



This programme is funded
by the European Union



Cross border training “Interaction of craftsmanship and design”

Craft and Design

Overview of traditional crafts in Lithuania: trying to find synergy between the past and the future.

Laimutė Fedosejeva

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”



Laimutė Fedosejeva

- Art creator
- Master of National Heritage Product Production
- Lecturer, Vilniaus college/University of Applied Sciences, Faculty of Business Management, program Advertising and communications

Craft and Design

Overview of traditional crafts in Lithuania: trying to find synergy between the past and the future.



- Existing situation, experience in Lithuania
- Overview of traditional crafts in Lithuania: trying to find synergy between the past and the future
- Assessment of latest trends and developments in Lithuanian traditional craft industry
- Collaboration and exchange between “Craftsman” and “Designer”
- Latest trends in design and craftsmanship
- Good examples of cooperation



Key terms

- **National heritage** – the tangible and intangible ethnic cultural heritage created by the nation in the past and preserved to this day.
- **National heritage product** – a traditional product, a plant of a traditional variety, an animal or a product thereof, a product of natural goods, as well as a traditional service, a traditional fair, which has historically developed in Lithuania or its individual ethnographic region in form, composition or other qualitative characteristics, and certified in accordance with the procedure established by legal acts
- **National heritage product creator** – a traditional craftsman or a legal entity established in the Republic of Lithuania, another organization or their branch engaged in the production of traditional products and/or providing traditional services.



Lithuanian national heritage products state protection regulatory acts:

Law of National Heritage Products of the Republic of Lithuania (2007)

✓ 2008-2020 – The Republic of Lithuania Government approved National Heritage Products Protection, Their Market and Craft Development program.

✓ Since 2021 – prepared and approved by order of the Minister of Agriculture of the Republic of Lithuania for the years 2021-2025 plan of state protection measures for national heritage products.

✓ Other resolutions and implementing legislation.



Lithuanian national heritage products statistics (2008-2020)

- ✓ 3,272 certified national heritage products, of which:
 - traditional products– 2 805
 - traditional varieties of plants, animals and their products – 452;
 - traditional services– 15
- ✓ Certified non-formal education programs in traditional craft – 51
- ✓ Certified traditional craftsmen – 191
- ✓ National heritage products creators – 845



National Heritage Products Protection, Their Market and Craft. Development program

Program strategic objective – preserve traditional crafts for future generations and ensure the adoption of national heritage products as ethnic cultural values and the continuity of traditions.

Participates in the implementation of the program :

- ✓ Ministry of Agriculture (coordinator)
<https://www.tautinispaveldas.lt/about-national-heritage>
- ✓ Ministry of Culture,
- ✓ Ministry of Education, Science, and Sport,
- ✓ Ministry of Economy and Innovation,
- ✓ State Service for Protected Areas under the Ministry of Environment,
- ✓ Municipalities,
- ✓ Traditional Crafts Centers.



Lithuanian national heritage products state protection ensuring authorities:

- ✓ Government of the Republic of Lithuania;
- ✓ Ministry of Agriculture of the Republic of Lithuania;
- ✓ Municipalities;
- ✓ Traditional Crafts Centers.



Certification of national heritage products

Products shall be considered **traditional** if they comply with:

- ✓ **Criteria of historicity;**
- ✓ **Origin (distribution) requirements;**
- ✓ **Requirements of the method of production or organization.**

