



SESSION 3

THE EMERGENCE OF VALUES OF CULTURE IN CULTURAL PARTICIPATION

**Case study – Culture-based creative tourism:
Loulé Criativo**

Centre for Social Studies
of the University of Coimbra,
Portugal

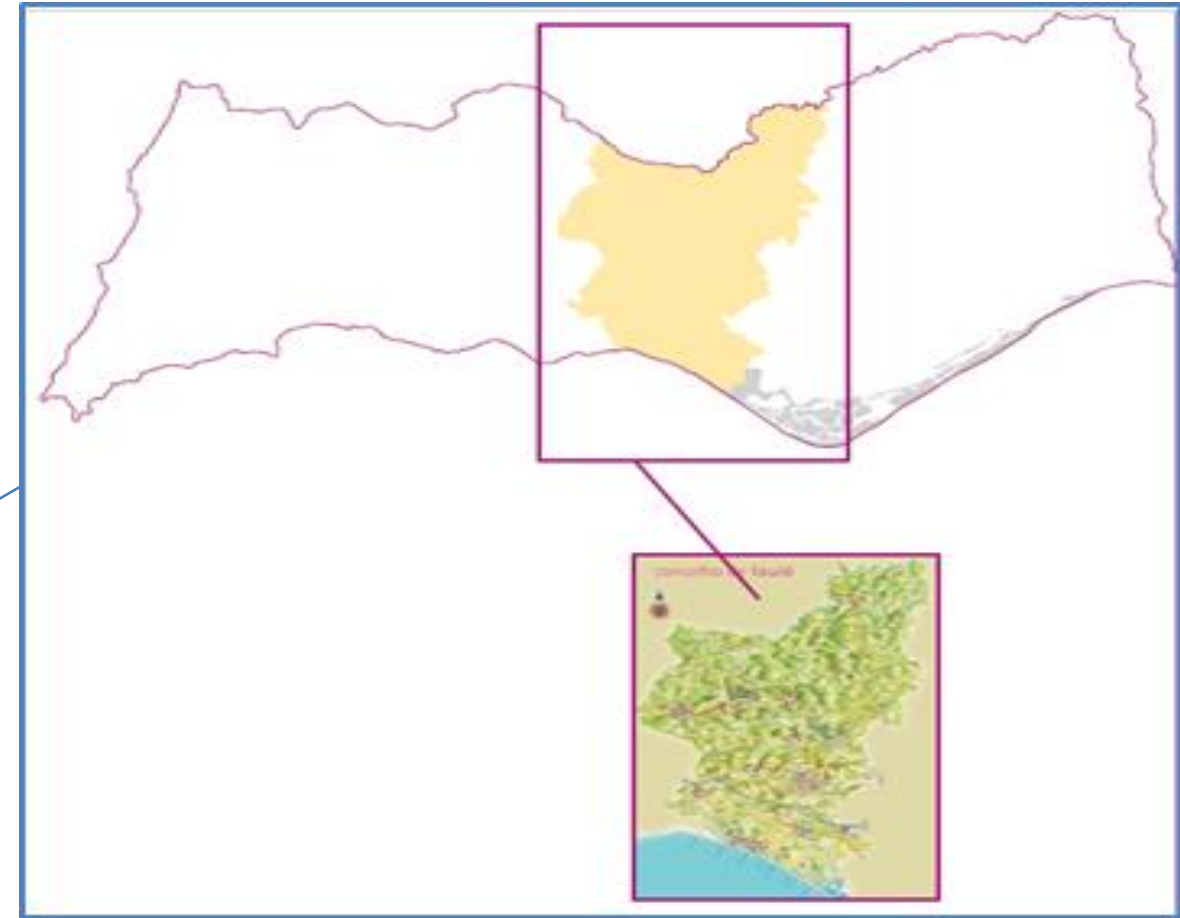


Case Study:



LOULÉ
CRIATIVO

Loulé Criativo [Creative Loulé] is a project established by the Municipality of Loulé in the Algarve region of Portugal.



