

ART ANTIC L'ALCORA WINS THE SPANISH NATIONAL CRAFTS AWARD

Press Release

*Convened by the **Ministry of Industry, Energy and Tourism** and organised by the **Fundación Española para la Innovación de la Artesanía (Spanish Foundation for the Innovation of Crafts) - Fundesarte** - , the VII National Craft Awards were awarded today in a ceremony presided over by the minister José Manuel Soria in the headquarters of the Ministry in Madrid. The Valencian firm **Art Antic l'Alcora** emerged worthy of the prize for its complex and exclusive pieces destined for interior design and sculpture, in which they succeed in combining the avant-garde and tradition.*



Madrid, 4 April 2013 – The National Craft Awards aim ultimately to give institutional recognition at the highest level to those recognized as excellent and exemplary in the field of contemporary craftsmanship. The principal objective is to drive development and competition among small and middle-sized Spanish artisanal businesses, stimulating innovation, design and the capacity to adapt to the market. These prizes organised by **Fundesarte** include, in addition to the National Prize, four other categories that recognize the quality of a product or collection in particular, such as an innovative proposal and a private and public promotion initiative in the crafts sector.

In the present edition, the Valencian business **Art Antic L'Alcora, S.L.** has been awarded the **National Crafts Award 2012**, with a gift of 7,000 EUR, that recognizes the ensemble of a consolidated career. They are a ceramics workshop located in Castellón, with an amply recognized career, who were finalists for this same prize in the 2010 and 2011 contests. Thanks to the great technical and formal quality of their products, as well as their exclusivity and the high complexity of their large format works, this business knew how to adapt itself to the market and developed its commercial potential on a national and international scale. Another element that stands out is their effort to promote and revitalize craftsmanship with proven social and environmental responsibility.

The following emerged as finalists in the category for the National Crafts Award 2012: the Catalan artisan Kima Guitart, the Madrilenian firms Charo Iglesias and Talleres de Arte Granada, S.A. and the Galician business Asteleiros Triñanes Domínguez, S.L.

Apart from the central prize, decisions were also announced for the following categories:

The **Product Prize 2012**, granted to the products or collections made and commercialized in the two years prior to the contest. This prize, with a gift of 3,500 EUR, fell upon the Canarian business **Pisaverde S.L.U.** These master artisans from La Laguna, specialists in leather and hide, were also finalists of this competition in 2011. Their work is characterized by the singularity of their shoes and handbags; one-of-a-kind and personalized pieces full of colour and originality. They juggle traditional artisanal processes used in production with the application of innovative design and production techniques, thus adapting themselves to the current market, and always maintaining a philosophy of recycling and of respect for the environment.

In the category for the Product Prize 2012, the following emerged as finalists: Botas de Vino Jesús Blasco S.L. from Castilla-La Mancha, the Valencian jeweller José Marín,

the Andalusian potter Juan Pablo Martínez (Tito) and the Madrilenian business Landspot Diseños Cerámicos S.L.

The **Promotion Prize for private entities 2012**, with a gift of 3,500 EUR, is awarded for the candidates' dedication in revitalizing craftsmanship, making a contribution through their activity to the promotion of greater visibility in a favourable and prestigious setting. This prize has been granted to the **Asociación profesional de artesanos de Aragón** for the vigorous impulse that they gave to the sector through their project of applying design techniques to craftsmanship, the Plan ARDI (Artesanía + diseño) begun in 2006, improving production sustainability and creating new channels of commercialization and collaboration between businesses in the field of production.

In the category of the Promotion Prize for private entities 2012, the following were finalists: the Federación de Organizaciones Artesanas de Castilla y León (FOACAL) and the Valencian business Sanserif Creatius S.L.

The **Promotion Prize for public entities 2012** was awarded to the **Fundación Centro Galego da Artesanía e do Deseño**. This foundation, with its headquarters in Santiago de Compostela (A Coruña), knew how to combine its support for the most traditional Galician artisanal trades with a wager for innovation and adaptation to new markets, offering a platform of assistance and training to its artisans. In addition, they have achieved an important task of cooperation in the development of fields of research and specialization in the production techniques of Galician craftsmanship.