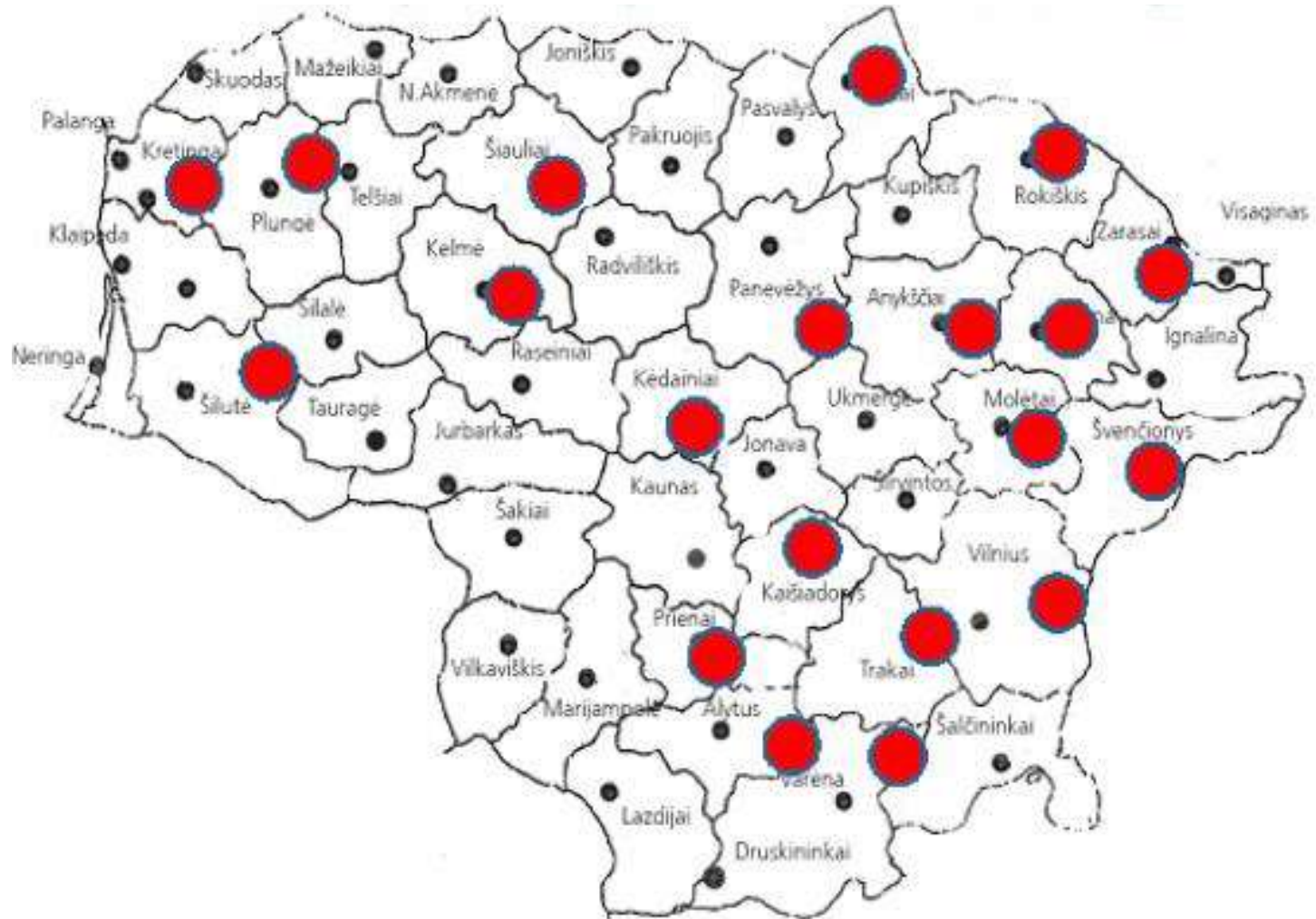


Traditional crafts centres

- Support for the establishment of the TCC was provided from the funds allocated for the activity “Creation and / or Development of Traditional Craft Centers” of the Lithuanian Rural Development Program measure “Rural Renewal and Development”.
- The specific objective of the activity is to preserve the cultural heritage by establishing and developing traditional craft centers.
- 20 TCC have been established for the period 2007-2017.

