

No.2

Konjic Woodcarving

Bosnia and Herzegovina

Herzegovina-Neretva

Konjic

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ZANAT



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

Konjic woodcarving is a traditional craft from Konjic, Bosnia and Herzegovina, known for its intricate hand-carved motifs. This art form includes furniture, sophisticated interiors, and small decorative objects, all featuring unique designs that reflect the local culture. Recognized by UNESCO as an Intangible Cultural Heritage, Konjic woodcarving is a symbol of community identity and craftsmanship, passed down through generation. Two prominent families represent the Konjic woodcarving craft: the Nikšić and Mulić families. These families have passed down their skills through generations, making the tradition world-famous.

<https://zanat.org/>

Types of handicrafts

Woodworking			
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Craft touchpoints - where to find?

Workshop of an artisan (directly from the craftsman) Shop selling local artisans' products eShop selling local artisans' products	Social media accounts Events (workshops, exhibitions, courses) Local festival
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What can we learn?

Heritage preservation / valorisation practice	What do they expose with their practice?	<ul style="list-style-type: none"> • Konjic woodcarving preserves cultural heritage by transmitting traditional skills and fostering community identity and continuity.
Success factors	Achievements and strengths that make this case inspiring for other attempts in the DR	<ul style="list-style-type: none"> • Unique aesthetic - sets it apart from other woodcarvings worldwide, exported to all continents • Fundamental inclusivity of Konjic woodcarving - people of all ethnicities, ages, genders and religions practice the craft • Limited editions, no two products can ever be the same
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"> • Woodcarving – widely distributed among citizens • Owners of family workshops for woodcarving is responsible: preserving elements, educating students, making this craft more popular
Link to professional network	Reflecting on its strategic position in the region; making the most of networks	<ul style="list-style-type: none"> • Regional artisanal center • Most talented professional designers in the Balkans region • Collaborate with French and Scandinavian designers
Communication	The use of social networks to disseminate and promote their mission	<ul style="list-style-type: none"> • Online catalog – regularly updated
Sustainability factor	Operations and maintenance that drive the practice forward; opportunities for financial sustainability	<ul style="list-style-type: none"> • Inscribed in 2017 (12.COM) on the Representative List of the Intangible Cultural Heritage of Humanity • Economically viable, socially inclusive, and ecologically sustainable practice • All wood comes from sustainable farms; leftover wood chips are used for heating

What makes it a best practice?

PRODUCT DEVELOPMENT:

Konjic woodcarving is a best practice in product development due to its emphasis on sustainability, cultural heritage, and community involvement. Artisans use locally sourced wood and traditional techniques, ensuring environmentally friendly production. The craft fosters social inclusion by involving diverse ethnic groups, promoting dialogue and cooperation. Additionally, the unique hand-carved designs and high-quality craftsmanship enhance the product's market appeal, making it economically viable and culturally significant. This holistic approach not only preserves a valuable tradition but also creates sustainable and marketable products.

Contact information

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