

SERFENTA

Craft Revitalisation Model



Less product / more experience



Paulina Adamska

the President of Serfenta

- **MA of Nicolaus Copernicus University & Silesian Universtity, education & cultural anthropology**
- **Graduate of Arts and Crafts University**
- **Scholarship winner - Ministry of Culture and National Heritage 2016**
- **New business and abroad sales expert**
- **Author and coordinator of the Serfenta projects**
- **A basketmaker, expert in a basketry craft**



Łucja Cieślar

Vice President of Serfenta

- **MA of The Jagiellonian Universtity**
- **Social Media, communication and e-commerce expert**
- **A basketmaker, expert in a cattail material - weaving and material knowledge**
- **Leading cooperation with the community of Academies of Fine Arts - workshops for students**
- **Representing Serfenta in Iceland during Craft Tours and in South Korea during promotional & trade mission**



Urszula Szwed

Business Development Advisor

- **MA of The Silesian Universtity, culture studies**
- **The Serfenta's business advisor since 2016**
- **CEO of illustration Dinksytudio.com**
- **Business advisor for around 100 of companies in Poland**
- **Award for the best business model: 2014 in Silesia district from Zamek Cieszyn Design Center**
- **Award for the social responsible business model 2017**

Cieszyn / Český Těšín Poland





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Serfenta
NGO accreditated by UNESCO



Participant and presenting during UNESCO - Symposium in Morroco 2022



JIAPICH 2022 - Jeonju Award for Promoting Intangible Culture Heritage



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Finalist of the NEB
New European Bauhaus 2023



Ministry of Culture and National Heritage - Serfenta's role: expert organisation in the field of craftmanship



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Cooperation with Japan Tobunken, National Research Institute Kagoamidori & Takekagoya shop



Poland EXPO 2020 Dubai



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DOSKONAŁOŚĆ MODY Twój STYL® 2021

Award Fashion Excellence 2021



Craft Revitalistaion Model
Less Product / More Experience

research + design + craft experience

Ethnographic research

The base of skills and knowledge



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research, Poland: knowledge & skills gained directly from the masters



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research, Europe: knowledge & skills gained directly from the masters

research, Europe:
knowledge & skills gained
directly from the masters

searching for tree roots:
birch, spruce, pine





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the world of the craftmanship: the basketmaking



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contacts, relations, friendships

Research (2008-2016)

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- Research of Polish basketry knowledge and skills
- Reserach of Norwegian, Czech, Ukrainian, German, Islandic basketry knowledge and skills
- Learning traditional skills
- Establishing relationships with traditional basketmakers
- Learning about materials
- Learning about techniques
- Visual record of traditional techniques

Design thinking process

What do people need from crafts?
What do people need from tradition?

design thinking process of founding new ways for tradition in a modern world



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it's about the craft experience



services based on the needs: creation, experiments testing realparticipaiting in cultural heritage



services based on the needs: deep relax with nature materials



Design thinking (2016-2020)
process based on deep understanding of users needs

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- Research people’s needs
- Mapping the knowledge and potential we alredy have
- Going through the design thinking process and discovering point of contacts
- Transforming traditional skills into modern language
- Designing a special craft experience (simplified, encouraging participation)
- Disseminesion

