

No. 6	Hiša Mandrova	Slovenia	Dolenjska, South- Eastern Slovenia	Novi Kot, Draga
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Hiša Mandrova



Categories of cultural heritage

Professional craftspeople	Knowledge transfer	Presentation of crafts	Network for protection of crafts	Local community building	Crafts within tourism
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Description

Hiša Mandrova was founded by Eva Pavlič Seifert and Aljaž Celarc in 2019 after purchasing a traditional farmhouse in Slovenia. The house, built with simple wooden construction techniques, inspired the couple to revive and promote traditional handicrafts, or vernacular craftsmanship, as they call it. Their passion for traditional, hands-on building methods led them to recognize its potential for modern revival and create a crafts valorisation eco-system. In 2021, they began offering woodworking workshops. Hiša Mandrova's focus is on reviving traditional woodworking techniques, for example manual woodwork like hand-hewing and crafting wooden joints. They also emphasize sustainable agriculture, using locally sourced materials and techniques. The couple integrates creativity into non-formal education, offering workshops on building with wood and gardening, helping participants reconnect with manual skills.

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
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Craft touchpoints

Workshop of an artisan (directly from the craftsman)

Handicraft centre of more than one local artisan

Regular local market

Local festival

Shop selling local artisans' products

Local tourism agency / souvenir shop

Web-shops

Social media accounts

What can we learn?

Heritage preservation / valorisation practice	What do they expose with their practice?	<ul style="list-style-type: none"> ● The value of traditional craftsmanship and vernacular architecture by reviving techniques like hand-hewing wood and promoting sustainable living ● The importance of manual skills ● Transfer of intergenerational (and intragenerational) knowledge ● Advocating for creativity, sustainability, and community engagement
Success factors	Achievements and strengths that make this case inspiring for other attempts in the DR	<ul style="list-style-type: none"> ● Hosted over 460 participants in workshops – for now marketing only for Slovenia, plans to go international ● Offering a unique form of creative tourism in a region with underdeveloped tourism infrastructure ● Revived the traditional practice of hand-hewing beams, a skill that had not been practiced in the area for over 70 years ● Mastery of traditional woodworking skills – and its recognition
Local community involvement	Fundamental values that help to connect the target groups for the social prosperity of the area	<ul style="list-style-type: none"> ● The local community strongly supports the project ● The founders collaborate with local craftsmen and older generations to transfer traditional skills to younger participants via workshops
Link to professional network	Reflecting on its strategic position in the region; making the most of networks	<ul style="list-style-type: none"> ● Collaborating with Ribnica Museum and Kočevje Regional Museum on various projects ● Members of The Public Institute Ribnica Handicraft Centre ● Working with the Slovenian Chamber of Craft and Small Business to transfer woodworking knowledge – Aljaž Celarc, one of the founders, got an honorary title <i>Recognized Craftsman</i> ● Supported by smaller institutions
Communication	The use of social networks to disseminate and promote their mission	<ul style="list-style-type: none"> ● Initially, they relied on social media for project promotion, which they now use about once a month (Instagram posts, YouTube videos) ● They now focus on newsletters and a blog, which resonate better with their audience ● Their posts include a mix of personal stories, day-to-day life and insights into craftsmanship, as well as some tutorials ● They also utilize word-of-mouth and storytelling to attract new participants, trying to build an authentic outreach strategy
Sustainability factor	Operations and maintenance that drive the practice forward; opportunities for financial sustainability	<ul style="list-style-type: none"> ● The driving force of Hiša Mandrova are woodworking and gardening workshops and training programs, collaborations with local artisans, thus engaging in the local community, supported by content creation

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| | | <ul style="list-style-type: none">● Opportunities for financial stability mostly come from the aforementioned woodworking workshops, and what the founders call creative tourism.● Moreover, institutional collaborations, diverse revenue streams and (international) expansion plans are key for financial stability and sustainability for this practice. |
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What makes it a best practice?

Hiša Mandrova is a best practice mostly because of their successful ways of transferring knowledge. They emphasize practical learning, intergenerational collaboration, and a commitment to preserving traditional techniques. The founders actively work to pass their acquired skills to others, fostering community engagement and interest in traditional craftsmanship. They facilitate hands-on workshops that vary from one-day basics to three-day projects, enabling participants to build wooden structures and develop practical skills. Through a participatory learning environment and diversified knowledge-sharing platforms, such as newsletters, blogs, and videos they are further successful in sustainable valorisation of traditional handicrafts.

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