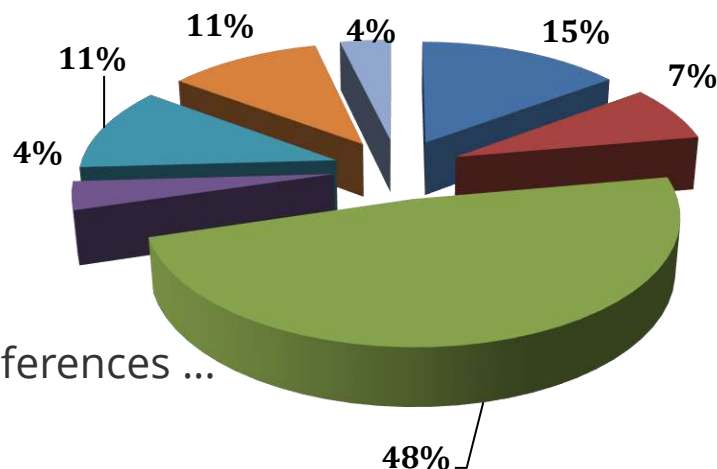


TRADITIONAL CRAFTS CENTRES



Distribution of governmental help for NHP creators using the areas of support

Lithuanian Institute of Agrarian Economics Protection of National Heritage Products, Their Market and Craft Development in 2019 analysis data:



48 proc. – Participation in exhibitions, fairs, conferences ...