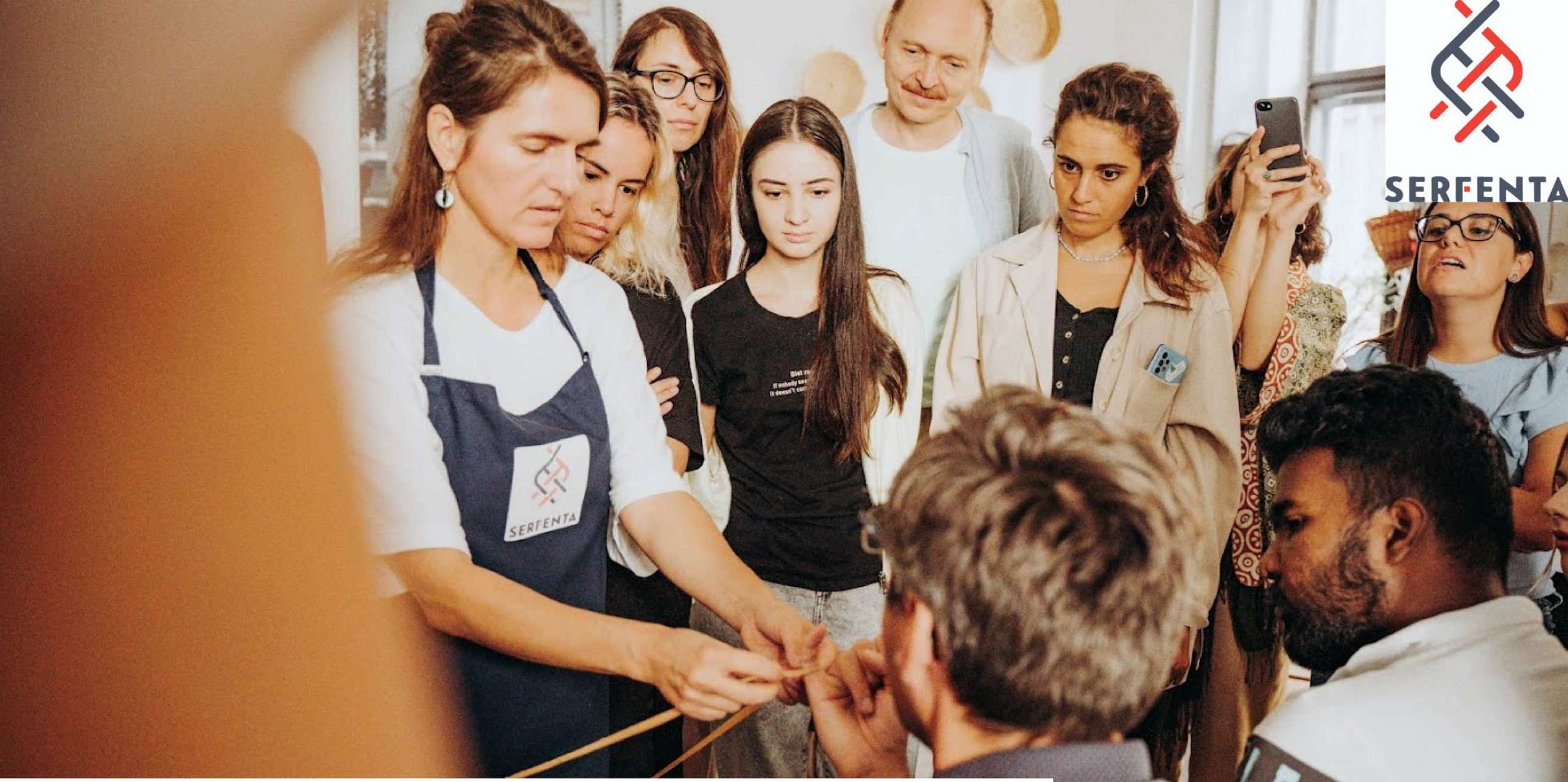
Craft Experience

Where passion meets people's needs



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workshops for all



Sharing with the international audience



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Serfenta's education, craft experience with children

