



CASE STUDIES

“FROM TRADITIONAL SKILLS TO NOWADAYS
SUSTAINABLE RURAL TOURISM PRODUCTS”

● Latvia • Poland • Slovenia • Moldova • Georgia • Italy (Sardinia) ●



ANNOTATION



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“From traditional skills to nowadays sustainable rural tourism products” is an international LEADER cooperation project funded by the European Agricultural Fund for Rural Development. The partners of the project represent LEADER Local Action Groups from

Latvia – Aizkraukle District Partnership
(leading partner),

Poland – Ziemia Bielska,

Slovenia – Heart of Slovenia,

Georgia – Kazbegi,

Moldova – Lunca Prutului de Jos,

Sardinia – Campidano.

The aim of the project is to strengthen rural tourism producers by improving existing and promoting new food and craft products in the territories of cooperation partners.

During the project, each partner organizes an exchange study trip in their territory, showing examples of good practice

in preserving traditional skills, including them in modern tourism products. In addition, each partner also implements local activities in its territory – different seminars and trainings.

This publication is common result of the project. With this e-book we want to show the tourism service providers of our territories, that we are proud of. Each country represents its four best practises for traditional tourism providers.

Let it serve as an inspiration for each of us to preserve our traditional dishes, clothing and traditions.

May the skills of our older generation will always be honored and not forgotten!

Local Action Group
“Aizkraukle District Partnership”
Project Manager
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The publication was prepared by the leading partner Local Action Group “Aizkraukle District Partnership”, 2021

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LOCAL ACTION GROUP AIZKRAUKLE DISTRICT PARTNERSHIP

The Local Action Group “Aizkraukles rajona partnerība” (Aizkraukle District Partnership) was founded in 2005. The main activity field of Aizkraukle District Partnership is the implementation of LEADER program locally with a funding from European Agricultural Fund for Rural Development (EAFRD), thus promoting the initiative and involvement of local people in entrepreneurship activities.

The partnership territory consists of 2 municipalities: Aizkraukle Municipality and Valle and Kurmene Parish of Vecumnieki Municipality. The largest river in Latvia – the Daugava, on which the largest HES in the Baltic states is located with a

total power of 908 MW, flows through the territory.

Local governments, non-governmental organisations, companies and private persons are involved in the partnership work. Currently, it has 60 members (November, 2021).

Operation of the partnership from the very beginning has been directed at sustainable business development and improvement of the quality of life for local residents, which is characterised by its vision: The territory of “Aizkraukle District Partnership” is an economically and socially active territory, having sustainable management with high civic activity in every village.



LATVIA

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1. ZANDA RAGELE POTTERY WORKSHOP

The artist Zanda Ragele does not make her ceramic dishes on a potter's lathe; instead, they are made by hand. It provides her ceramic products with a breath of antiquity. The art created by Zanda is inspired by nature, adhering not only to the tones of nature, but also to the techniques she is using – patch technique, plant prints, clay sheets and casting in the plaster moulds. The ceramist offers her visitors to try their skills in pottery as a part of the master classes that take place in the pergola right next to the workshop.

The artist has learned the basics of making pottery from a professional ceramist Zigrīda Tauriņa and is working in this field of the applied art for more than ten years. The artist's knowledge is mainly based on her own experience which ensures the uniqueness and inimitability of her work. Locally, Zanda is a popular artist – her works reflect her aesthetically beautiful perception of the world – hand made ceramics are not homogeneous, each work is unique. The artworks are exhibited mainly in Nereta region and its surroundings - in Nereta, Pilskalne, Ērberģe, Lone, Sauka and Jānis Jaunsudrabiņš's museum "Riekstiņi". The artworks have also traveled outside Latvia – to Denmark, Germany and Slovenia.

The artist has displayed her ceramic products in a small, old granary, where they bask in wooden shelves in various pastel colors. You can buy flower pots, dishes, bowls, mugs, tiny containers for essential oils and other ceramic products on site.



The artist Zanda Ragele does not make her ceramic dishes on a potter's lathe; instead, they are made by hand. It provides her ceramic products with a breath of antiquity.