15 proc. – For product certification

11 proc. – For organizing educational events

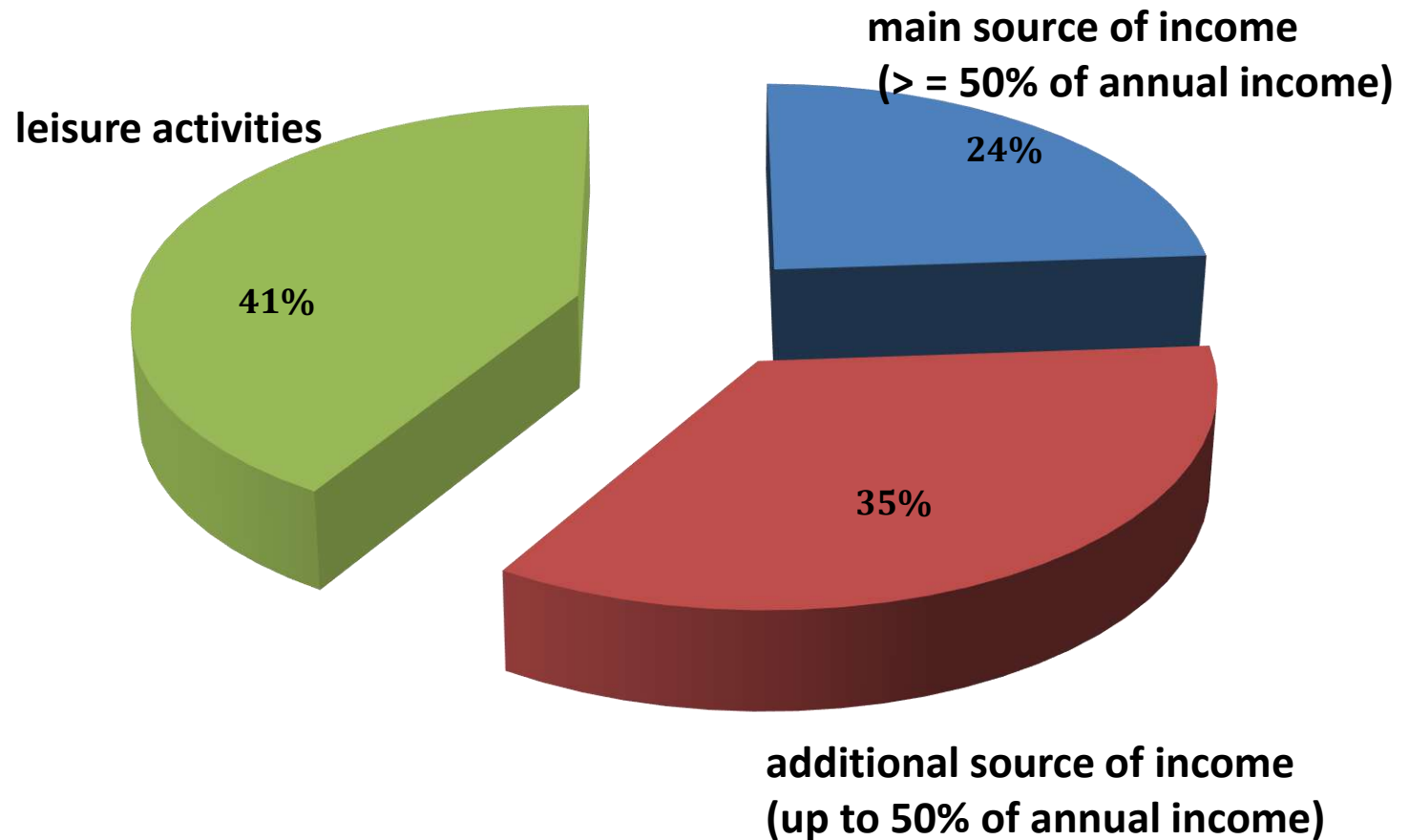
11 proc. – For professional development

7 proc. – For equipment, tools purchase

4 proc. – For publishing

4 proc. – For the labeling of national heritage products

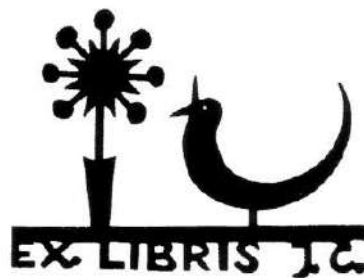
Distribution of traditional craftsmen according to the nature of production of national heritage products as an economic activity



- Existing situation, experience in Lithuania
- Overview of traditional crafts in Lithuania: trying to find synergy between the past and the future
- Assessment of latest trends and developments in Lithuanian traditional craft industry
- **Collaboration and exchange between “Craftsman” and “Designer”**
- **Latest trends in design and craftsmanship**
- **Good examples of cooperation**



Publishing



J. Daniliauskienė



L.F

Scenography, interiors







A project by street artists Goda Skėrytė and Ieva Olimpija Voroneckytė. Paper cuttings of Odeta's Tumėnaitė-Bražėnienė, Julija's Daniliauskienė, Virginija's Armanavičienė, Gita's Kolosovienė... were moved to the house

Fashion, accessories



For the first time, Juolanta Rimkutė and Ieva Ševiakovaitė presented the bold and bright collection “LT identity” in 2003, which was looking for signs of Lithuanian identity at the Fashion Infection Festival. Now it is a recognizable brand and a real successful calibration with masters of ethnic culture.



A valuable gift for top foreign guests



Lithuanian “Music Chest”. Prototype - ethnographic chest



A valuable gift for top foreign guests



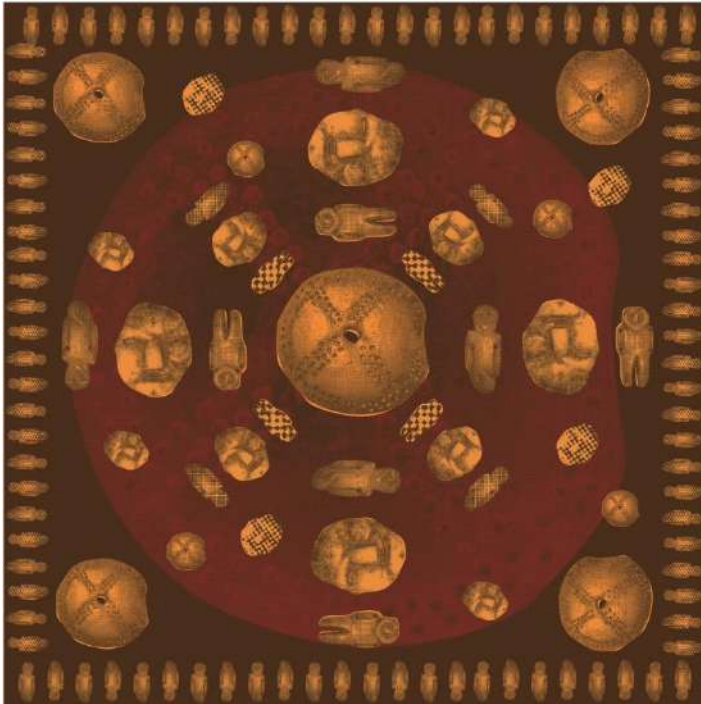
Sculptural composition - an element of decor (Wood / bronze, handmade).
Prototype - Tree of Life

