



INNOCRAFTS

INNOvating entrepreneurship policies in the CRAFTS sector

**“Access to innovation design
and financial assistance to
SMEs”**

2nd Interregional Training Session and Study visit

26th - 27th June 2013

Turku

CRAFTS sector - a business?

- CRAFTS sector has a strong tradition in Latvia, that presents local identity and uniqueness.
- CRAFTS sector is an invaluable messenger about country's past and culture nowadays.
- But today's market makes CRAFTS sector to adapt and to be competitive with other creative industries.
- Therefore we can speak about two directions: CRAFTS sector as a cultural heritage messenger and CRAFTS sector as a business.
- In this presentation we focus on the Business side and share best practise in Latvia.

Commercialization of CRAFTS sector

- Latvia is a small country with about 2 million population.
- Market is small, state budgeted was strongly effected by the crisis 2008 and government still struggles a lot.
- Cultural budgeted experienced as dramatic cuts as never before and still there is a little support from the government.
- When crisis began, Latvia experienced pageant of the creative industry since traditional sectors struggled a lot.
- Thanks to the creative industry's expansion many people who had worked in administration, factories, governmental institutions etc., changed their profession or occupation and started to put their creative skills in action, started their own business. Creative industry expanded and so did CRAFTS sector.

Creative Business incubator in Latvia

- In 2010 as an answer to the crisis and with the trust in creative industry's potential and value added to the local market, Creative Business incubator was launched in Riga.
- Till the end of Year 2012 there were 93 creative companies supported financially and with needed consultations.
- Creative Andrejsala (www.creativeandrejsala.lv) supports 45 creative companies on the daily basis. Companies are allowed to gain incubator's support up to 3 years. Incubator covers up to 85% of the company's costs in the first incubation year, supporting office or work-shop's rent, legal, accounting services, design development, prototyping, web design, marketing activities and other external services companies need to develop.

Creative companies in Latvia

- As mentioned before, CRAFTS sector in Latvia is seen as a part from Creative industry. And when speaking about industry, we speak about Business. Therefore CRAFTS sector must adjust oneself, must cooperate with other sectors to make their product competitive.
- There are many great activities supported by the European Regional and Development programme for the CRAFTS sector, and INNOCRAFTS is one of them. But there is little State support for the sector from Latvian government.
- Support is given to those companies that can prove their vital capacity, sustainability, development and value added to the local economical growth. And this is when CRAFTS sector struggles if it is mainly a heritage messenger.

Creative companies in Latvia

- But there are great examples in Latvia about CRAFTS sector's vital capacity and ways to turn cultural heritage into the business.
- Latvian designers (fashion design, product design, web design) have realized that global market is open for something new if it is presented highly professional and with the value added. And by something new for the global market we understand Latvian traditional CRAFTS sector's development info competitive products.
- In the next few minutes we will present great examples how creativity together with traditional craft have turned into profitable business.



clay pot
Ø 9 cm x H 7 cm – net 200 ml – burn time 30 h
available in 3 aromas

MUNIO Candela

MUNIO[®]
CAN
DE
LA

- It was Year 2007 when company MUNIO Candela (www.muniocandela.com) was established and two founders started their tireless month experimenting with innovative raw waxes, indigenous Latvian flora and eco-friendly packaging in pursuit of the perfect balance between style, function and ecology.

- Collection “Folklore” is a pure cooperation with Latvian crafts masterminds where clay pots are hand made with the best traditions considered. The same with the knitted sachets that are hand made by Latvian crafts masters.



knitted sachet
15 cm x H 9 cm
available in 3 aromas



ARS TELA

- Company (www.arstela.lv) was established in 2004 and had chosen to make Latvian traditional textile – linen – more contemporary.
- ARS TELA had chosen to work with linen since it characterises Latvian land. It was used in clothing and home textile for many many years. Each thread is examined by experienced weavers, in order to ensure that fabric is of the highest quality.
- Looms and the weaving instruments and tools are often made by specialized craftsmen, they cannot be bought commercially and are not manufactured industrially.





John Neeman Tools



- John Neeman Tools is a small crew of craftsmen from Latvia that use heritage of craftsmanship handed down through many generations to design and create woodworking tools and knives.

- Their mission is to keep traditions and crafts alive and well.

- Traditions of blacksmithing and woodworking walk step by step together. John Neeman Tools are uniting Latvian history, traditions and craftsmanship in one ancient craft – tool making.

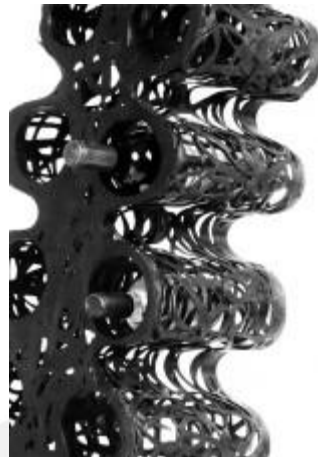
JOHN
NEEMAN

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Hand forged woodworking tools and knives



MAFFAM FREEFORM



„Maffam Freeform” is the only workshop in the world manufacturing furniture from volcanic basalt fibre. The talented Latvian designer Raimonds Cirulis has created and patented a unique furniture manufacturing technology. He builds the furniture from basalt fibre “hairs” and natural resin; he creates the furniture and design objects that cannot be found anywhere else in the world.



HUGU BEAR



A handmade HUGU BEAR, that records and replays a heartfelt message.

HUGU is the way to know that you've got someone beside you. Your mum, kids, the love of your life... any person that's important and close to you.