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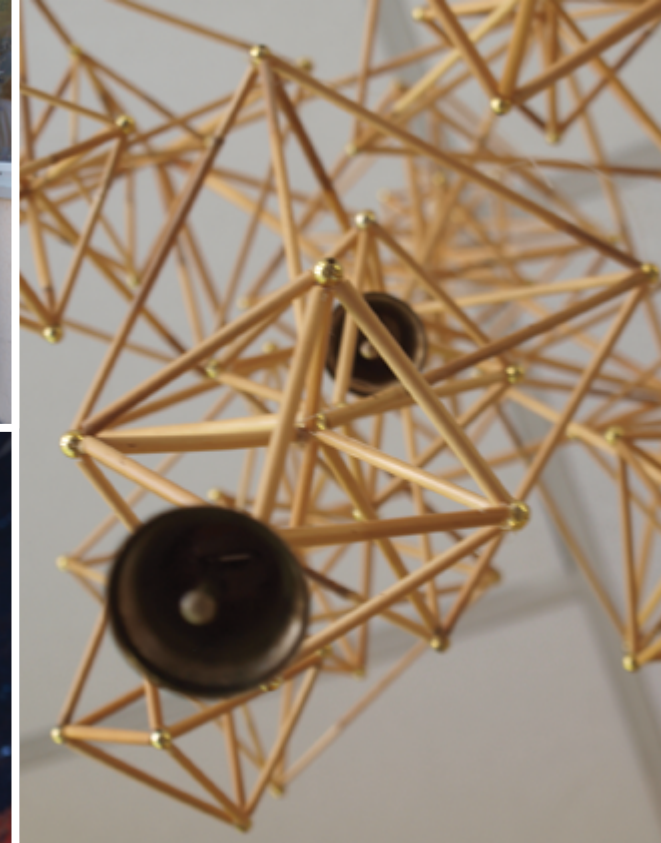
2. CREATIVE HOUSE IN KOKNESE

Initially, there was a folklore group “Urgas”. Then the wives decided to form a society, gave it the name “Baltaine” as a white woolen shawl - villaine. Later, the Creative House in Koknese was established. There are three generations of women, who are taking care of wellbeing of visitors, welcoming them with songs and games, engaging in educational activities and creating a heartwarming atmosphere.

The hospitality and wisdom of life in the house will charm each and every visitor. All of this can be enjoyed in special masterclasses, on-the-spot meals, by viewing and purchasing handicrafts made by local women and exploring the offer of local traditions.






You can take part in craft workshops here and learn such ancient trades as spinning, twisting, crocheting, knitting, braiding, embroidery, folding paper, painting, making leather bracelets, making straw ornaments, writing a quill and others. In the same Creative House, you can also learn to play the Latvian national instrument kokle as well as harmonica, tsymbaly, recorder and mandolin and get to know the Latvian culinary heritage not only theoretically, but also by tasting traditional and original dishes and drinks. You can also try different wooden games there.

The “Baltaine” society takes care of Latvian traditional values according to Latvian heritage and successfully integrating them into everyday life of a modern person.



“*There are three generations of women, who are taking care of wellbeing of visitors, welcoming them with songs and games, engaging in educational activities and creating a heartwarming atmosphere.*”

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LATVIA

3. JĀŅA KŪPINĀTAVA (SMOKEHOUSE)

Once tasted, the meat smoked by Jānis lasts in the memory of taste buds for a long time. A home production company is smoking mainly Latvia-grown fish, chicken and pork with traditional methods, using alder firewood and avoiding to add stabilizers, flavor enhancers and other e-substances. A special delicacy and Jānis Smokehouse trade mark are smoked African sheatfish, farmed at a nearby fish farm.

Jānis Bērziņš is an experienced expert in this profession; having working in the industry for a long time, he has steadily won the hearts of gourmets. The meat he has smoked is well known both to the locals and to those living in the outermost regions of Latvia. Most often, you will find Jānis' smoked meat in small and large markets and fairs for country goods and home producers – these who are familiar with his stand are already looking for it and the queue to buy the product is guaranteed!

When Jānis was passionate about fishing, the first smokes were roaches and bream caught in the Daugava. The smoking business started with local carp and sheatfish. Over the years, the assortment has adapted to the customer demand – now, not only delicious carp and sheatfish, but also sea bass, chicken drumsticks and half-wings and pork, but sometimes even smoked sturgeon are available. These products are a sign of recognition not only for the company, but also for the whole Jaunielgava region.



A home production company is smoking mainly Latvia-grown fish, chicken and pork with traditional methods, using alder firewood and avoiding to add stabilizers, flavor enhancers and other e-substances.

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4. GUEST HOUSE KŪPIŅSALA

The guest house with delightment of taste and sensation SIA “Kūpiņšala” is located on the 102nd kilometer of the Riga – Daugavpils highway. The main quality of the owners of “Kūpiņšala” is their hospitality as it is evidenced by the many positive reviews from their customers.

This is a family business. The original idea of the fish and meat smoking business belongs to the father of Līga, the owner of SIA “Kūpiņšala”, because he was very passionate about smoking meats. Receiving a legacy of delicious recipes, Līga and his husband Intars started their own business – they smoked fish and sold it on the spot in the wooden house. Over the years, the circle of customers grew and the smoked meat and fish was praised among locals as well as residents of Riga and Liepāja.

