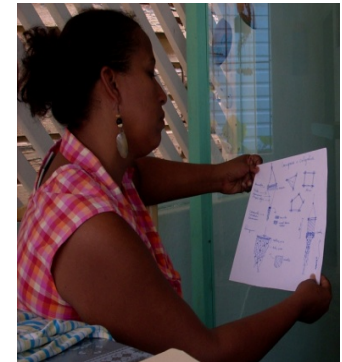




ASOCIACION IBEROAMERICANA PARA EL DESARROLLO Y LA COOPERACION DE LA ARTESANIA



DEVELOPMENT AND CURRENT STATUS DOMINICAN CRAFTS
**Design • Innovation • Cultural Identity crafts • Crafts generating social
inclusion**

Virginia Maria Roca Pezzotti



ASOCIACION IBEROAMERICANA PARA EL DESARROLLO Y LA COOPERACION DE LA ARTESANIA

AIDECA, HAS MADE AN AGENDA FOR DEVELOPMENT OF THE
COMPETITIVENESS OF CRAFTS DOMINICANA.

This work has developed with various institutions, including most notably,
the work done by the CNC / IDB.

Draft Law on the Promotion and Development of the Competitiveness of
the Craft.

Project Web Page of the Dominican Craft

Market Research Project

Craft Lab Project

Draft Strategic Plan for the sustainable development of the Dominican
Craft.

Marks Towards Regional Project Craft

Project to support the rescue of the tradition of Santos de Palo

Participation in international fairs Dominican craftsman

Design and Innovation as cross practice.

Project Management for the Development of Dominican Craft



* ENCABEZADO:



- 1- **Top Gráfico:** Alusión visual a Dominicanidad y representatividad de la artesanía local.
- 2- **Buscador:** realiza búsquedas en el contenido del portal y conduce a un sistema de búsqueda más complejo.
- 3- **Vinculos Superiores:** a) Portada conduce a la portada del sitio b) Mapa del Sitio: Muestra un esquema general de navegación del portal. c) Favoritos: le permite al usuario agregar el portal a la lista de favoritos del navegador. d) Contactos: permite acceder a un formulario de contactos.
- 4- **Top Anclado:** Muestra una selección de imágenes alusivas a la Artesanía Dominicana.

* LATERAL IZQ.:

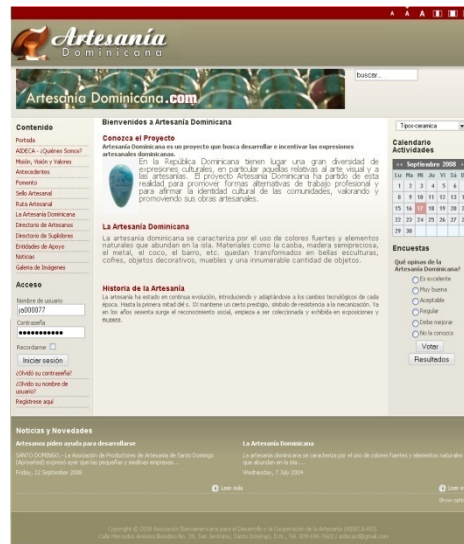


- 1- **Menú Principal:** Acceso a las secciones fundamentales del portal.
- 2- **Módulo de Acceso y Registro:** Permite realizar el registro en el portal y tener acceso a zonas privadas.
- 3- **Galería Visual:** Permite acceder las colecciones de galerías de imágenes que se hayan publicado.
- 4- **Tipos de Artesanías:** Revisor de manera individual los tipos de artesanías.

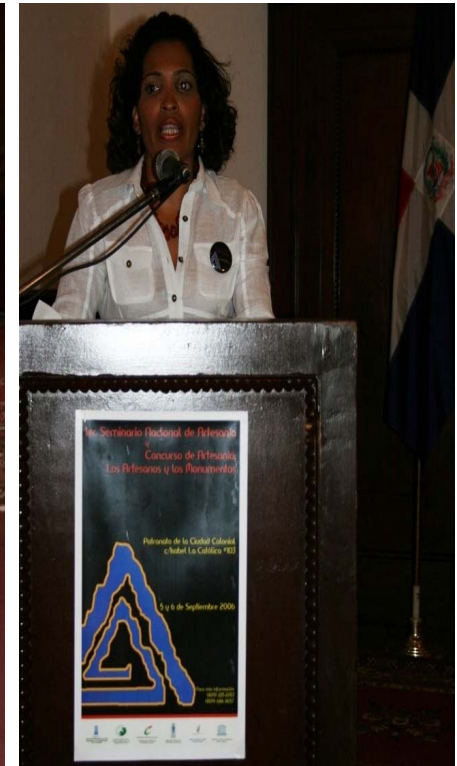
* LATERAL DER.:



- 1- **Galería Visual:** Permite acceder las colecciones de galerías de imágenes que se hayan publicado.
- 2- **Tipos de Artesanías:** Revisor de manera individual los tipos de artesanías.
- 3- **Calendario de Actividades:** Permite ver en cada mes las actividades y/o eventos que se hayan publicado.
- 4- **Encuestas:** Permite una o múltiples encuestas sobre los tópicos que se desea.
- 5- **Listo de Correo:** Permite preparar mensajes y/o newsletters a todos los usuarios registrados en el portal.