It's a lovable, hand knitted, fluffy bear full of sheep's wool, in which you can record your voice. And from its rump through to the tips of its ears it's been handmade right here in Latvia. Its eyes were inserted by clever artists in Rīga. And its heart contains a robust audio system which will save your recording. Pressing its paw, you can whisper your fondest thoughts into its ear. And this remains safe in the bear's tummy forever.

Other companies, that receive support from the business incubator “Creative Andrejsala”:

- DIZZ – Adapted bicycles and hand cycles for people with disabilities (www.dizz.lv)
- MAFFAM FREEFORM – Original furniture for artistic souls made from basalt fiber (www.maffamfree.com)
- G.SUPPLY – Settlement for extreme sports equipment (www.g-supply.net)
- ART LAB – Graphic arts and polygraphy (www.artslab.lv)
- METĀLA DIZAINS AJ – Metal design (metala.dizains.aj@gmail.com)
- PIZIKS – MUST HAVE hats for autumn and winter seasons (www.piziks.lv)
- ID2 – Leather cases for Apple production (www.idmymac.com)
- BIG FLAME – Hand-made candles (www.fffactory.lv)
- FINE PRINT – Large size photo and repro print on synthetic and natural material (www.fineartprint.lv)
- ORNAMENTUM – Production of decorative glass and mirrors, stained glass as well as glass design (www.ornamentum.lv)
- SKAIDRA BILDE – Archival quality veneering & acryk face-mounting of digital fine-art prints (uldis@elgringo.lv)
- POMZERO – Glass design
- MAMMU PRODUCTION – Social business together with fashion designers where job is given to new mums (www.mammu.lv)
- CARRE BRANDING – Brand architect packing design, identity design, web design (www.carrebranding.com)
- ARISTOCRAT – Clothes for kids with classic design and funny, colorful fabrics (www.colorlicioskids.com)
- DREAM FACTORY – Special bedsheets, blankets, pillows and bean-bags for kids and adults (www.dreamfactory.lv)
- MATKA – Creation of competitive brands and innovative business ideas (www.matka.lv)
- 3 WINDS KNOTS – Jewels and gifts which tell a story (dmitrijs@rocketoo.com)
- A.DEW – HUGU a little bear to share your feelings (www.hugubear.com)
- RIVERBED – TV commercials, corporate image films, fiction and documentary film production (www.riverbed.lv)
- TRU CREW – Music record company (www.instrumenti.in)
- TABURETE – Interior design (www.taburete.lv)
- 8M – Innovative IT solutions (helmuts.berns@gmail.com)

Other companies, that receive support from the business incubator “Creative Andrejsala”:

BIRC – Web design (www.birc.lv)

BLANK BLANK – BlankBlans specializes in elegant, minimal, fresh shapes for women & man, using free-hand silk-screen, bleaching and batik author techniques (www.blankblank.lv)

PAADE MODE – PAADE team produces clothing for boys and girls aged 0-8 years (www.pade.lv)

Z COMPANY – Offers a full range of services, from the conceptual design to the constructed playground (www.zcompany.lv)

EMITEE – Lighting fixtures with innovative technology (elga-b@inbox.lv)

GLOW PRINT – Glow printing on fabrics and outdoors (natalijatrokxa@inbox.lv)

BUNGALA – Paper form grass, hemp and straw (www.bungala.lv)

DK ORANŽS – Creative entertainment and team cohesion activities (www.orangeric.lv)

JUNGLE EXPERT – Ad agency for virtual space (www.jungleexpert.lv)

BBF – Design and production of sitting bags

INFINITUM 8 – Internet marketing services (www.infinitum.lv)

QOOQOO – Fashion For Courage (www.qooqoo.lv)

RIPA – Design prototypes, design concepts, design projects (www.baibaripa.lv)

ZOFA – Hand-made shoes for women and men designed in energetic manner by individual request (www.zofa.lv)

I'M SHIRTS – Fashion label that gives you the freedom to create your own look by designing the shirts you wear (www.imyourshirt.com)

SS MEDIAROOM – Digital magazine LILLĀ (www.lilla.lv)

DESIGN CATERING – Outdoor exercise units with the touch of one of Latvia's best designers (rihards.funts@gmail.com)

MRMR – Fashion label MERUNROL'S (www.mareunrols.com)

Conclusions

- CRAFTS sector in Latvia is well developed as sustainable business as well as complimentary part for other creative businesses.
- There is small support and assistance from the government for the CRAFTS sector, but there are many programmes available supported by European Regional and Development Fund.
- It is possible to gain financial support from the government if CRAFTS sector is able to prove their vital capacity and value added to the local economical growth.
- Access to financial assistance to SMEs is easier to gain if focus is more on Business than cultural heritage.

The logo for INNOCRAFTS features a central point from which several colorful, teardrop-shaped lines radiate outwards in various directions. The colors include red, yellow, blue, green, orange, and purple.

INNOCRAFTS

The logo of the European Union, consisting of a circle of twelve gold stars on a blue background.

European Union
European Regional Development Fund

The logo for INTERREG IVC, featuring a stylized sunburst or starburst design with multiple colored lines radiating from a central point.

INTERREG IVC
INNOVATION & ENVIRONMENT
REGIONS OF EUROPE SHARING SOLUTIONS

Thank you for your attention..

A large, faded version of the INNOCRAFTS logo, consisting of the word "INNOCRAFTS" in a bold, sans-serif font and a stylized sunburst graphic to its right.

INNOCRAFTS

Creative Business incubator

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