In recent years, the farm has developed a second business, offering an overnight stay. In a beautiful and picturesque location overlooking the Daugava you will find several small guest houses and the recently completed large guest house with a spacious ballroom and 55 beds. There are variety of services available for your recreation such as rowing boats and motorboats for rent, a sauna, fishing opportunities and catering services. Entrepreneurs also offer off-site catering services in Koknese and elsewhere in Latvia where their solanka and cat fish soup are especially popular.



In a beautiful and picturesque location overlooking the Daugava you will find several small guest houses and the recently completed large guest house with a spacious ballroom and 55 beds.

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LOCAL ACTION GROUP ZIEMIA BIELSKA

The Local Action Group Ziemia Bielska was established on 4th March, 2008. Representatives of three sectors: public (8 communities, Bielsko county), social (non-governmental organizations, natural persons) and economic (entrepreneurs) came up with the initiative to establish a partnership. Currently, the association consists of more than 80 members. Local Action Group Ziemia Bielska operates as one of 14 LAGs in the Silesia Voivodeship and over 320 LAGs in Poland.

The area of the Local Action Group Ziemia Bielska, which is situated in the southern part of the Silesia Voivodeship

around the city of Bielsko-Biała, covers 9 communities of the Bielsko county: Jaworze, Jasienica, Czechowice-Dziedzice (Zabrzeg, Ligota, Bronów), Bestwina, Wilamowice, Kozy, Porąbka, Buczkowice, Wilkowice. The area of the LAG Ziemia Bielska covers 387 km² and constitutes over 85% of the entire area of Bielsko county. It is inhabited by over 100,000 people.

LAG residents are very enterprising and involved in the life of the local community. It is noticeable through the activities of non-governmental organizations - more than 220 NGOs from LAG Ziemia Bielska are implementing various initiatives that positively affect the region.



POLAND

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5. HANDMADE FIREPLACES AND STOVES

Mateusz Gębala is a stove fitter and has been building fireplaces since 1998. His stoves and fireplaces are characterized by original design and are made of durable, high quality materials. He often creates unusual, artistic and technologically advanced products. Maintaining rigorous standards and legal requirements, he uses products of elite companies that provide fireplace inserts, stove fitting materials and modern appliances. His original products are “tailor-made” and dedicated to people looking for unusual solutions, for rural and folk interiors, etc.

As one of the few stove fitters in Poland, he builds “crooked” stoves and fireplaces. As one of the few stove fitters in Poland, he introduces transportable - mobile wood-fired bread ovens to the market. He is a promoter of baking bread in a wood oven.



Stoves and fireplaces are characterized by original design and are made of durable, high quality materials. He often creates unusual, artistic and technologically advanced products.

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POLAND



6. THE ORIGINAL GALLERY “POD STRACHEM POLNYM”

The original gallery “Pod Strachem Polnym” in Rudzica was established in 1991. The gallery’s creator, Florian Kohut, is professionally involved in outdoor painting using the following techniques: oil, watercolor, pastel, acrylic. The main topic of his works are scarecrows, as evidenced by their titles: “Scarecrows in the Corn”, “ Scarecrows in the Violet”. He is a versatile, mature artist, recognized by critics and masses of his fans in Poland and abroad. He has his own style, recognizable by collectors - some even talk about Kohut’s magical realism.

Guests of the “Pod Strachem Polnym” gallery can also visit a mini-museum where scarecrows have been collected, and once a year take part in the Day of the Scarecrow. During the event, there are numerous artistic performances and outdoor events as well as a procession of scarecrows is organized, combined with a competition for the most interesting scarecrow. The event attracts crowds of fans from all over Poland and from abroad.



*Florian Kohut,
is professionally
involved in outdoor
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his own style,
recognizable by
collectors - some even
talk about Kohut’s
magical realism.*

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POLAND

7. “LOSKA ART” - ART INSPIRED BY NATURE

In Mazańcowice, on the edge of a beech forest, there is Agnieszka Loska's studio called ZA BUCZYNA. Drawing from the surrounding landscapes and the natural world, the author creates unique jewelry: pendants, bracelets, earrings, brooches and rings.

Jewelry not only decorates, but also reflects personality, expresses emotional state and beliefs. Jewelry is made using natural materials - precious and semi-precious stones, brass and bronze. Created jewelry adds beauty, distinguishes, radiates good energy, tells stories.

The artist also creates ceramic bowls, plates, sculptures, and organizes art workshops, painting workshops, and meetings with art. She organizes them for families, children and adults who enjoy creative experiments.



