

No. 7	Hagyományok háza (Hungarian Heritage House)	Hungary	Central Hungary	Budapest
-------	--	---------	-----------------	----------



## Categories of cultural heritage

Professional craftspeople	Knowledge transfer	Presentation of crafts	Network for preservation of crafts	Local community building	Crafts within tourism
---------------------------	--------------------	------------------------	------------------------------------	--------------------------	-----------------------

## Description

Hagyományok Háza (Hungarian Heritage House), established in 2001, is a key Hungarian cultural institution dedicated to the preservation and promotion of Hungary's intangible cultural heritage, particularly folk traditions. The main purpose of Hagyományok Háza is to serve as a center for the collection, research, and promotion of Hungarian folk traditions, and it works to maintain the relevance of these practices in contemporary society. It aims to support traditional craftsmen, folk musicians, dancers, and other practitioners by offering education, preserving techniques, and showcasing these cultural forms through performances and exhibitions. It also acts as an educational institution offering workshops and courses, museum and cultural programs.

## Types of handicrafts

Pottery Knitting Weaving Woodworking	Embroidery Leatherworking Herbalism Culinary craft	Candle making Glassblowing Copper engraving Quilting Jewellery making	Basket weaving Stonemasonry Blacksmithing Traditional agriculture practice
---	---	---	---

## Craft touchpoints - where to find?

Workshop of an artisan (directly from the craftsman) <b>Handicraft Centre of more than one local artisan</b> Regular local market Local festivals/events	Shop selling local artisans' products Local tourism agency / souvenir shop Web-shops Social media accounts
---	---

## What can we learn?

<b>Heritage preservation / valorisation practice</b>	What do they expose with their practice?	<ul style="list-style-type: none"> <li>• A cultural institution dedicated to preserving and promoting the traditional heritage of the Carpathian Basin, where they highlight folk music, dance, art, and storytelling.</li> <li>• Programs are ranging from folk-inspired exhibitions to live performances and educational workshop: the institution's offerings include performances by the Hungarian State Folk Ensemble, dance houses for children and adults, and folk music concerts, celebrations such as Verbunk Day, which commemorates traditional Hungarian dances recognized by UNESCO</li> <li>• Beyond performances, the HHH supports craft and vocational training in traditional arts, including embroidery and weaving, promoting the adaptation of these techniques for modern use. Its exhibitions often explore intersections between folk art and broader artistic movements, such as Art Deco, presenting historical and contemporary perspectives.</li> <li>• They have a folklore documentation center and archives that serve as a resource for research and education.</li> <li>• Important role in preservation of heritage but also connecting it to modernity, innovating upon the described traditions in a modern context.</li> </ul>
<b>Success factors</b>	Achievements and strengths that make this case inspiring for other attempts in the DR	<ul style="list-style-type: none"> <li>• Promoting active engagement of the community with their heritage through accessible workshops, live performances, and exhibitions. They have extensive archives and documentation centers that provide researchers, artists, and the public with valuable materials and resources accessible for academic study and cultural appreciation.</li> <li>• They stand out for the emphasis on education and skill development. It offers training and craft courses that empower individuals to learn</li> </ul>