First National Crafts Seminar



II Competition Artisans & Sightseeing



Mark Projects in DR



National Crafts Seminar II



MARK TRADITIONAL



Opening for Training and Caribbean Region



Participation in Fairs and Competitions



Crafts

The crafts vary in their typology according to their origin and purpose of use and market.

Traditional crafts. These productions are made from a technical knowledge transmitted from generation to generation in order to perpetuate a cultural system functionality.

Crafts cuisine. It is the traditional cuisine. It has long been the most neglected and is therefore the most competitive even within the framework of "blue ocean". You can be with traditional craftsmanship. And become handicraft souvenir.

Handicraft souvenir. They are products for the tourist market and are distinguished by their small size and light weight.

Urban contemporary crafts. These handicrafts are new products based on individual creativity, tradition and new trends.

Artistic craft or art object. These are unique pieces, where the boundary between art and craft that so often wants to impose is difficult to maintain.

Each of this type could be classified, in turn: utilitarian and decorative handicrafts

Culture

Culture is a system that allows the interaction of all elements and expressions that comprise, from the networking that allows the language, its verbal, symbolic gestures, and rhythmic and cyclical events that constitute in tradition



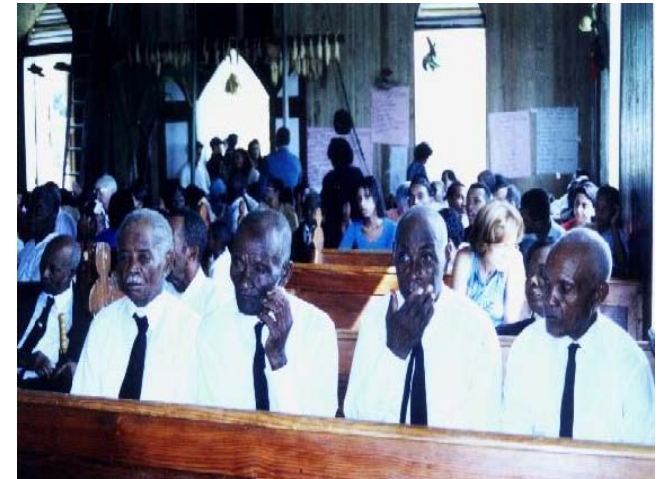
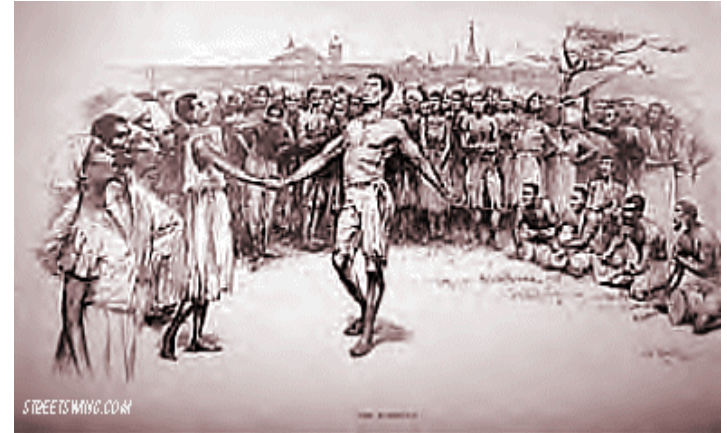
Tradition

The culture such as systems weave, this consists of expressions and transverse axes that constitute the pillars of the entire fabric that conforms symbolic. These basic expressions are the traditions.



Identity

The expressions that appear within a given cultural system provide the unique image ID or a social group from its manifestations and symbols. This allows a single communication.



Tradition and craft

The craft is the axis could find as a permanent feature, present in all cultural events and all its traditions. The craft is the subject transmitter of culture and traditions. Whether in religion, music, dance, carnival, cuisine, architecture, in each and every one of the tangible expressions of culture and objects, this craft this as a transmitter of the intangible and symbolic values permanence



Identity and Crafts

The identity gives the craft an aggregate value that is intrinsic in origin and gives his rationale. Each time, the value of identity, is more difficult to maintain and more necessary for reasons of achieving even the current market and globally.



Contemporaneity

Today in certain contexts the source identity is diluted by market needs and urgencies.

The artisan center, is marked by the trends, the need for visibility and effect



Social inclusion

Handicraft as a manifestation of culture is a development tool and as such is an instrument of social inclusion. Because it is cohesive and inclusive. What ensures development plans based on culture, greater sustainability and permanence.