“Drawing from the surrounding landscapes and the natural world, the author creates unique jewelry: pendants, bracelets, earrings, brooches and rings. Jewelry not only decorates, but also reflects personality.”

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POLAND



8.

CHATA NA GRONIU - TRADITIONAL RESTAURANT WITH UNIQUE OWNER



From an early age he is strongly associated with the highlander tradition. Together with his wife, he runs “Chata na Groniu” - a restaurant and guest rooms. For 20 years, it has been a place that is eagerly visited not only by the inhabitants of the Bielsko powiat, but also tourists from all over the country and even abroad.

His passion for art meant that he recently opened a gallery in “Chata na Groniu”, where he promotes local artists by presenting their works, organizing vernissages and meetings with authors. He also paints, mainly picturesque landscapes, nature and flowers. His paintings are characterized by attention to the smallest details, color saturation, but also stunning authenticity.

Jacek Kowalcze also has a musical talent, as he is a co-founder of the family highland band “Kowalczyki”. He is a popularizer of the highlander region, often runs highlander events and organizes meetings with local artists and cultural associations.

His passion for art meant that he recently opened a gallery in “Chata na Groniu”, where he promotes local artists by presenting their works, organizing vernissages and meetings with authors.

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POLAND



LOCAL ACTION GROUP THE HEART OF SLOVENIA

Local Action Group "The Heart of Slovenia" is one of the 37 LAGs in Slovenia, located in the centre in the surrounding of the capital Ljubljana. It connects the municipalities of Dol pri Ljubljani, Kamnik, Litija, Lukovica, Moravče and Šmartno pri Litiji.

LAG The Heart of Slovenia was among the first active local action groups in Slovenia. Today, it is among the most recognisable and successful LAGs in the country. With development, it creates opportunities for people to take care of their health and well-being. Its organisation and success are frequently recognised as examples of best practice. It is also a role model for other local action groups around Slovenia and Europe. It is very successful, as its project exist not only on paper, but are devised according to the bottom-up approach, based on the initiatives of people who work in real time and place.

In the previous programming period,

LAG The Heart of Slovenia successfully carried out 83 projects through which the area received a total of EUR 1.8 million of LEADER funds and development funds from local resources. The successful work from the previous period is continuing in the current programming period 2014-2021 in which LAG's funds are around EUR 2,3 million.

The basics for the LAG's projects is Local Development Strategy of the area with common local needs and challenges. In the beautiful green environment with surprising natural features and traditional contents, ambitious ideas are connected with tourism, entrepreneurship and sustainable development. The goal is to improve the economic and social inclusion of the community in the area of the LAG, to strengthen local identity, to improve the marketing and offer of the tourist destination, to raise the quality of life, to upgrade knowledge and competences of actors in rural areas etc.



SLOVENIA

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9. TRNIČ CHEESE FROM VELIKA PLANINA

The Velika planina alp is one of the biggest natural attractions in the Heart of Slovenia. It is the highest mountain pasture in Slovenia. It comprises more than 500 distinctive shepherd's cottages, numerous pastures, forests, dwarf pine and characteristic karstic sinkholes. From June to September the shepherds take the cows out into fields and make special cheese.




The trnič cheeses are a type of seasoned cheeses from Velika planina. They are made from sour cheese and ornamented. They do not only have a nutritional symbol, but a ritually symbolic meaning as well. Such cheeses are called "trnāč" by local inhabitants. Until today, the skill of making these cheeses has been preserved to a very limited extent. The ornamented trničs to be given away from Velika planina are undoubtedly one of the specialties of the shepherd ship heritage and Alpine culture in general.

Nowadays trničs are made according to an old recipe of shepherds from Velika and Mala planina.



The trnič cheeses are a type of seasoned cheeses from Velika planina. It is made from sour cheese and ornamented. They do not only have a nutritional symbol, but a ritually symbolic meaning as well.

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10. TRADITIONAL BREAD MAKING

Making bread in a brick oven used to be an inevitable task of a housewife at a Slovenian farm since home-made bread was considered to be one of the main foodstuffs, frequently as an independent dish. The knowledge of making bread and baking it in a brick oven has been preserved to this day, which is the result of assiduous housewives and various amateur societies.

The Active of Women called Plamen Dolsko has been involved in baking and organizing culinary workshops for the young since 2007 when they showed how bread is baked at home in a brick oven at the autumn fair. Under the leadership of Dora Škafar and Majda Peterka they have established that the enthusiasm over bread baking and preserving the culinary heritage brings together more than 40 young and older members.

Bread baking workshops take place on the premises of the Jurij Vega Tourist Information Centre where an electric oven is used, but on special occasions brick ovens, which some society members have at home, are used.