		<p>traditional skills, such as embroidery and weaving. Programs like exhibitions on Art Deco and folk art fusion demonstrate how traditional motifs and skills can thrive in today's artistic and design landscapes.</p> <ul style="list-style-type: none"> <li>• The organization also actively involves local and regional communities in its projects with dance houses, children's events, and collaborative initiatives</li> <li>• The institution's contributions have been recognized internationally, such as the inclusion of Hungarian dances like the Verbunkos in UNESCO's Intangible Cultural Heritage list.</li> </ul>
<b>Local community involvement</b>	Fundamental values that help to connect the target groups for the social prosperity of the area	<ul style="list-style-type: none"> <li>• By promoting active participation, collaboration, and cultural exchange, they preserve folk traditions.</li> <li>• Hagyományok Háza encourages communities to actively participate in the safeguarding of their cultural heritage.</li> <li>• A key aspect of their involvement is the promotion of local artisans, musicians, dancers, and performers by providing platforms for them to showcase their talents and by organizing workshops, performances, and community festivals.</li> <li>• Events like the Folk Art Festival bring together both rural and urban communities, connecting people through the shared appreciation of traditional crafts, music, and dance.</li> <li>• The institution works closely with rural communities, has partnerships with local schools, artists, and cultural associations, offers educational programs and workshops, designed for intergenerational exchange.</li> </ul>
<b>Link to professional network</b>	Reflecting on its strategic position in the region; making the most of networks	<ul style="list-style-type: none"> <li>• HHH effectively utilizes its strategic position in Budapest and the Carpathian Basin to build professional networks that amplify its cultural preservation mission. It collaborates with regional organizations to safeguard shared traditions, has partnerships with global platforms like WOMEX</li> <li>• It collaborates with major festivals and events to showcase Hungarian traditions, connecting with diverse audiences and cultural professionals. Leveraging digital platforms such as Instagram and Facebook, HHH extends its reach, engaging with a global audience and fostering new partnerships. These efforts establish it as a vibrant hub for cultural innovation, ensuring that Hungarian heritage thrives through dynamic professional linkages</li> </ul>
<b>Communication</b>	The use of social networks to disseminate and promote their mission	<ul style="list-style-type: none"> <li>• Hagyományok Háza uses social media platforms to expand its reach and promote Hungary's folk traditions to a broader audience. They mostly communicate through Facebook, Instagram, YouTube, and their website.</li> </ul>

		<ul style="list-style-type: none"> <li>• On the mentioned platforms they share their mission and news, promote the activities and events, they share a mix of content, including performances, workshop highlights, and artisan features, looks into craft creation, interviews with artisans, and tutorials, making way for interactive collaborations with different audiences.</li> <li>• This way they also connect with younger generations, who may not traditionally engage with folk culture, also reaching international audiences curious about Hungarian heritage. Their social media content is also educational, on the preservation of folk traditions, storytelling, via sharing videos, articles, and digital archives, allowing the public to learn about the cultural significance of various practices while promoting ongoing engagement and awareness.</li> </ul>
<b>Sustainability factor</b>	Operations and maintenance that drive the practice forward; opportunities for financial sustainability	<ul style="list-style-type: none"> <li>• As a government-supported institution, a significant portion of HHH's operational budget comes from national cultural programs and grants aimed at preserving and promoting Hungarian heritage.</li> <li>• They generate income through ticket sales for performances, exhibitions, and workshops, as well as fees from training and craft courses.</li> <li>• It also collaborates with private sponsors, cultural organizations, and international networks for additional funding for specific projects or events, particularly through partnerships with global platforms like WOMEX and international festivals.</li> </ul>

## What makes it a best practice?

The Hungarian Heritage House (HHH) is found as best practice because of their success in organized craft training programs, which focus on preserving and revitalizing traditional crafts such as embroidery, weaving, and felt-making. These programs draw from Hungary's ratification of the UNESCO Convention for the Safeguarding of Intangible Cultural Heritage, which provides a solid legislative framework. By incorporating hands-on learning with inputs from master craftspeople, the programs ensure authenticity and innovation. Participants are encouraged to adapt traditional techniques to contemporary applications, making them both culturally meaningful and economically viable. Key to this success is the HHH's emphasis on formal qualifications, which open career opportunities for graduates and integrate cultural preservation with economic development. These programs are also enriched with the institution's extensive archives and expertise in Hungarian folklore. With all their activities and programs they serve an important role of transmitting knowledge.

## Contact information

Contact person: Sándor Ildikó

Address: 1011 Budapest, Corvin tér 8.

Phone: (+36 1) 225 6000

Mail: Sandor.Ildiko@hagyomanyokhaza.hu

Website: <https://hagyomanyokhaza.hu/en>

Social network: <https://www.facebook.com/hagyomanyokhaza/>