

No. 9	<b>Matyó Népművészeti Egyesület</b>	Hungary	Borsod– Abaúj– Zemplén County	Mezőkövesd
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## Categories of cultural heritage

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

The Matyó Folk Art Association was established in 1991 by members of the Matyó Folk Dance Ensemble operating at the City Cultural Center. In the first few years, the focus was on folk dance traditions. With the expansion of activities and membership, traditional handicrafts, including embroidery, traditional costume making, and furniture painting, gained increasing importance within the association's activities. Today, the association has nearly 150 members, two-thirds of whom are dancers, and one-third are traditional artisans (embroiderers, furniture painters, potters, gingerbread makers, weavers, and basket weavers).

## Types of handicrafts

<b>Pottery</b> Knitting <b>Weaving</b> Woodworking	<b>Embroidery</b> Leatherworking Herbalism <b>Culinary craft</b> <b>Costume making</b>	Candle making Glassblowing Copper engraving Quilting Jewellery making	<b>Basket weaving</b> Stonemasonry Blacksmithing Traditional agriculture practice
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## Craft touchpoints - where to find?

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

<b>Heritage preservation / valorisation practice</b>	What do they expose with their practice?	<ul style="list-style-type: none"> <li>● Matyó Népművészeti Egyesület (The Matyó Folk Art Association) focuses on more different crafts. One of those is Matyó embroidery, which they promote through regular workshops, education, exhibitions, and demonstrations.</li> <li>● Their focus also lies in the making of traditional costumes in the small manufactory operating within the association. They produce quality clothing for individuals and dance groups.</li> <li>● Another craft is furniture painting, as well as paintings of smaller household items and decorative elements for churches.</li> <li>● Alongside these more prominent traditional handicrafts, they collaborate on <a href="#">9 thatched roof "creative houses"</a> (gingerbread house, furniture house etc.), in the Mezőkövesd city center, attracting tourists.</li> <li>● The association operates its own sewing workshop, where high-quality embroideries are produced and sold in their own folk art shop, online store, and at events.</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>● Dedication to preserving and promoting the Matyó heritage and values, connected to the traditional handicrafts</li> <li>● Promoting this type of Hungarian folk art at local, national, and international events</li> <li>● Fostering local, as well as wider community engagement</li> <li>● Matyó folk art being listed on the National List of Intangible Cultural Heritage and is also recognized by UNESCO Representative List of the Intangible Cultural Heritage of Humanity</li> <li>● The civil organization has been operating for 33 years, continually developing.</li> </ul>

<p><b>Local community involvement</b></p>	<p>Fundamental values that help to connect the target groups for the social prosperity of the area</p>	<ul style="list-style-type: none"> <li>● They organize many public events, both in dance and crafts themes. Through festivals, exhibitions, and in the dancehalls, they try to reach as many people as possible, introducing them to cultural values, and involving them in the community and the activities, the following are the more important ways of engaging with the local community:</li> <li>● Folk dance ensembles, where locals can participate in traditional Matyó dance performances</li> <li>● Organizing embroidery and other handicraft sessions and workshops to teach and preserve different traditional handicrafts</li> <li>● Hosting events and annual festivals like the Matyóföldi Folklore Festival</li> <li>● Offering educational programs and activities that pass traditions to younger generations</li> <li>● Exhibitions, showcasing cultural heritage, also involving community members in presentations</li> </ul>
<p><b>Link to professional network</b></p>	<p>Reflecting on its strategic position in the region; making the most of networks</p>	<ul style="list-style-type: none"> <li>● They mutually cooperate with the Association of the Hungarian Folk Artists and its member organizations.</li> <li>● There is strong cooperation with the headquarters (of the above association) and their management, who help with implementing professional activities with the help of state or EU grants.</li> <li>● They also have good working relationships with the Hungarian Heritage House and the National Cultural Institute, which are state institutions.</li> <li>● Locally, they have regular partnerships with the Community House (Közösségi Ház), museums, and other civil organizations.</li> </ul>
<p><b>Communication</b></p>	<p>The use of social networks to disseminate and promote their mission</p>	<ul style="list-style-type: none"> <li>● They primarily use Facebook to promote events and advertisements. The association's sub-communities (dance groups, workshops) also use it to maintain contact with each other. They use the social network as a way to invite people to events or workshops, as well as posting about past happenings. Their goal is to engage with a wider community, to showcase that it is an 'active, bustling, eventful organization with many excellent members, great craftsmen, and dancers'.</li> </ul>
<p><b>Sustainability factor</b></p>	<p>Operations and maintenance that drive the practice forward; opportunities for financial sustainability</p>	<ul style="list-style-type: none"> <li>● From organized cultural events, workshops, educational programs (if there is paid registration or tickets)</li> <li>● Merchandising traditional crafts and embroidery in their web shop or in-person</li> </ul>

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|  |  | <ul style="list-style-type: none"><li>● Sponsorships and partnerships with cultural institutions</li><li>● Grants and funding from heritage preservation organizations mentioned above</li></ul> |
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## What makes it a best practice?

The Matyó Folk Art Association is a vital institution in safeguarding and promoting an important aspect of Hungarian traditional handicrafts, as they have played a significant role in the reactivation, preservation, and protection of traditional handicrafts since its founding in 1991. The association revitalizes traditional handicrafts through active participation, workshops, and community events. For example, they have reintroduced the Matyó embroidery technique by organizing classes and workshops that teach this craft to a new generation. In addition, small-scale productions in their sewing workshop have helped reactivate and revitalize these handicrafts, including creating custom orders for folk costumes and embroidered items, even collaborations with fashion designers. The association's key focus is the preservation of Matyó embroidery, which they achieve through regular exhibitions, classes, workshops, and public demonstrations, they ensure that these skills are passed on. Their work in preserving traditional crafts is further supported by the cultural infrastructure in Mezőkövesd. These artisan houses (additionally to embroidery, there is furniture painting and other crafts) are open to both local and international tourists, showcase the living tradition of Matyó folk art. Additionally, their partnerships with institutions like the House of Traditions (Hagyományok Háza) and the National Institute of Culture enable wider promotion and protection of this cultural heritage.

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