Personal gifts



original jewelry: brooch - pendant
and cufflinks
Prototype - Sun-Cross

Personal gifts



Original scarf.
Prototype - old amber products



Personal gifts



The tape. Souvenir of the International Sports Dance PRO / AM Championship

Package



Lyophilization - the golden standard for preserving products.
Ethnographic packaging is a guarantee of country recognition

Package



Ethnographic packaging is a guarantee of country recognition



ŠERKŠNO MEDUS



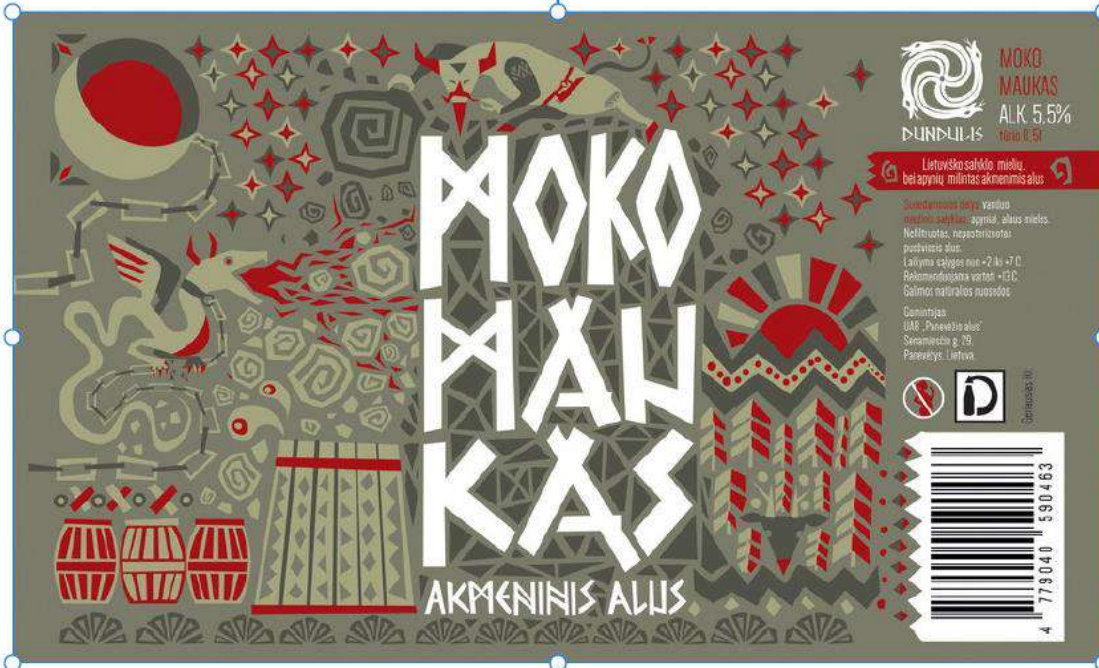
The wood carving of folk artist Viktoras Žilinskas was used for the label of the smoky beer “Alutinis” of Žiėmgala region.