The knowledge of making bread and baking it in a brick oven has been preserved to this day, which is the result of assiduous housewives and various amateur societies.

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11. PLAITING

Plaiting belongs among the oldest crafts in Slovenia. Plaiting-related knowledge spread from generation to generation and since the 19th century this has been helped by plaiting courses and schools. Today plaiting is among the best preserved and wide-spread home crafts; nevertheless, it functions exclusively at the self-taught and local levels. During the Easter holidays, plaiting products, in particular wicker baskets are most desired.

The plaiting knowledge has been successfully preserved and nowadays there are several basket makers in the area of the Heart of Slovenia. One of the plaiting centres is in Dolsko and the other one in Moravče, where is also a Craft Association that preserves traditional skills.

Tončka Jemec from Petelinje near Dolsko plaits baskets and narrow, two-handled bags, usually of straw, and is famous among those who still preserve the ancient plaiting tradition.




Her trainee Iztok Urbanija from Zgornji Tuštanj near Moravče is a young and ambitious plaiter, also from the family in which the plaiting has a long tradition. He upgraded his basic skills with the knowledge he gained from Tončka.

His baskets are made from willow and other woods that could be gained around the house and in the nearby forests. He also organises plaiting schools for the interested publics.



Today plaiting is among the best preserved and wide-spread home crafts; nevertheless, it functions exclusively at the self-taught and local levels.

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12. POTTERY

The knowledge of pottery making exists among Slovenian people from ancient times. Pottery making involves the production of hand-made clay vessels and other objects, involving knowledge connected with the preparation of materials, the use of tools, design and decoration skills, and the firing of products. Traditional production techniques and forms of products are thus preserved. Its form and function still remain sustainable and popular in the modern era. It is influenced by various socio-cultural elements of crafters.

Ceramics making in Kamnik has more than a 160-years old tradition. At the House of Ceramics in Šutna, they await visitors with stories about the Kamnik majolka.

The open studio is a gathering place for pottery lovers where you can see in person the so-called Kamnik creamware and the traditional ways of its painting.





At the House of Ceramics, ceramic products are produced in the same way as they were since 1855 at the Kamnik factory of ETI SVIT. You can view the whole process at open workshops. At the House you can also order products tailored to your preferences and arrange to participate in a workshop or a course.

There are several other ceramics workshops in the Heart of Slovenia, almost every town has one.



“
At the House of Ceramics, ceramic products are produced in the same way as they were since 1855 at the Kamnik factory of ETI SVIT. You can view the whole process at open workshops.
”

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LOCAL ACTION GROUP LUNCA PRUTULUI DE JOS

The LAG is situated in the south-west part of the Republic of Moldova, in the southern end of the country, which includes the International Port in Giurgiulești.

The villages are located along the river Prut and along the National Route Chișinău-Giurgiulești. In the area live about 32.000 inhabitants.

The mission of the LAG Lunca Prutului de Jos is to contribute to sustainable economic growth of the micro-region through promotion of the traditions, local culture, increasing the tourist attractiveness of the area.

The villages of Lunca Prutului de Jos have a rich history and culture. In this area there are many natural monuments such as: Golden Hills, Beleu and Manta Lakes which are included in the list of wetlands of international importance.





On the territory of the LAG is located the Biosphere Reservation "Prutul de Jos".

The specific traditions and customs of the area are expressed through the traditional song and clothing, through a wonderful national cuisine, fishing traditions and folk craftsmen.



MOLDOVA

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13. SWEET DREAMS CAN BECOME TRUE

The love for sweets began a long time ago, when Mrs. Ana wanted to enjoy her children with little attentions. Over time, this passion turned into a business and she became very well known through her cakes, eclairs, homemade biscuits prepared with a lot of love.





In the case of Mrs. Ana, we are not only talking about her own business but also about supporting local producers, because all products such as eggs, milk, cream, honey are purchased from local farmers. She has invested resources in her own laboratory that provides customers with varied and fresh products, at the highest level. The coffee here is delicious.

At the same time, the openness to make products to order and to deliver them to the destination propelled her a lot in the business.



At the same time, the openness to make products to order and to deliver them to the destination propelled her a lot in the business.

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MOLDOVA



14.

THE ART OF THE MOLDOVAN CARPET

The art of carpet is a remarkable page in the cultural heritage of Moldovan people. The carpet reflects the variety of aesthetic concepts of Moldovan people, along with their model of beauty and harmony. During many centuries, there were selected and improved different ornamental motifs, colour compositions and ranges to make the aspect of the carpet more pleasant. The technical processes and the ornaments carry the mark of different ethnic groups, such as: Thracian, Roman, Slavonian, Turkic, etc. Significantly, this thing is observed in terminology: wool, hemp – are of Latin origin; carpet, stand (frame) – Slavonian origin; kilim, rug, quilt – of Turkish origin. As an industrial branch, the manufacturing of carpets in Moldova appeared in the domestic conditions of peasant households.