The finalists in the category Promotion Prize for public entities 2012 were the following: Dirección General de Ordenación Industrial y Comercio de la Junta de Extremadura and the Centro de Formación en Artesanía, Restauración y Rehabilitación del Patrimonio Histórico, Artístico y Cultural Albayzín, in Granada (Andalusia).

The **Innovation Prize 2012**, with a gift of 3,500 EUR, is the prize that recognizes the products, prototypes or interventions made in the two years prior to the contest's publication date that undertake a decided wager for the innovation of craftsmanship, by means of new technologies, new materials or the innovative reinterpretation of traditional products and other interventions of a similar nature. This prize, with a gift of 3,500 EUR, has been awarded to the potter from Úbeda (Jaén) **Juan Pablo Martínez (Tito)**, for his project named "The significance of ceramics in interior architecture," done in collaboration with Trinidad Interiorismo, in which he brought together the savoir-faire of two family businesses that are coming together in their third generation to reinvent ceramics and interior architecture, striking up a dialogue between tradition and the avant-garde.

The inauguration, in the Ministry headquarters, of an exhibition of the principal works of the prize-winning artisans and finalists coincides this year with the presentation of these VII National Craftsmanship Prizes. The showing, which is free, will remain open until April 18th, Monday to Friday from 9:00 to 15:00. Afterwards, as in the past, it will be shown in various places in Spain.

The jury was composed of: Manuel Valle Muñoz, Director General de Industria y de la Pyme del Ministerio de Industria, Energía y Turismo; Fátima Mínguez, Subdirectora General de entorno y coordinación Internacional del Ministerio de Industria, Energía y Turismo; Miguel Clemades i Planells, Jefe de Servicio de promoción comercial y artesanal de la Consejería de Industria, Comercio e Innovación de Comunidad Valenciana; Pablo Prieto Dávila, Coordinador del Grado de Bellas Artes de la Universidad Rey Juan Carlos; Manuel González Arias, Presidente de Oficio y arte,

Organización de los Artesanos de España; Jean-Louis Queimado, Brand Manager de Vacheron Constantin; María Dolores García-España Serra, System Manager de Luziferalmps LZF; Victoria de Pereda, Directora área de diseño del Instituto Europeo de Design (IED) y Pablo Velasco Garrido, Gerente de Fundesarte.

The award ceremony for the National Crafts Awards is the preamble to the **Días europeos de la artesanía** (European Crafts Days), a national event, sponsored by Fundesarte, under which a whole series of activities related to the artisanal sector will take place on 5, 6, and 7 April. It will be an event similar to the Music Festival, during which will take place all sorts of activities related to craftsmanship: talks, colloquia, exhibitions, workshops, seminars, showings and fairs, among other events, where various Spanish geographical regions and six other European countries will be represented. The programme can be found on the web: <http://diasdelaartesanía.es>.

About Fundesarte

The *Fundación Española para la Innovación de la Artesanía* is the organization of reference in the promotion and development of Spanish craft businesses. Fundesarte, which in 2011 celebrated the 30th anniversary of its creation, is currently integrated into the structure of the Spanish Ministry of Industry, Energy and Tourism.

Fundesarte is a non-profit entity of the state whose objective is the management of projects for the incorporation of innovation in the crafts sector. It also acts as a channel of technical cooperation for professionals in the areas of research and training.

The sector of craftsmanship in Spain exceeds 200,000 workers, distributed in more than 60,000 artisanal businesses, according to official registered data. It represents approximately 0.4% of the GDP, exceeding 4,000 million Euros of gross value added. It is an economic sector that is moreover a fundamental component of our cultural heritage.

For more information:

Blanca García

Fundación Española para la Innovación de la Artesanía

Tel: +34 91 561 02 62

comunicacion@fundesarte.org

www.fundesarte.org