Great diversity of arts and crafts until the end of the twentieth century – Loulé was once known as the “**land of handicrafts.**”

However, many of these craft activities have disappeared in recent years.



Main intervention areas of Loulé Criativo:

- **Creative Tourism**, offering a programme of experiences of immersion in the local traditional culture
- The **Network of Workshops**, currently including five workshop places:
 - Casa da Empreita [palm weaving]
 - Oficina do Barro [clay]
 - Oficina dos Caldeireiros [copper]
 - Oficina dos Cordofones [luthier studio]
 - Oficina de Relojoeiro [watchmaker studio]
- The **Loulé Design Lab**, which supports the incubation of entrepreneurs related to production and design and hosts artistic residencies



Cases	Internal/Personal	External/Social	Contextual/Political
Culture-based creative tourism	Understand the process of making, learning , curiosity, aesthetics, technique, creativity, sensorial connection to materials, emotional connection, creating memories that last/ imprint in memory, revitalizing/recovering memories and connection to the past , pride, recognition, empowerment , healing, well-being, being active, joy/ pleasure, slowing down , relaxing, distraction/escape from everyday life, self-development, challenge oneself	Social interaction, relationships , conviviality, creating partnerships, passing on knowledge , influencing others, preserving traditions , revitalize (almost) lost know-how, reinforce collective identity , integration, benevolence/kindness, gratitude	Territorial development - economic and socio-cultural, strengthen territorial identity, help overcome seasonality of tourism economy , attract more visitors, city vitality , contribute to a decrease of local unemployment, provide space to younger artists/artisans to work/develop/network show, promote responsible and sustainable practices using natural materials and handmade products

Related specifically with participating in (traditional) craft and “making” activities



To sew a “Taleigo” bag
creative experience

Several Dates



Handmade Nativity Scene in Clay
creative experience

Saturday
2021-12-04



Candle Base with natural elements from
the Algarve
creative experience

Several Dates



Work the Palm: Weave the Braid
creative experience

Several Dates



Tiles painting
creative experience

Several Dates



Natural Christmas Wreath
creative experience

Saturday
2021-12-11

- ❖ Knowing and understanding the process of making
- ❖ Receiving and giving/sharing knowledge
- ❖ Enabling creativity
- ❖ Importance of making with one’s own hands
- ❖ Empowerment
 - through sociability and *“learn from each other’s experiences and practices”*
 - change in social roles/women empowerment



Related to the tensions between values identified by different participants

- ❖ Technique vs. economic return/money
- ❖ Economic value attributed from the outside (visitors) vs. from the artists/artisans

The need for economic sustainability enhances the feeling of a lack of recognition for the importance of these arts/crafts, as it puts in conflict aesthetics, creativity, innovation and economy.



“there are people who see that it is very beautiful, but say that they never dedicated themselves to this work. And I hear that many times, as if I was doing something that is beautiful, yes, but I shouldn't waste time with it.”



COVID-19 changes and related restrictions

- ❖ Missing of social relations
- ❖ Less people in the group activities ? less interaction ? less sharing
- ❖ In-person rather online ? higher connection, joy/good mood and creative atmosphere

“I've been asked why I didn't do some tutorials, but I say - 'no, I really like being with you' [...] I really like the contact with people [...] and because this is all very creative and it creates an atmosphere almost as a celebration, people are in a good mood, and [online] that would be lost.”