The raw material used in the weaving of Moldovan carpets was of local origin, obtained in the own households. The processing of wool, hemp and flax as well as the twisting and dyeing of yarns were performed in domestic conditions. Unfortunately in most cases, traditional carpets have been replaced with synthetic ones. But fortunately there are still folk craftsmen like Mrs. Valentina Grigoriță who keep with holiness and pass on this craft.

A socio-economic center has been created in Manta village, where those who want to discover this craft can participate in carpet weaving masterclasses. What makes this workshop different from others is that the raw material used is old and used clothes, so they end up being recycled and transformed into carpets that later adorn the homes of Moldovans, and not only.



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The carpet reflects the variety of aesthetic concepts of Moldovan people, along with their model of beauty and harmony.

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CONTACTS



Grigoriță Valentina



[atelier.valentina.grigorita](https://www.facebook.com/atelier.valentina.grigorita)



Manta village,
Cahul District,
Republic of Moldova



MOLDOVA



15.

THE DRUM, AN INDISPENSABLE TOOL IN MOLDOVAN FOLKLORE

The culture of any country is formed on the basis of its distinctive characteristics, on what has been managed to be transmitted through centuries, without being lost.

Traditions in Moldova are manifested in such fields as music and dance, traditional cuisine, winemaking, handicrafts of the folk artists and, of course, customs, without which Moldovan events cannot take place.

In Moldova, both music and dance are very contagious. The famous dance "hora" that is very popular - when the music resounds, everyone, without exception, begins to move briskly in a circle holding hands. Traditional musical instruments - panpipes, tambourine, whistle, bagpipes, cobza, drum - are difficult to confuse with others, their sound has a special character, a special southern temperament.


The "hora" is danced even more ardently if "opinci" are worn on the feet, and the drum sounds loud.

We have the happy opportunity that there are still folk craftsmen to do it. Mr. Burcă Gheorghe is a living example of this beautiful occupation. Those who want to discover the beauty and traditions can make a visit to the leather workshop and can participate in masterclasses for making "opinci" and beating the drum.



Those who want to discover the beauty and traditions can make a visit to the leather workshop and can participate in masterclasses for making "opinci" and beating the drum.

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MOLDOVA



16. TANTI MASHA AND HER SWEET BUSINESS

The most special and delicious jams and liqueurs from Lunca Prutului de Jos can be found at Tanti Maşa from Slobozia Mare (Cahul).

Since retiring, she has turned her passion and skill into a business, investing in a workshop for the production of sauces, liqueurs, jams according to old traditional networks.

Pantry shelves abound in unusual products. Acacia jams, shock flowers, cherry tomato jam and even berry liqueurs - a real explosion of tastes, which seriously compete with each other. Many of the recipes belong to Mrs. Maria, and the housewife's intuition manages to amaze the most fond gourmands.




“

Acacia jams, shock flowers, cherry tomato jam and even berry liqueurs - a real explosion of tastes, which seriously compete with each other.

”

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MOLDOVA



LOCAL ACTION GROUP KAZBEGI

Local Action Group “Kazbegi” is registered as a non-profit (non-commercial) legal entity since 05.02.2015. Public, civil and private sector representatives from Kazbegi Municipality are members of LAG Kazbegi.

LAG Kazbegi structure unites executive director and its two deputies, general assembly, board (7 people) and thematic sub groups. There are 3 sub-groups for today: tourism group, agricultural sub-group and social education and sport sub group. Elections for LAG director and its deputies are held in every 2 years.

LAG Kazbegi implements own projects with local residents and LAG mem-

bers financial and non-material support. The first steps of such projects are: New year’s event in village Gergeti in 2017; local handicraft fair summer 2017, city game – activities for local youth representatives in summer 2017.

In addition, LAG Kazbegi implemented several projects with the support of donor: Kazbegi Young walkers Club, Young Entrepreneurship school, Farmers’ Sunday Market, Discover History - Developing Villages in the Kazbegi Region, Non-Formal Education - The Road to Self-Development. LAG Kazbegi with cooperation NGO Lomeki held traditional festival in village Gaiboteni.



GEORGIA

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17. GALLERY STUDIO “MOKHEVIEN TEQA”

Felt house named “Mokhevien teqa” was established in Kazbegi in 2009 by Tamar Sujashvili. Every year there are more and more local women involved in felt workshops. The main aim of art studio is to restore and develop the ancient traditions. The products are made mainly of local wool, but for variety Tamar also uses wool from different countries, sheep breeds and Georgian silk. Wool is made from natural plants, which is also a revival of old traditions.