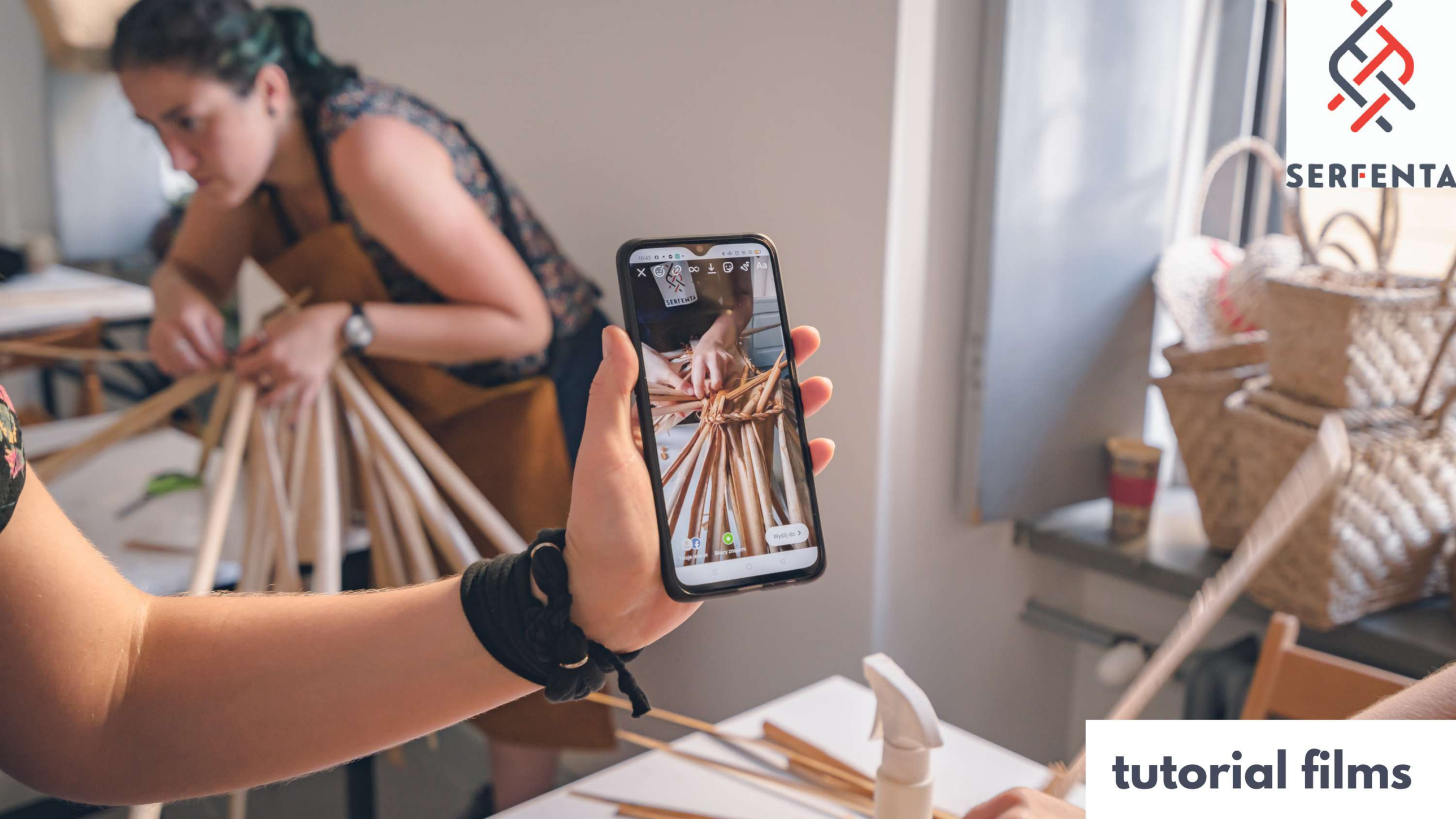


Math lesson, calculating the prices of handmade baskets



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craft tours



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tutorial films

redesigned tools




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offer
shop
online / offline

books with stories





Promoting, sharing, dissemination

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New media

Craft experience (2018-2023)

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- Interesting workshop for all target groups (especially non-traditional audience)
- A program enocouraging the first step with craft
- Redesigned workshop sharing the crafts with easy way
- Redesigned tools to be easy to use
- Promoting basketry in social media
- Promoting basketry in fashion media and mainstream media

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Let's do more together!

Get in touch

fb & ig/ Serfenta
in/serfenta
serfenta.pl