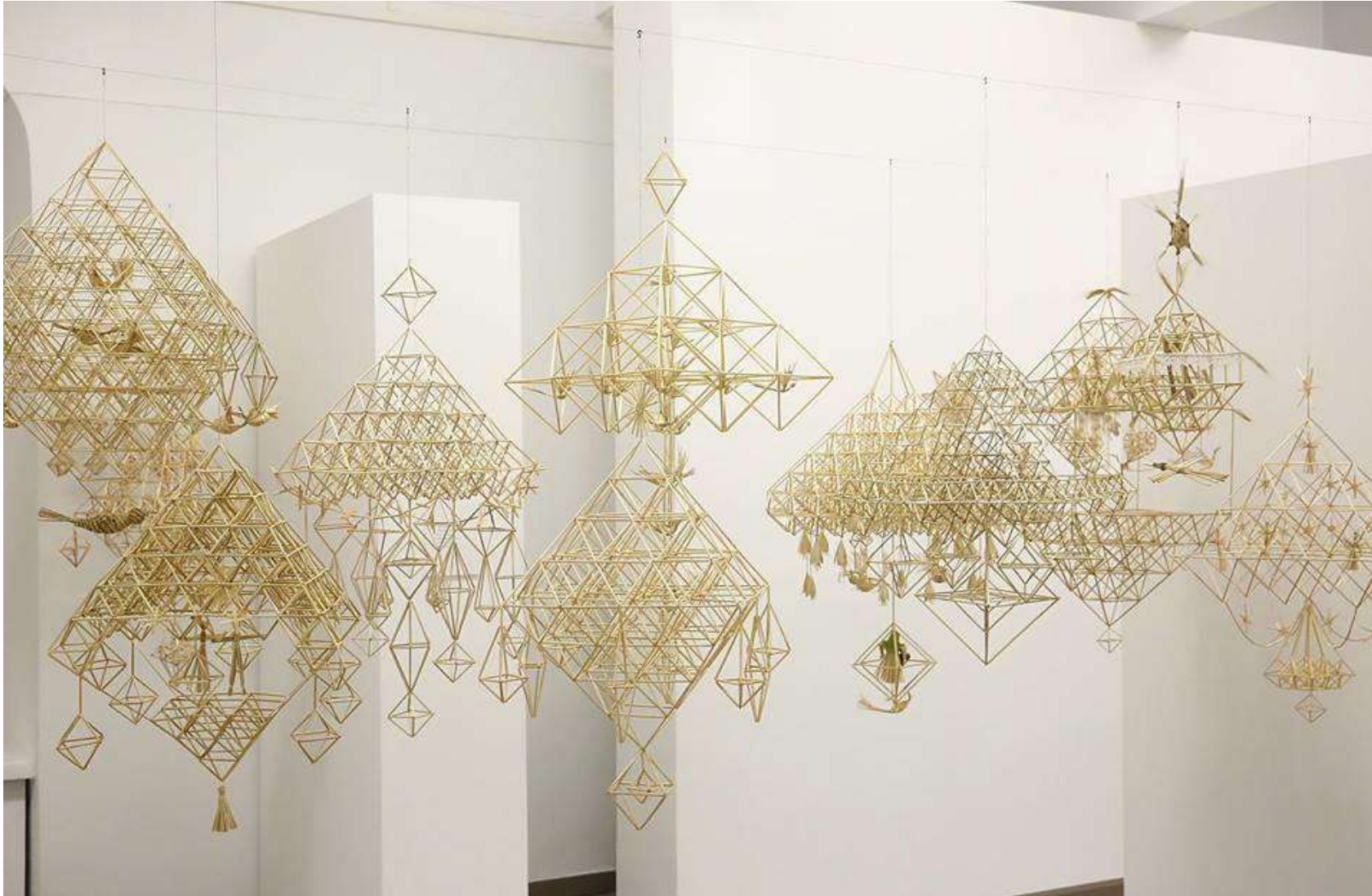


ADAPTATION TO CREATIVE TRENDS



inarch.it („Modern etno“ hotel concept)