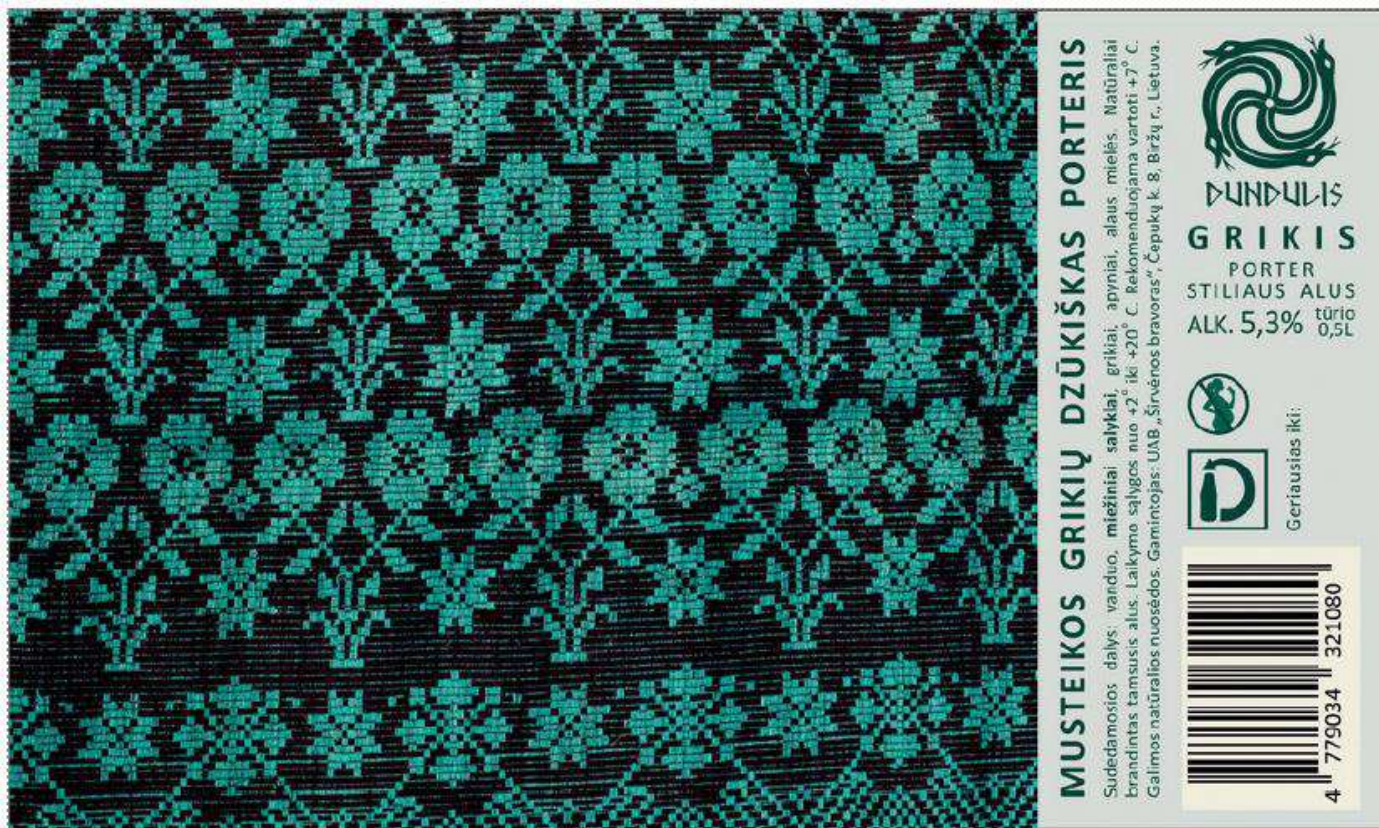
Computer graphics,
carving motifs.

Product: “Gira” Author:
Vytiš Vasiliūnas



Product: stone-mystical
beer “Moko Maukas”
Author: Marius Poškus





Product: “Gira” Technology: computer graphics,
 carving motifs Author: Vytis Vasiliūnas



Advertising



The craft of weaving: a...



The craft of stone...



The craft of furniture...



The craft of shoemaking...



The craft of carpentry: a...



Jewellery design: a speci...



The craft of...



The craft of paper cuttin...



The craft of sewing and...



Cross-crafting: a uniqu...



The craft of coopering:...



The craft of egg...



ATOSTOGOS
KAIME



The craft of knitting:...



The craft of soap makin...



The craft of making...



Leather crafting: for...



The craft of weaving: for...



The craft of brick makin...



The craft of pottery: for...



The craft of yarn dyeing...



The craft of embroidery...



The craft of sewing: a...