Development Projects



Regarding Cultural and Social



Artisanal Development Project Bayahibe

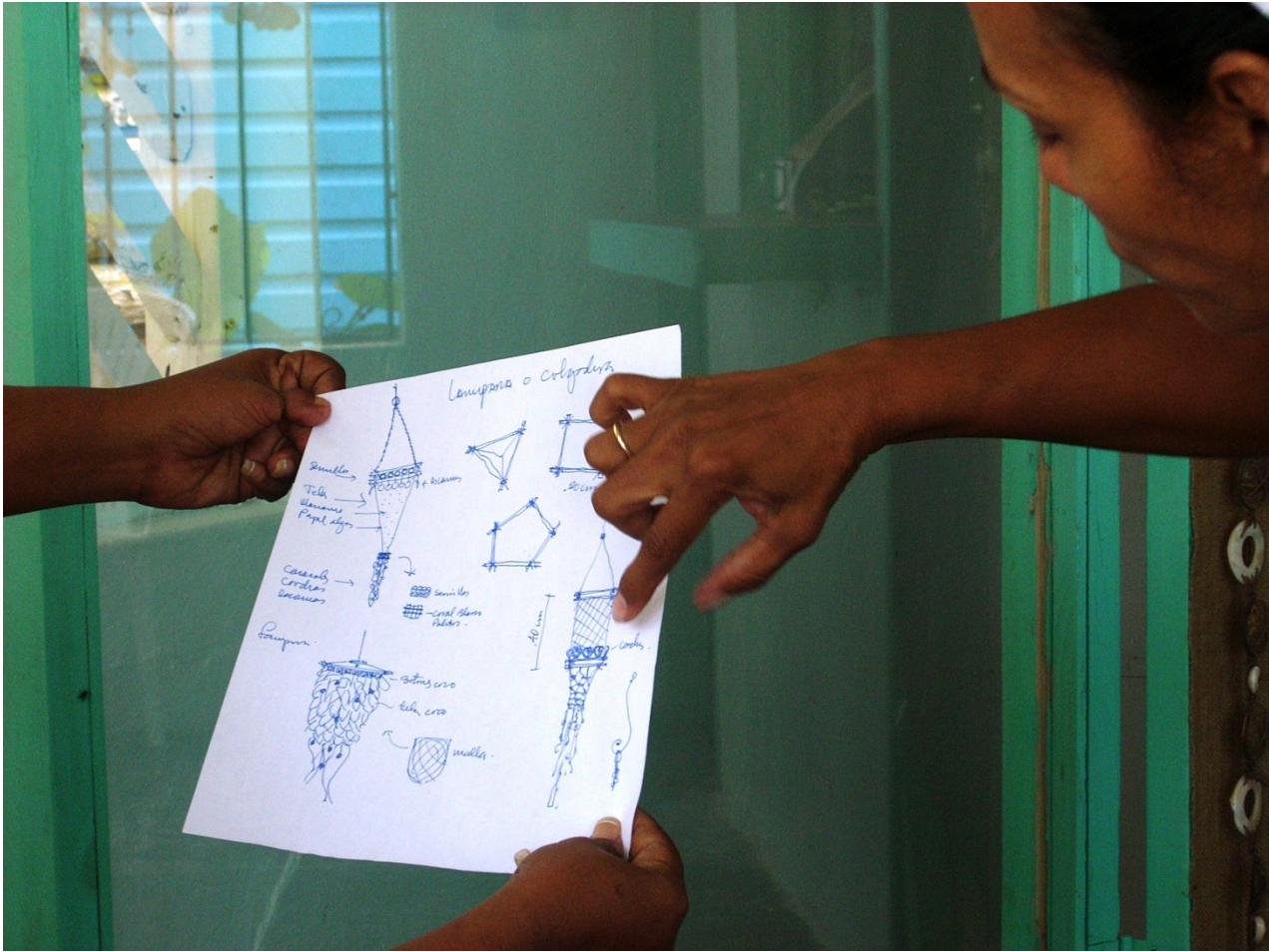


Bayahibe



Design • Culture • Tradition







Design & Innovation

The alliances in modern design and innovation are essential.

Unfortunately not always successful, and are often deplorable practices.

For years I have argued for two concepts, but I am aware of the need to warn of the dangers that may involve



Vernacular Architecture



Human Resources

The biggest development is to achieve human development, from training and formation. The human resource dimension of the risk of losing when we entered the competition in markets for more competition



Competitiveness

- Enterprise competitiveness means achieving a yield less than rivals in the market.
- The competitiveness of companies is a concept that refers to their capacity to produce goods and services efficiently (with declining costs and increasing quality), making its products attractive both inside and outside the country. And they can meet their own elements to the quality and social responsibility.



DESIGN INNOVATION TRADITION



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Y LA COOPERACION DE LA ARTESANIA

Thanks
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