

# No.12

# Hlinený Dům

Czechia

Zlín

Kelč



## 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

Hlinený Dům is a family-run business in Lysovice, Czech Republic, specializing in natural building materials and techniques. Founded 24 years ago, they focus on traditional clay construction, offering products like clay plasters, natural insulation, and unbaked bricks. Their mission is to promote healthy living, aesthetic appeal, and quality of life through sustainable building practices. They also provide educational resources and workshops to share their expertise in eco-friendly construction methods. They collaborate also with European organizations to promote sustainable building practices and cultural heritage preservation. Their commitment to traditional craftsmanship and innovation has earned them recognition in the industry.

<https://hlinenydum.cz/>

## Types of handicrafts

Clay plaster making	Straw Bale Constructing	Restoring	
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## Craft touchpoints - where to find?

Workshop of an artisan (directly from the craftsman) Webshop selling its own, locally produced products	Social media accounts Events (workshops, exhibitions, trainings, consultancy)
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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>Exposes sustainable building techniques and cultural heritage preservation methods.</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>Model for eco-friendly construction in the DR</li> <li>Excels in using natural materials and preserving traditional building techniques</li> <li>Integrating modern technology to enhance sustainability and functionality</li> <li>Aesthetically pleasing designs</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>Promote clay as a quality building material – through their work, individual training and workshops</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>Professional Events and Inspiration - where individuals can meet like-minded professionals</li> <li>Opportunities for networking</li> <li>Importance of maintaining good relationships with clients and adhering to mutual agreements</li> <li>Maintain close relationship – artist Johana Vlčková</li> </ul>
<b>Communication</b>	The use of social networks to disseminate and promote their mission	<ul style="list-style-type: none"> <li>Informative website</li> <li>Facebook, Instagram, YouTube</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>Company builds on its own experiences and the professionalism of its staff</li> <li>Combine traditional knowledge and organic production – healthy and aesthetically pleasing building materials</li> <li>Educational programs on various natural building techniques and sustainable living practices</li> <li>Products meet the criteria of the subsidy program of the State Environmental Fund "GREEN SAVINGS"</li> </ul>

## What makes it a best practice?

### PROFESSIONAL NETWORKING:

Hlinený Dům collaborates with European organizations like Europa Nostra and UNESCO to promote sustainable building practices and cultural heritage preservation. They engage in community projects, offer workshops on traditional clay building techniques, and participate in international conferences. These activities foster knowledge exchange, enhance their professional network, and contribute to sustainable tourism and the local economy by promoting traditional craftsmanship, while also helping them stay updated on industry trends and innovations.

## Contact information

Contact person: Markéta Zimová

Address: Kelč 265, 756 43 Kelč, Czechia

Phone: +420 775 388 452

Mail: [marketa.vlckova@hlinenydum.cz](mailto:marketa.vlckova@hlinenydum.cz)

Website: <https://hlinenydum.cz/>

Social network: [Facebook](#); [Instagram](#); [YouTube](#)