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THE EMERGENCE OF VALUES OF CULTURE IN CULTURAL PARTICIPATION

**Case study – Community-engaged artistic projects:
De Portas Abertas (O Teatrão)**

Centre for Social Studies
of the University of Coimbra,
Portugal



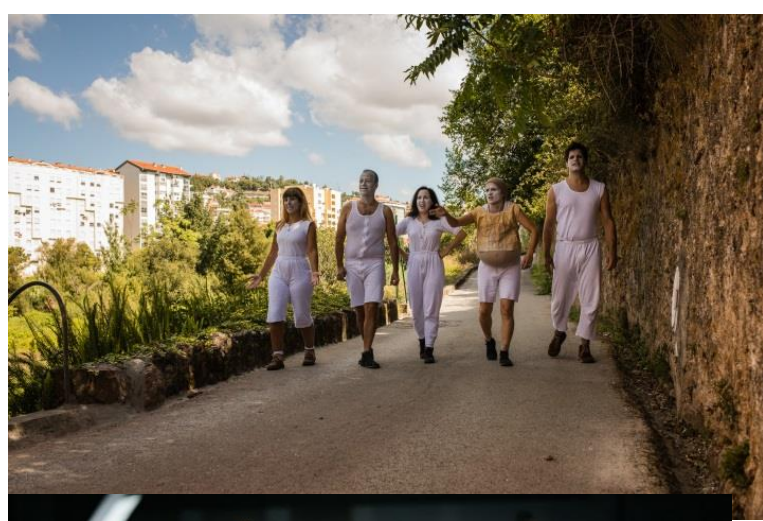
Case study: De Portas Abertas

(Vale da Arregaça [Arregaça Valley], Coimbra, Portugal)



De Portas Abertas

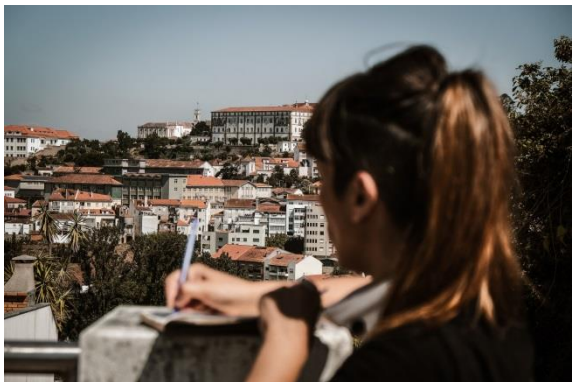
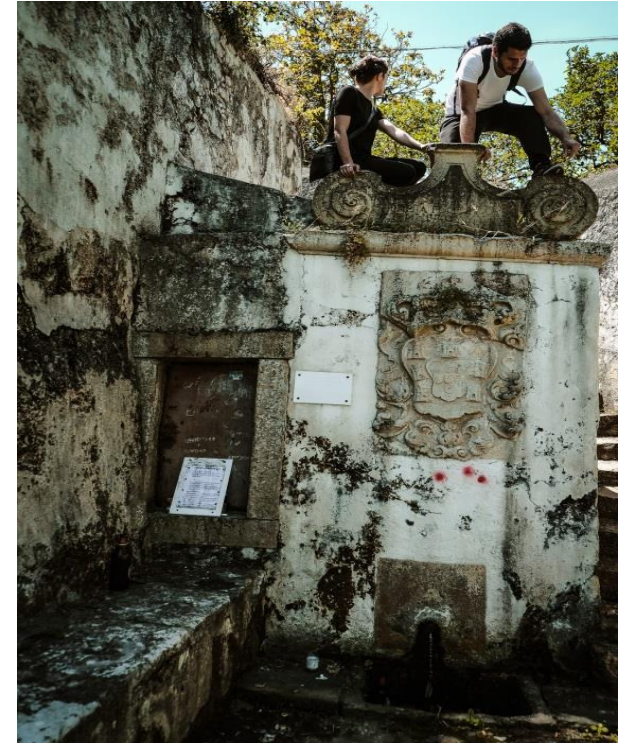
- A community-arts intervention project, organized and implemented by the professional theatre company O Teatrão.
- Since 2010, O Teatrão has developed a set of theatrical practices with the community. The artistic performances confront the collective with itself and also feed research, the crossing of popular and erudite theatrical forms and respond to the need for a commonplace of belonging and action.
- The team of this project combines artistic and social dimensions, seeking an intervention in the territory in connection with present challenges (rehabilitation of Bairro da Fonte do Castanheiro and the Metro Mondego).
- Regular activities are planned to occur over at least 2 years - different phases of the project's implementation.