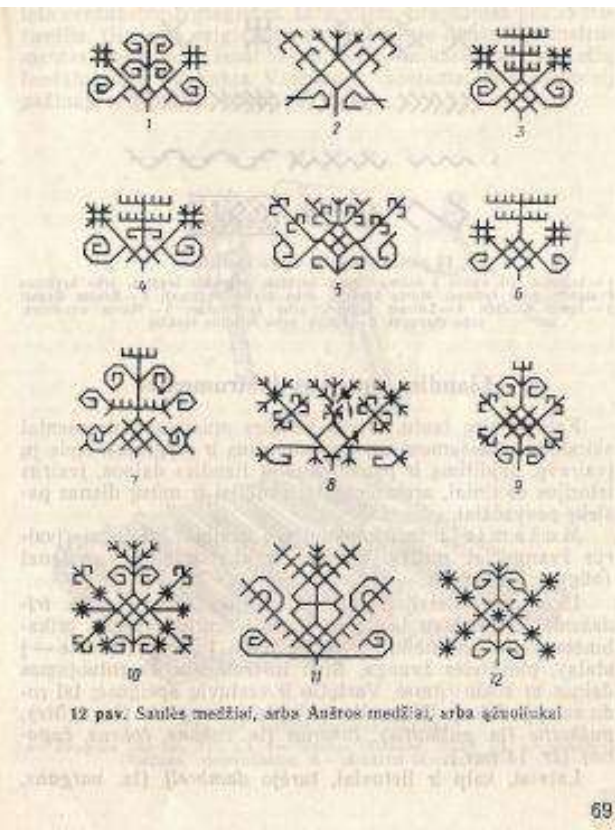
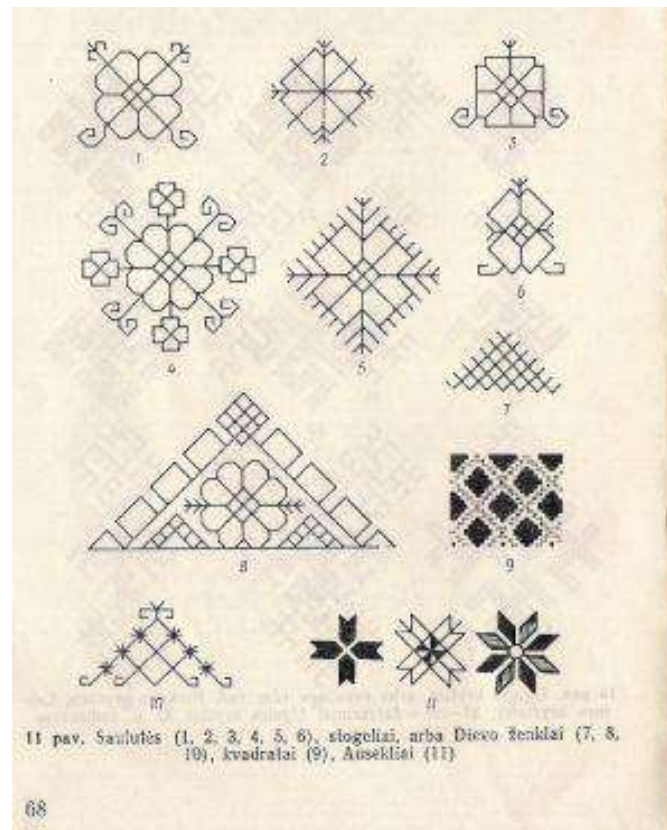
TRANSMEDIATION, **LIFESTYLING**, AND CULTURE



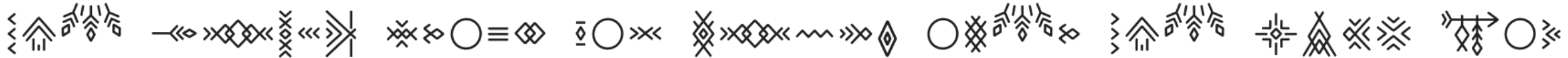
WHO OF YOU HAS SEEN YOUR LOCAL ETHNIC ELEMENTS IN **RETAIL WINDOWS?**



ETHNO LOGO



CREATIVE ETHNOCULTURAL TRANSMEDIATION
IS POSSIBLE **EVERYWHERE**



ETHNOCULTURAL CREATIVITY AND
CREATIVE TRANSMEDIATION IS ABOUT
SEEING...