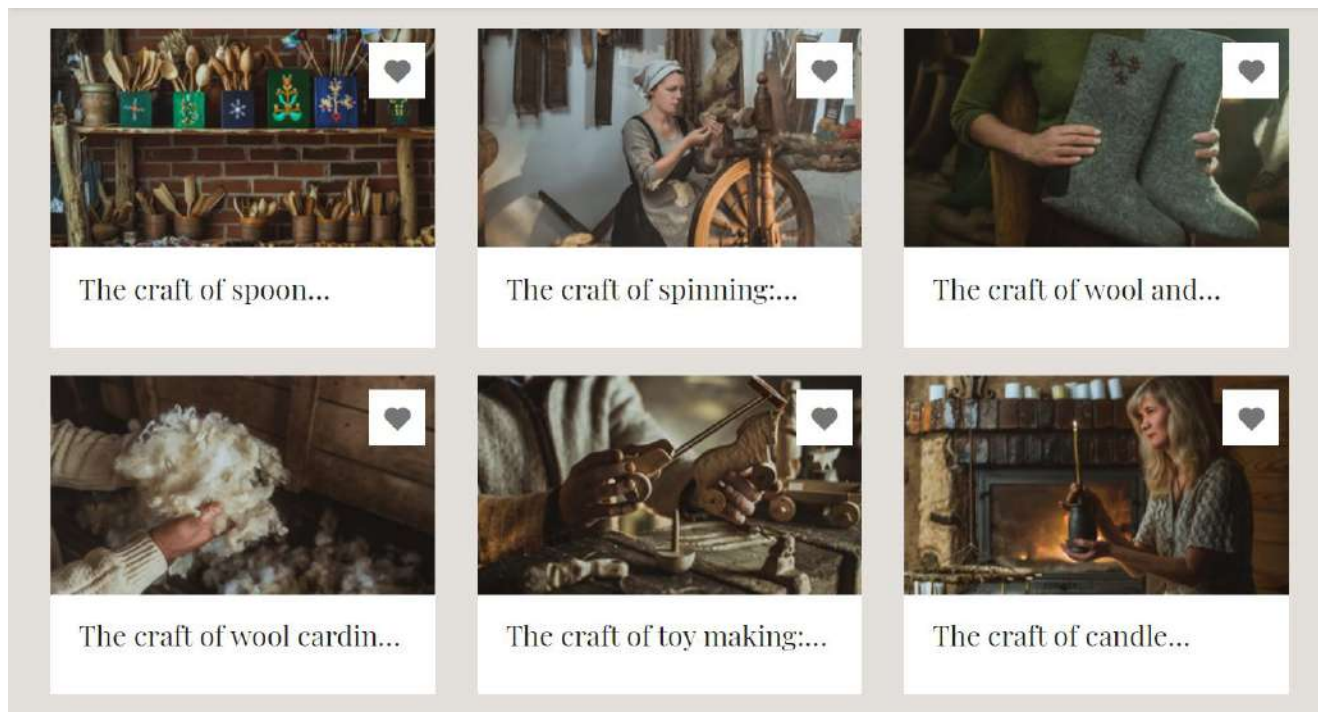
The craft of joinery: fro...



The craft of roofing: to...



ATOSTOGOS
KAIME



<https://www.atostogoskaime.lt/en/craft-list/>

Crafts

The centuries-old craft traditions that remain unchanged to this day reveal our nation's identity. So learning about these crafts is a simply a must, for locals and visitors alike. On this website, tourists who want to explore our culture will find detailed information about 30 traditional Lithuanian crafts that have been certified as National Heritage Products.

Follow the paths of traditions woven by our ancestors and get a feel for the Lithuanian work ethic that is still alive today.



ATOSTOGOS
KAIME

Conclusions

- The basis for developing crafts has been formed in Lithuania.
- Traditional crafts are a branch of creative industries. Craftsmen need to take the initiative, be visible, master the digital space more boldly.
- Cooperation of craftsmen with business, craftsmen with designers is a precondition for successful, tradition-based product development.
- The environment is changing rapidly: communication is changing, consumer expectations are changing. We cannot blindly expect problems to resolve on their own. It is necessary to cultivate respect for traditions, make them attractive, not be afraid of new expressions, applications, technological solutions.
- Copyright is the foundation of ethical business





This programme is funded
by the European Union



Thank you for your attention
Good luck,

Laimutė Fedosejeva

l.fedosejeva@vvf.viko.lt

<http://laidi.info>

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”