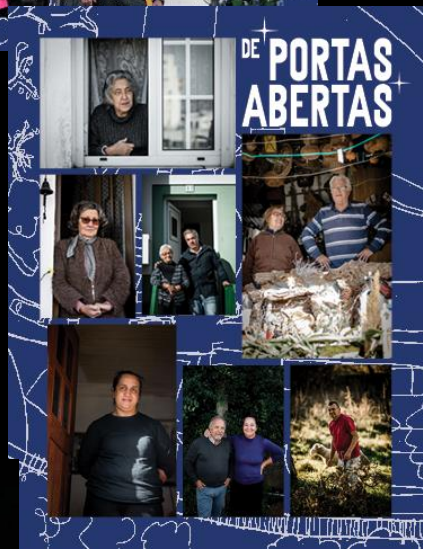
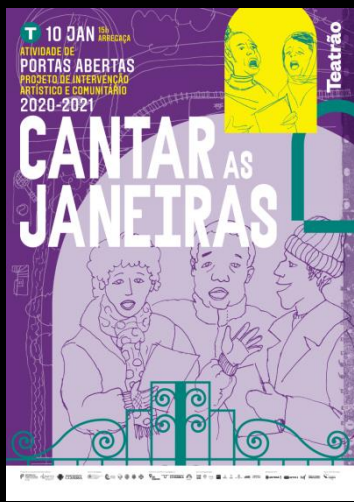


- **Cultural mapping** in October 2019: process of to identify residents, services, commerce and ruins in the urban area Arregaça

- **Community and artistic intervention**

- Dramaturgy in September 2020: based on the cultural mapping process (inquiries, site visits, informal meetings)
- Interviews to residents, workers and space owners
- Attendance and direct participation of cultural performances by residents





Activities

- ✓ Creation of the performance, jointly with residents and local partners
- ✓ Workshop of traditional games (in collaboration with the Municipality youth and Sports Department)
- ✓ Readings on youth theatre in Arregaça sites
- ✓ Concerts in Arregaça (in collaboration with the Professional Jazz Course from the local Secondary School, Quinta das Flores)



Cases	Internal/Personal	External/Social	Contextual/Political
Community-engaged arts	<p>Healing (through sharing of life stories), break from routine, fun, leisure, individual and artistic learning process, affectivity and emotional attachment, innovative perspectives, openness to new ideas, memory, well-being, happiness, individual valorization</p>	<p>Direct involvement and active collaboration, knowledge production, identity, sense of belonging to a group, differentiation, pride, recognition, community valorization, informal cultural training, audience development, institutional self-learning, nurturing and ongoing community relations, intergenerational connection and continuity</p>	<p>Connection to outdoor urban space, sense of belonging, giving voice, civic mobilization, political intervention through individual consciousness, collective empowerment</p>



INTERNAL/PERSONAL

- ❖ **Memory**
- ❖ **Affectivity and emotional attachment**
- ❖ **Healing through sharing of life stories**
- ❖ **Well-being, happiness, individual valorization**
- ❖ **Break from routine, fun and leisure**
- ❖ **Individual and artistic learning**
- ❖ **Innovative perspectives, openness to new ideas**



EXTERNAL/SOCIAL

- ❖ Identity – recovering the community “ways of life” and history
- ❖ Community valorization (internal and external)
- ❖ Nurturing and ongoing community relations
- ❖ Intergenerational connection and continuity
- ❖ Active collaboration
- ❖ Knowledge production
- ❖ Informal cultural training, audience development, institutional self-learning

CONTEXTUAL/POLITICAL

A photograph of a dirt path in a forest. Two people are walking away from the camera on the path. The path is surrounded by trees and undergrowth. The image is slightly blurred and has a dark overlay on the left side where the text is located.

▣ Visibility and integration into the territory

- ❖ Connection to outdoor urban space
- ❖ Sense of belonging
- ❖ Giving voice, civic mobilization
- ❖ Political intervention through individual consciousness
- ❖ Collective empowerment



UNCHARTED

Thank you!!

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