YOUR STYLE: CREATIVE TRANSMEDIATION AND LIFESTYLING



ARTIST VERETTA

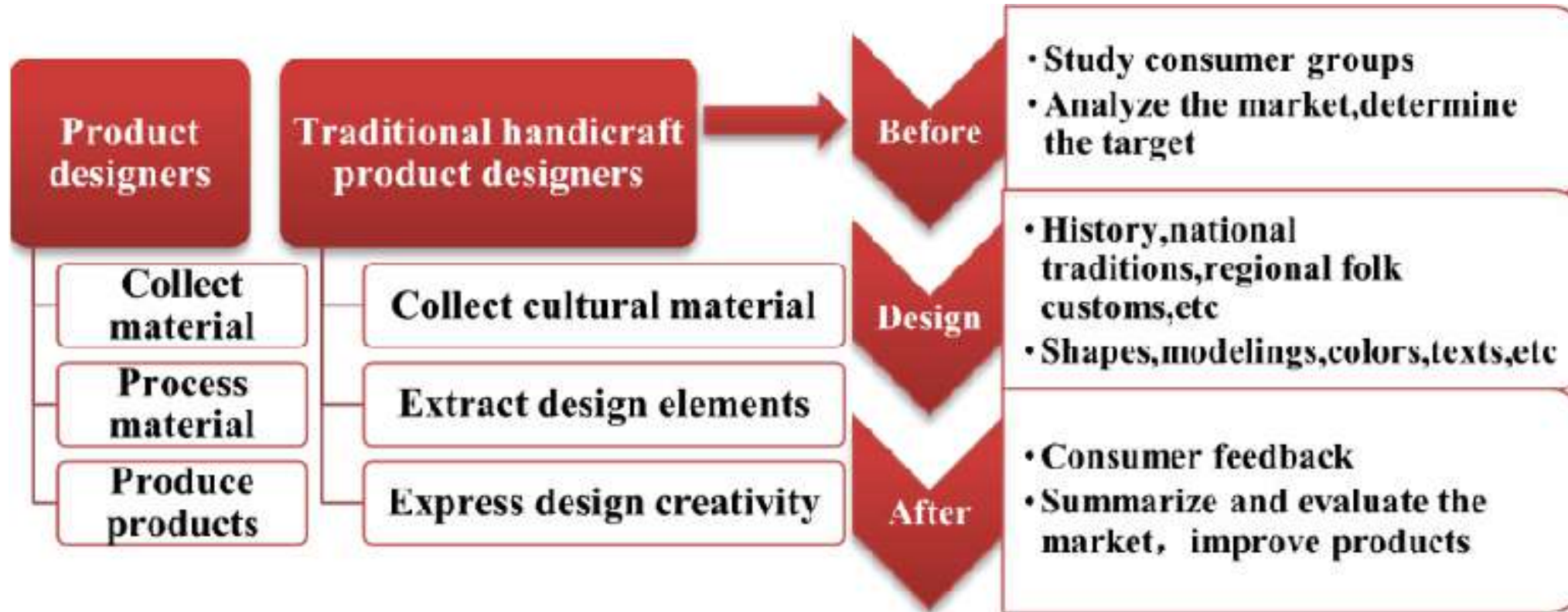
YOUR STYLE: CREATIVE TRANSMEDIATION AND LIFESTYLING

WHAT ARE YOUR CREATIVE EXTENSIONS?



