

# ASSOCIATION OF HUNGARIAN FOLK ARTISTS

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Népművészeti Egyesületek Szövetsége

[www.nesz.hu](http://www.nesz.hu)

# About the organization

- ❖ The largest traditional craft organization in Hungary
- ❖ Looks back to a history of 39 years
- ❖ 60 member associations all over Hungary and across the borders
- ❖ More than 5000 members
- ❖ **Mission and Goals:**
  - Conveying the values of traditional handicraft culture
  - Professional advocacy of masters and products
  - Preserving the quality of living folk art, protection
  - Knowledge transfer – youth education
  - Traditional handicraft as economic potential
  - Guaranteed quality, importance of professional control (Peacock trademark)
  - Developing the values of handicrafts into tourist attractions
- ❖ Activities: conferences, exhibitions, festivals, camps and courses, national and international programs, Hungarian masters' opportunities in foreign countries, providing professional trainings and advanced studies for craftsmen etc.
- ❖ Festival of Folk Arts
- ❖ UNESCO National Heritage List

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# Project IDEA

## Handicraft Products Development



### ❖ Reasons:

- Just a certain group is interested in traditional handicrafts
- Demand for quality handmade products
- Demand for personalized souvenirs/gifts
- Stronger social sensitivity for the good quality objects of use, clothes produced in a sustainable way
- Renewal is necessary

### ❖ Goal:

- Create products which preserve the traditional folk artistic motives but are also innovative.
- Wide-range of products: friend gifts, protocol gifts, practical objects
- Address all generations
- Handicraft products appear at homes
- Assist these products to the market

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# Thank you for your attention!



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