The interest in learning is enormous from both local and foreign guests, they often visit gallery to participate in this process.

In 2019, studio “Mokhevien teqa” won the first place in the competition named “The most interactive studio”. The competition was held by Georgian National Cultural Heritage Preservation Agency.



The products are made mainly of local wool, but for variety Tamar also uses wool from different countries, sheep breeds and Georgian silk. Wool is made from natural plants, which is also a revival of old traditions.



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GEORGIA



18. HANDMADE STUDIO “PIQALI”

Traditional handicraft studio “Piqali” was established in Kazbegi Municipality in 2006. Director of the studio is icon painter Lizi Chqareuli.

The purpose of the studio was to create traditional Mokhebian handicraft and make its popularisation. The handicrafts in the studio were studied by local women, public school students, some of whom still follow this direction.

Visitors from Europe, America and Asia have been coming to the studio since 2007.

Nowadays the studio mainly works on clothes, bags, souvenirs, felt scarfs, embroidery examples with Mokhebian ornaments, some of them are sold abroad too. “Piqali” studio is included in the catalog created by the Folk Craft Association of Georgia.

The studio takes part in different exhibitions, twice attended Santa Fe exhibition, where all works were sold.



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The purpose of the studio was to create traditional Mokhebian handicraft and make its popularisation. The handicrafts in the studio were studied by local women.

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[Chqareuli handmade studio](#)



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GEORGIA



19. BRUSH ART BY LONDA

Art studio londa presents: “The magic of brush and wine”.

Georgian wine is a source of inspiration for Londas masterclasses in drawing. Not only create art, you can discover your new skills at the Londa Art Studio.

One masterclass lasts for 2 hours with Georgian wine at Molbert under the guidance of an artist. Even if you’ve never tried to paint, you will take





home your own created piece of art. In Art Studio Londa you can find positive energy, beautiful nature of Stepantsminda, surrounded by snowy mountains and traditional Georgian wine.

The teaching method is very simple, you can successfully create your art, learn interesting facts during the drawing process.



Georgian wine is a source of inspiration for Londas masterclasses in drawing. Not only create art, you can discover your new skills at the Londa Art Studio.

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GEORGIA



20. CULINAR MASTERCLASSES BY KETEVAN SUJASHVILI



Individual entrepreneur Ketevan Sujashvili provides culinary masterclasses for last 9 years. She is making masterclasses in Georgia, abroad and even online, but basic place of workshops is her guesthouse in village Gergeti.

Ketevan is oriented on local Mokhevian food, mainly khinkali. She works with different food bloggers and chief cooks and therefore has offers from different restaurants abroad.

Ketevan and her group members are well known for enthusiastic and tasty masterclass service in the region. Most of the service users enjoy being involved in the process itself that in the result.

Ketevan and her group members are well known for enthusiastic and tasty masterclass service in the region. Most of the service users enjoy being involved in the process itself that in the result.

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GEORGIA



LOCAL ACTION GROUP CAMPIDANO

LAG Campidano is a Participatory Foundation which includes seven municipalities – San Gavino Monreale, Pabillonis, Sardara, Serramanna, Serrenti, Nuraminis, Villasor and involves two Unions of Municipalities such as Terre del Campidano and Basso Campidano.

It's headquarter is in San Gavino Monreale, about 50 km from the regional capital Cagliari and about 30 km from the sea of the west coast, along the most important roads and railway lines that connect the south with the north of the island.

The LAG territory belongs to the Campidano plain (1850 square km) which is the most important in Sardinia, it covers the area between the Gulf of Cagliari and Oristano. Since ancient times this territory has been rich in human settlements thanks to its geographical position and the fertility of its lands.

The castle of Monreale in Sardara, the castle of Sivillier in Villasor, the nuraghe of San Lussorio in Pabillonis, the sacred well of Cuccui in Serrenti, the nuragic sta-

tion of Santa Maria in Serrenti are the evidences of the numerous archaeological sites and finds of this area.

The traditional architecture of the LAG towns was characterized by the use of poor materials available in the surrounding area as stone, raw brick (ladiri in Sardinian language) and traditional Sardinian roof tiles.

The craft activities are influenced by the daily activities and by the traditional agro-pastoral economy of the area.

The LAG area is characterized by a wide food and wine variety due to various environmental and historical factors. Most of the typical Sardinian dishes are made by products of the poor economies of the area such as cereals, legumes, vegetables, poultry meat, olives, artichokes, olive oil, snails, asparagus, thistles and great variety of cheeses, almond sweets, honey and saffron. Traditional pastas "is Malloreddus" have their own origin in the Campidano wheat.



