

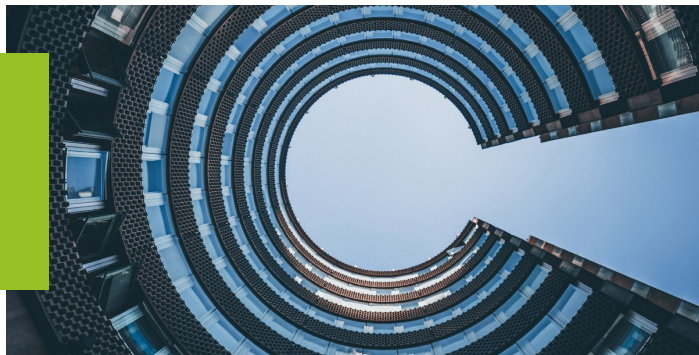


## ARTISTIC NEWSLETTER #3

Welcome to the third edition of the ARTISTIC newsletter presenting our partnership and work within the Interreg CENTRAL EUROPE funded project, dedicated to improve the relationships between cultural operators, society and financial operators. It also creates opportunities to adapt Intangible Cultural Heritage ideas to the expectations of potential investors, combining in this way, cultural and marketing aspects and increasing the durability and visibility of cultural projects.

We hope you will enjoy reading our third edition.  
<https://www.interreg-central.eu/Content.Node/ARTISTIC.html>

## NEWS AND INTERESTING FACTS



### MATCHING OF INTANGIBLE CULTURAL HERITAGE PROJECTS WITH CROWDFUNDING INITIATIVES

The central aim of the ARTISTIC project is to analyse the positive impact of crowdfunding on different cultural initiatives dedicated to immaterial heritage. The ARTISTIC partnership represents 8 different regions in Central Europe, covering carefully chosen Intangible Cultural Heritage (ICH) initiatives, with development potential to test their attractiveness through the crowdfunding campaigns and to analyze usefulness of this financial tool for these types of cultural projects. In cooperation with local working groups and ICH Desk points, ARTISTIC partners support and engage cultural actors to prepare, launch and promote crowdfunding campaigns for their projects.

Join us to discover selected local initiatives for which cultural creators collect funds in different ARTISTIC countries.

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## CROWDFUNDING ADVISORY BOARD



In order to identify most promising ICH projects to be matched with the crowdfunding initiatives, to analyze the progress of created and launched campaigns and to evaluate their results, ARTISTIC team created international Crowdfunding Advisory Board, composed by representatives of project partners, associated partners and selected external experts from 8 Central Europe regions. The Advisory Board's activities are coordinated by the Veneto Region, ARTISTIC project partner.

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## CROWDFUNDING AND CULTURE - CAN IT SUCCEED?

- What is the most important aspect to create successful crowdfunding campaign for the projects dedicated to the Intangible Cultural Heritage?

- What are the main challenges to use crowdfunding for cultural projects?

To find the answers to these and other topic oriented questions, we invite you to read the interview with Reinhard Willfort - Managing Director at ISN - innovation service network GmbH.

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## DISCOVER OUR ARTISTIC REGIONS

### STYRIAN VULKANLAND CULTURAL HERITAGE REFLECTS GREAT DIVERSITY AND BRINGS PEOPLE TOGETHER

Styrian Vulkanland region is rich in Intangible Cultural Heritage as a result of the approach of understanding that traditions have to be lived and shaped in order to remain vibrant and fresh in people's memories. It is especially important for rural areas to consider the knowledge and skills that are handed down by tradition, to build on them and to make them relevant to the modern world. This is the way inhabitants create uniqueness of this region.

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## CULTURE ALONG WITH ANCIENT CULTURAL TECHNIQUES THAT PRACTISED AND PASSED ON IN THE STYRIAN VULKANLAND



1

### WEAVING WITH WILLOW

Wickerwork is an important cottage industry in many parts of Austria, and in south eastern Styria, a wealth of different types of basket weaving are practised. The art of making baskets from natural materials is thousands of years old and nowadays basket makers are in demand all year round and are an essential part of traditional festivals and craft markets.

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2

### FALCONRY

Falconry is the art of hunting with specially-trained birds such as falcons, but hawks, sparrowhawks and eagles are also used. The centuries-old tradition of the court falconry corps gave rise to a traditional and sustainable form of hunting that takes into account the protection of habitats and is designated as “quiet hunting” because of the natural balance it ensures between predatory birds and their prey.

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3

### VALUABLE CRAFTS

Embroidery, knitting, lacemaking and weaving - traditional techniques and new trends in the crafting world are important drivers of the art development in the Vulkanland region.

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4

### WREATH MAKING

Wreath making has a long tradition in human history. Wreaths were made as crowns to honour and protect their wearers, in the same way as door wreaths intended to protect and of course decorate houses all year round. In Greek and Roman culture, wreaths signified glory, victory and blessing, and in Christianity they are a sign of victory over death.

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5

### FELTING WITH WOOL

The members of the Wollgenuss (“delight of wool”) association in south-eastern Styria and Weiz hand craft fine products from Styrian sheep’s wool, which are also presented in a unique showroom: Styria’s first sheep’s wool yurt, at Edelsbach bei Feldbach in the Styrian Vulkanland.

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6

### HERBS FROM NATURE

Making remedies and body care products from natural substances is another deeply-rooted tradition in the Vulkanland region. Wild herbs and roots have always been used in home remedies.

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7

### BROOM MAKING

Over the centuries, before the introduction of plastic, brooms were produced in a completely ecological way using natural materials. The broom millet, summer cypress and young birch twigs are sporadically but still farmed and used in south-eastern Styria to make millet brooms, cypress brooms and birch brooms.

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8

### FOLK DANCING

Folk dancing is a mixture of country dancing, waltz and polka. Around 80 different dances are danced to folk music pieces at folk festivals and on social occasions. The Alpine style of folk dance is informal and authentic - a genuine cultural asset.

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## BEST PRACTICE OF THE STYRIAN VULKANLAND



### ORGANIC FLOWERS FROM THE HILLS

Margrit De Colle cultivates organic cut flowers, twigs, herbs and edible blossoms on her fields in south-eastern Styria, creating works of art from the fresh natural materials that she collects on rambles through her woods, meadows and fields.

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PHOTO: LUMIKKI PHOTOGRAPHY



### RIEGERSBURG RAPTOR CENTRE

Riegersburg castle is one of the most popular excursion destinations in Styria. It houses exhibitions and the raptor centre that are amongst the highlights of the region. The art of falconry is brought to life here and made accessible.

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PHOTO: GREIFVOGELWARTE



# DISCOVER MORE ABOUT ARTISTIC





[HTTPS://WWW.INTERREG-CENTRAL.EU/CONTENT.NODE/ARTISTIC.HTML](https://www.interreg-central.eu/content/node/artistic.html)



PHOTO. BERNHARD BERGMANN

## CONTACT US

**Project Manager: Marco Braga**  
T2I Technology Transfer and Innovation  
e-mail: marco.braga@t2i.it

 [www.facebook.com/projectARTISTIC](https://www.facebook.com/projectARTISTIC)  
 [www.linkedin.com/in/artistic-project](https://www.linkedin.com/in/artistic-project)  
 @ARTISTIC\_CE  
 @projectartistic

**Communication Manager: Małgorzata Kilian**  
Rzeszow Regional Development Agency  
e-mail: artistic@rarr.rzeszow.pl

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