

# Loulé Criativo – uses and valuation of traditional knowledge and know-how (Case 1.1)

## 1. BACKGROUND

Traditional craft and making techniques, skills, and knowledges are often vulnerable to loss if not socially and economically validated, regularly practised, and passed on to others. Launched in 2015, Loulé Criativo was established by the Municipality of Loulé in the Algarve region of Portugal as the affirmation of a traditional arts and crafts identity, which was disappearing. The programme is operationalized in three main areas: (1) Creative Tourism, (2) Network of Workshops, and (3) Loulé Design Lab.



### AUTHORS

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### AFFILIATION

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## 2. METHODOLOGY

Data was collected through qualitative techniques: on-site observation, interviews, and document analysis.

Type	No. of individuals
Artisans - traditional focus	4
Artisans - contemporary focus	3
Residents (PT and non-PT)	1 (PT) + 1 (non-PT)
Tourists (PT and non-PT)	1 (PT) + 1 (non-PT)
Team Loulé Criativo	3
<b>TOTAL</b>	<b>14</b>

## 3. GRAMMARS

Based on the notion of grammars of (e)valuation (Lamont, 2012), interview data was organised according to interviewees' "qualifications" (i.e., judgements, feelings, emotions, appreciations, assessments, virtues) in four dimensions of valuation: aesthetic, functional, political and institutional.

The Loulé Criativo case analysis was focused on understanding dynamic valuations *in practice*, influenced by the three main variables of the valuation triangle (Figure 1).



## 4. TENSION DYNAMICS

### Tensions between values

#### Tradition/memory vs. creativity/innovation.

Although some traditional artists/artisans are open to contemporary and creative practices and recognize an important purpose in this dialogue ("It is a more sophisticated work. It could help to attract young people"), there are evident tensions with what is considered craftwork from a traditional point of view and from some orthodox/conventional practitioners that don't align with the creativity and innovation of others when trying to move "outside of the box".

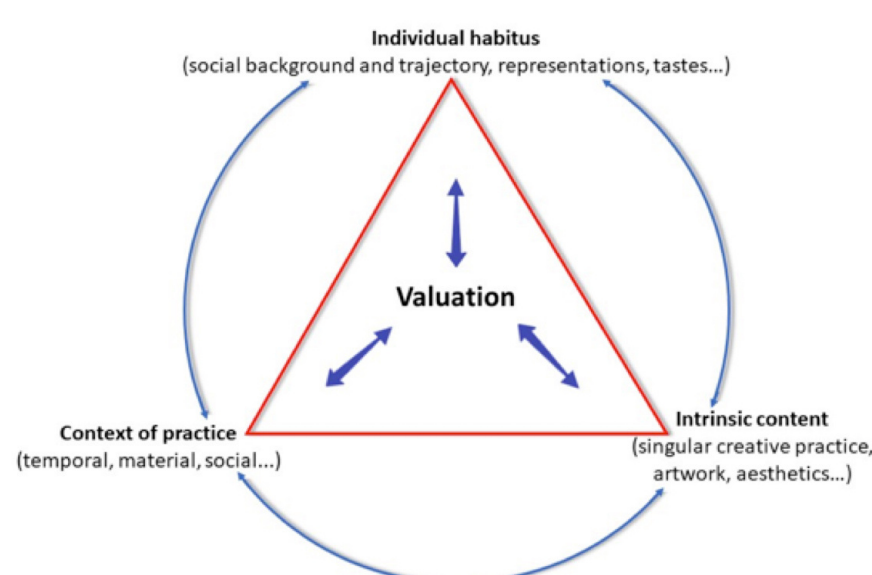


Figure 1. The Valuation Triangle

### Variations in valuations

This research revealed that individual evaluation processes are organic, fluid and dynamic, without formality or rational elaboration. Therefore, valuation *in practice* varies according to differences in:

- **individual habitus** (social trajectories of the artists/artisans, residents and tourists);
- **intrinsic content** (different uses of the of crafts, either more traditional or more contemporary); and
- **context of practice** (space and time of activities).

## 5. INSIGHTS

Through Loulé Criativo, collaborations between contemporary designers and traditional artists/artisans have led to expanding the conception and role of traditional arts and crafts. Local government endorsement has enabled a broader social transformation, including questioning and changing preconceptions of women's traditional roles. "[Palm weaving] was very poorly paid work and women were ashamed and did it in secret!". Now it is promoted and celebrated in public as a valuable cultural tradition of Loulé.