ITALY

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21. GIULIANO PISTIS' ANCIENT GOODNESS

Grandma Epifania's secrets handed down to grandmother Angiolina and grandfather Giorgio, then to the brothers Monica and Giuliano Pistis, exactly as they once were. To the passion of the past for meticulous craftsmanship, with the addition of the most genuine ingredients that Sardinia offers, the company "Antiche Bontà - Sa fregula a s'antiga" produces a typical pasta of the island's tradition, called "fregula".

The company, located in Villasor, a small village in the Medio Campidano, uses only zero km ingredients: durum wheat semolina grown and ground in Sardinia, eggs from only Sardinian hens reared on the ground, saffron chosen from local productions with DOP certification, and finally water and salt. Passion, tradition and quality at km 0, in the "Antiche Bontà - Sa fregula a s'antiga" family, good pasta is at home.



Passion, tradition and quality at km 0, in the "Antiche Bontà - Sa fregula a s'antiga" family, good pasta is at home.

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ITALY



22.

PANTRY OF EMANUELE FRAU

“La Dispensa del Fattore” by Emanuele Frau, is a company producing, storing and packaging typical Sardinian food products, based in Serrenti, a small village in Southern Sardinia. Thanks to a culinary tradition handed down for generations, and thanks to the sun and the perennially mild climate of Sardinia, the products have acquired a special fragrance.

“La Dispensa del Fattore” was born in 1987, and produces Sardinian olives in brine, dried tomatoes in salt and chillies filled with a delicious fish and vegetable cream. The company also produces numerous products in oil, such as wild asparagus, artichokes, cardoons and wild artichokes, stuffed peppers, Pleurotus mushrooms, broad beans, aubergines, thus giving the opportunity to enjoy these delicacies all year round, whose production takes place only seasonally.

“La Dispensa del Fattore” transforms the goodness of the Sardinian land into delicious spreads with unmistakable tastes, to eat healthy and genuine without sacrificing creativity.



“

“La Dispensa del Fattore” transforms the goodness of the Sardinian land into delicious spreads with unmistakable tastes, to eat healthy and genuine without sacrificing creativity.

”

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ITALY



23. IBBA'S FARM

“Fattoria Ibba” is a multifunctional organic farm founded in 1996 with a predominantly olive-oil production focus. The company cultivates and produces extra virgin olive oil obtained exclusively from its own olive groves which extend for 25 hectares in the ancient hills of the Sardara and Sanluri territories. The typically Mediterranean climate of Sardinia and the particular conditions of the soils allow the company to produce various types of extra virgin olive oil, all of excellent organoleptic and healthy qualities. The flagship product is the “SantaMariAcquas” extra virgin olive oil, a certified organic DOP SARDINIA, medium fruity, rich in valuable substances (polyphenols and tocopherols), which give it excellent sensory qualities (taste, aroma, color), recognized at international. It is a blend obtained by cold pressing (27 °C) of olives of the Tonda di Cagliari, Semidana and Bosana varieties, harvested by hand.

The company also produces green table olives in natural brine (organic) and various traditional preparations in oil. It has recently begun to operate in the wine sector with the first production of an organic red wine.



The company cultivates and produces extra virgin olive oil obtained exclusively from its own olive groves which extend for 25 hectares in the ancient hills of the Sardara and Sanluri territories.



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ITALY



24.

P.A.C BY LUCA PISANO & C.SAS ARTISAN PRODUCTION OF MELTED SPREADABLE CHEESES

“Pizzicosa” is the name of the cream cheese brand produced by the processing company “PAC di Luca Pisano C. Sas Artisan production of spreadable melted cheeses”, born from the brilliant idea of father Efisio, who decided to start, about 30 years ago, a small family-run workshop. The “Pizzicosa” cream cheese obtained from a mixture of grated cheeses and ricotta, is characterized by an unmistakable taste, a real delight for the palate if spread on bread.

The P.A.C company produces various products: from the original recipe the “sweet”, to the “chilli” cream, to the “flavored” version, made with the enrichment of various aromas such as truffle, artichoke, saffron and porcini mushrooms. Spreadable creams perfect for preparing delicious snacks and appetizers, for healthy and genuine eating without sacrificing creativity.

The P.A.C company is based in San Gavino Monreale, a small village in Southern Sardinia and in these years of activity it has woven a dense network of dairies with which it collaborates.



Pizzicosa

Formaggio fuso spalmabile

*Spreadable creams
perfect for preparing
delicious snacks and
appetizers, for healthy
and genuine eating
without sacrificing
creativity.*

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