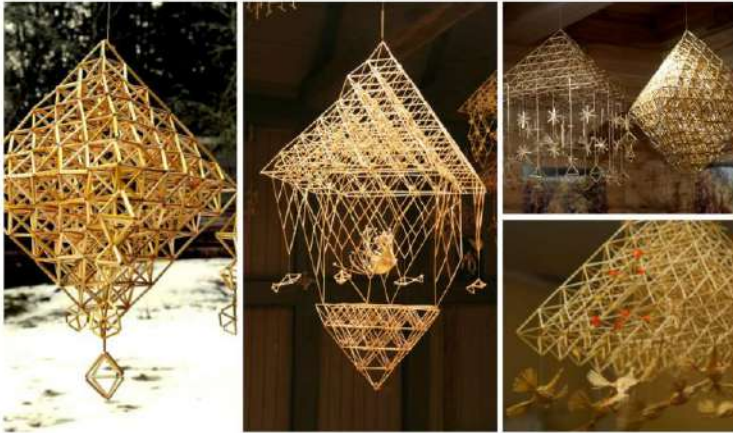
Artists Dawn Strachko

TRANSMEDIATION OF ETHNIC ELEMENTS INTO NEW PRODUCT DESIGN



He, Y., Lyu, J., & Chen, M. (2019). An Approach of Traditional Handicraft Products Innovative Design from the Perspective of Regional Ethnic Minority Culture.

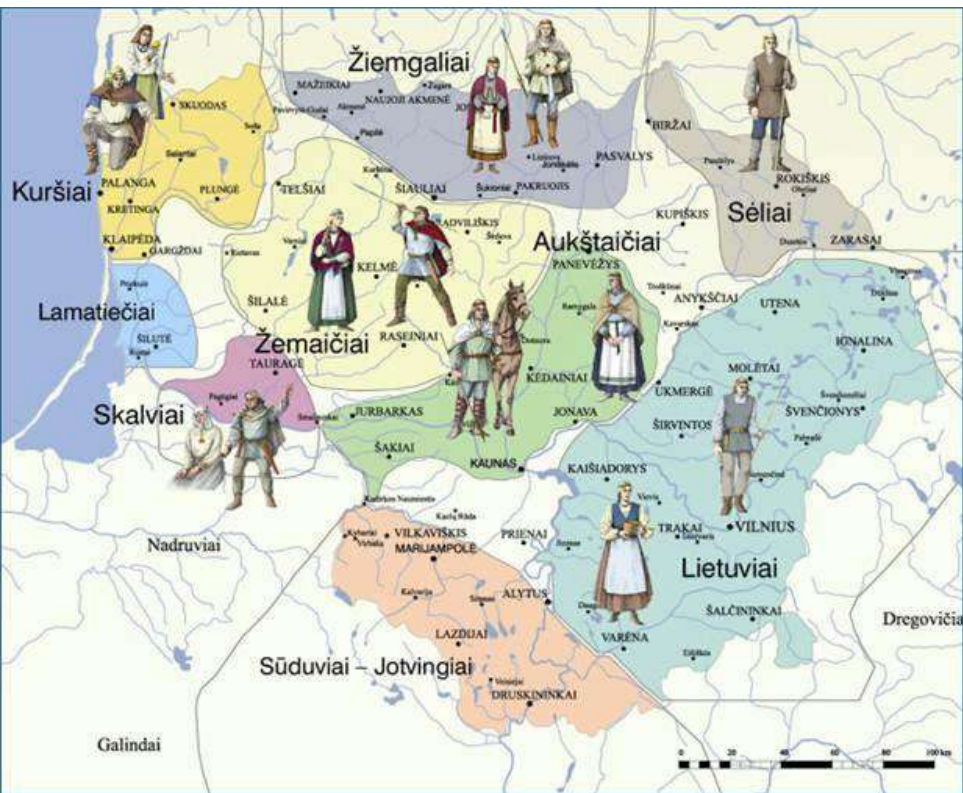




CREATIVE STORYTELLING:
WRITE YOUR STORY AND SPREAD IT



CREATIVE LOCALITY AND BRANDING







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DĒKOJU PALDIES ДЗЯКУЙ DZIĘKUJĘ CI СПАСИБО

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