

BRHANDS FOUNDATION

A TRIBUTE TO ARTISANS & CRAFTSMANSHIP

PROFILE

DESIGN & CRAFTSMANSHIP FOUNDATION | PORTUGAL

2018



OFFICIAL NAME*

DESIGN & CRAFTSMANSHIP FOUNDATION

*Ongoing Process by Portuguese Civil Code: Lei-Quadro das Fundações (Lei n.º 24/2012 – “LQF”)

YEAR OF FOUNDATION

2018

COUNTRY

Portugal

OBJECT

Social Object

Design Activities

Artistic and literary creation

MISSION

Design & Craftsmanship Foundation celebrates and honours the craftsmanship of excellence and every single person who creates soulful pieces with their own hands.

In this journey from the past towards a new cultural progress, the Foundation is committed to promoting creativity and innovation, while respecting traditions and safeguarding heritage. A new approach of intervention to create competitive advantage and a valuable environment across industries, where skilled artisans are encouraged and treasured worldwide. We aim to ensure that knowledge is passed to the next generations and the spirit of experimentation is kept alive.

It is a tribute to all makers for their wisdom, storytelling, and for building history with beautiful creations through ancient techniques and raw materials. A desire to reveal the process as a peer of the finished product itself.

Design & Craftsmanship Foundation supports those who devote themselves to the excellence of craftsmanship.

VISION

Design & Craftsmanship Foundation aims to establish itself as an artistic institution recognized internationally for the work developed in the dissemination of the excellence of craftsmanship. It intends to be an active motor in the protection and promotion of creativity, design and manual skills worldwide.

- With strong respect for history and traditions, and committed to the future, we want to contribute to the training of future craftsmen and prevent the disappearance of ancient techniques in the medium and long term.

- We want to promote and support activities of artistic production and creation, thus helping to change the paradigm of educational and cultural strategy in the artistic world.

- Encourage cooperation between artisans, artists, designers, brands and collective entities, to sharing knowledge and solving problems, resulting in lasting relations and reciprocal enrichment.

- To offer resources to artisans, and aspiring artists, in the exercise of their manual skill. From the moment of learning to stimulate the sharing of knowledge, in defense of manual techniques, in the creation of the work, synergy with brands and initiatives / projects, until the final dissemination of his work internationally.

- We aim to celebrate and honor the craftsmanship, supporting and promoting every artisan and the manual skills itself.

WE ARE COMMITTED TO

TO SAFEGUARD CULTURAL HERITAGE

TO PROMOTE CREATIVITY AND INNOVATION

TO DEVELOP COMPETITIVE ADVANTAGE ACROSS INDUSTRIES

TO CELEBRATE AND HONOR MANUAL SKILLS

LOCATION

Porto, Portugal

COVET TOWN – Design & Craftsmanship City

. An innovative creative city with 80,000 m2 is born in Oporto city, Portugal.

. With a planned investment of 25M€, the place is planned to welcome about 2500 people and promise to be a creative centre for design lovers.

. The new project will combine different creative working spaces, from design studios and ateliers, museum, marketing strategy players, media and editorial teams, to the production facilities and the artisans who shape the product itself.

LEARNING | TRAINING

Vocational Training | Advanced Training

Design & Craftsmanship Foundation aims to be an education and knowledge agent. This approach has the purpose to reach the academic community, not only the students but also directors board and program coordinators, promoting the following activities:

1. Training Programs
2. Scholarships
3. Conferences
4. Creative Contests
5. Case studies Presentations
6. Field Trips
7. Workshops

Schools / Universities / Training Institutions

To support the new generations to explore their talent for design and applied arts, providing tools to put ideas and projects into practice;

Provide contact with the real work context, assuming itself as a school of competences that complements the theoretical education;

Promote a type of training in craftsmanship that does not yet exist in Portugal, or that does not exist with this dimension in higher education;

Conquering notoriety with the academic community, supporting initiatives that promote values such as tradition, legacy, culture, quality, authenticity and exclusivity;

Promote interaction with the makers so that they can transmit know-how to new thinkers and makers, reinforce this connection and the emerging designer-maker concept;

To create interest in the arts and its value in design and due to the cultural aspect and to involve the academic community through panels of discussion and sharing of ideas.

