

Special Edition

ARTESANÍAS
DE
CHILE

Handmade empowering our craftspeople



About the foundation

Crafts of Chile Foundation is a private non-profit, part of the Network of Foundations of the Sociocultural Direction of the Presidency of the Republic and is headed by the Director of the Sociocultural Presidency, Paula Forttes Valdivia.

Crafts of Chile works to preserve the Chilean cultural identity and create opportunities for cultural and economic development for traditional artisans, understanding that craftsmanship is a productive activity that sustains many families.

Since 2014 its Executive Director is Josefina Berliner Duque.

*"First stage of
handspun
sheep wool,
raw sheep wool"*



The craftspeople that make up the network of Crafts of Chile, are the repositories of cultural heritage of our country, passed on through each of their pieces which are sold in our stores and through workshops conducted in multiple spaces that Crafts of Chile offers.

Mision

Preserve, evaluate, promote and disseminate traditional Chilean crafts, promoting the integration of artisans in the processes of socio-cultural and economic development of the country.

Vision

Valuing the craftspeople and crafts as part of the Chilean tradition

Strategic Objectives

Increase opportunities for development of traditional craftspeople who have some degree of vulnerability.

Promote strategies for productive development and trade contribute to relieve the artisan craft as a concrete and sustainable employment option.

Disseminate and educate about the different craft expressions, valuing cultural diversity as a constitutive element of our national identity.

Contribute to the preservation and rescue of traditional crafts, stimulating research and recognition of the trades that are part of our cultural heritage, both tangible and intangible.

Our
network
has

2.121

artisans,

of 94% live in regions from North to South (excluding the Metropolitan Region) and **77%** in rural areas of the country, away from trade links and economic integration opportunities. **83%** of the artisans of the network are women and **57%** of the artisans belong to one of 7 original groups of Chile.

Purchase model



*"Mapuche
woman working on
vertical loom"*

1

The Foundation requests an order to an artisan or group

2

The artisan ships the product to the nearest collection center. Once received Quality Control is performed to each of the pieces and labeled so that they are available to be shipped to shops.

3

It pays the artisan product on up to 10 business days since it is being received.

4

Products are distributed in stores.

5

Once the product is sold, the cost return to the "fund" of the Foundation to buy back.

ECONOMIC PROGRAM

It generates various opportunities and platforms for business development of traditional crafts, balancing cultural, social and economic variables.

OUTREACH AND EDUCATION PROGRAM

It generates cultural accessibility to children, youth and adults, including people with special educational needs, through activities that approach the tangible and intangible cultural heritage of Chile.

TRAINING PROGRAM

It tends to increase and strengthen the competencies and skills of the craftsmen, through training and subsequent insertion into the labor market.

INTERNATIONAL PROGRAM

Strengthens the cultural and commercial exchange between Chile and other countries through the dissemination and appreciation of the various craft traditions of our country. Inserting Crafts of Chile into international networks that work in behalf of the craft category.



We are a Fair Trade Institution



We are focus on generate various opportunities and platforms for business development of traditional crafts, balancing cultural, social and economic variables.

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