

ASSOCIATION OF HUNGARIAN FOLK ARTISTS

Népművészeti Egyesületek Szövetsége

www.nesz.hu

About the organization

- ❖ The largest traditional craft organization in Hungary
- ❖ Looks back to a history of 39 years
- ❖ 60 member associations all over Hungary and across the borders
- ❖ More than 5000 members
- ❖ Mission and Goals:
 - Conveying the values of traditional handicraft culture
 - Professional advocacy of masters and products
 - Preserving the quality of living folk art, protection
 - Knowledge transfer – youth education
 - Traditional handicraft as economic potential
 - Guaranteed quality, importance of professional control (Peacock trademark)
 - Developing the values of handicrafts into tourist attractions
- ❖ Activities: conferences, exhibitions, festivals, camps and courses, national and international programs, Hungarian masters' opportunities in foreign countries, providing professional trainings and advanced studies for craftsmen etc.
- ❖ Festival of Folk Arts
- ❖ UNESCO National Heritage List



Project IDEA

Handicraft Products Development



❖ Reasons:

- Just a certain group is interested in traditional handicrafts
- Demand for quality handmade products
- Demand for personalized souvenirs/gifts
- Stronger social sensitivity for the good quality objects of use, clothes produced in a sustainable way
- Renewal is necessary

❖ Goal:

- Create products which preserve the traditional folk artistic motives but are also innovative.
- Wide-range of products: friend gifts, protocol gifts, practical objects
- Address all generations
- Handicraft products appear at homes
- Assist these products to the market

Thank you for your attention!



Contact information:

Email address: neszfolk@nesz.hu

Website: www.nesz.hu, www.mestersegekunnepe.hu

Tel: +36 1 214 31 47

Facebook: Népművészeti Egyesületek Szövetsége; Mesterségek Ünnepe