To be a bridge between the school and the labor market, providing tools and strategies to support the development of projects: creation, production, promotion and dissemination.

SUPPORT | PROMOTE

The Design & Craftsmanship Foundation as a dynamic agent of the cultural and artistic community, which elevates the reputation of the arts and historical heritage of manual skills, promoting the following activities:

1. Artistic collectivities
2. Limited Collections
3. Live showcases
4. Exhibitions
5. Creative Contests
6. Conference Cycles
7. Creative Ateliers synergy
8. Partnerships

Non-Governmental Institutions / Foundations / Museums

Direction Boards; Administration; Curators; Patrons; Artists

Design & Craftsmanship Foundation as a dynamic agent of the cultural and artistic community has the purpose of elevate the reputation of the arts and its historical heritage, through some events as conferences cycles, exhibitions, artistic collectivities, contests to fund new projects and other win-win synergies.

The Foundation mission advocates the purpose of traditional values preservation, cultural valorisation of the manual skills and the prestige of the manufacture like a legacy to protect.

The foundation defends the need to revitalize and enhance fine arts, revealing the stories of artisans, the techniques and bringing to this equation the "new-blood" of young creators. In this scope, Design & Craftsmanship Foundation aims to be receptive to cooperate with projects from other entities that share the same values, where brands, designers and makers will achieve visibility and enjoy notoriety from these organizations networks.

To give a new strength to the artistic community and to project this competitive internationally, reinforcing the presence and prestige of the national arts to gain a place among the great world entities, the foundations and organizations recognized for preserving design and craftsmanship at the highest level, often associated to luxury brands and centuries-old techniques.

Governmental Institutions

Design & Craftsmanship Foundation has the purpose of promote initiatives that involve the community and raises the country's artistic and cultural reputation, with a dash of innovation.

Efforts to raise awareness around the importance of arts and culture to economic growth and the future of national production.

Revitalize traditions deeply rooted in the identity of each region and the culture of the country.

Brands | Business Associations

The Design & Craftsmanship Foundation economic facilitator and promoter agent, promoting the following activities:

1. Partnerships for industrial and commercial development
2. Networking Events
3. Case studies Proposal
4. Partnerships
5. Incubator of new projects

Design & Craftsmanship Foundation could have an essential role as a connector with various areas, bringing together representatives from industry, trade, and reactivating an important economic engine.

The Foundation can be an economic agent that leverages partnerships for industrial and commercial development, provides events suitable to network, support case studies for future implementation as studies that could be used for new investments, this is, as an incubator of new projects.

MANIFESTO

To those who are talented to make useful things beautiful.

The talent to create pieces by hand is a commitment to the beauty in the world.

To the devotees led by the passion of creating.

From apprentices to master artisans, the pursuit of exquisite handcrafted work results in pure dedication, meticulously daily effort and years of growing experience. By trying and failing and repeating.

To the storytellers of the history.

Artisans devote their body and soul to exquisite craftsmanship, reminding us every day of old traditions and forgotten techniques. A uniqueness contribute to the legacy of each piece and the arts worldwide.

To all men and women who never restrain.

The spirit of experimentation that has been the driving force from the beginning is now creating new standards for the future, by joining manufacturing skills with the latest techniques to shape the most beautiful soulful objects.

To the hands that shape the brands.

Understanding the thinkers' minds and giving the form is a powerful talent. Binding ideas with skilled hands creates an invaluable relationship between thinkers and makers.

To those who devote themselves to craftsmanship.

The ones who shape their own hands to give birth to beautiful and exclusive creations.

ARTISAN

'ɑː.tɪ.zən

A worker in a skilled trade, especially one that involves making things by hand.

HAND

Hænd

The part of the body at the end of the arm that is used for holding, moving, touching, and feeling things.

CRAFTSMANSHIP

'krɑːfts.mən.ʃɪp/

The skill that someone uses when they make beautiful things with their hands.

Craftsmanship is about making something that is so unique it can only be made one time.