

No.1	Rustikanna Crafts & Shop	Serbia	Vojvodina	Sombor
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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

Rustikanna Studio is a creative space dedicated to crafting unique, handmade items that blend traditional craftsmanship with modern design. They offer a variety of products, including home decor, accessories, and personalized gifts, all made with high-quality materials and attention to detail. The studio emphasizes sustainability and ethical production practices, ensuring that each piece is not only beautiful but also environmentally friendly. Rustikanna Studio aims to bring a touch of rustic charm and elegance into everyday life, making their creations perfect for those who appreciate artisanal craftsmanship.

<https://rustikanna.studio/>

Types of handicrafts

Embroidery Embroidery schemes making	Custome making Clay sculpting	Folk custome making Painting (on silk, mural)	Linen printing Weaving
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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, courses)
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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"> Rustikanna's practice exposes the fusion of traditional craftsmanship with sustainable, modern (re)design – products and education
Success factors	Achievements and strengths that make this case inspiring for other attempts in the DR	<ul style="list-style-type: none"> Promotion of the product "RUSTIKANNA" baby-rocking chair, University of Economics, London, 2009 Presentation of the product and work – with the support of the Embassy of Serbia in Budapest Large number of projects implemented and trained Won awards - participation in weaving colonies, international exhibitions and international projects
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"> Collaborate with local artisans, provide workshops, and support community events to foster a deeper appreciation for handmade, eco-friendly products Focus on – transferring knowledge, unemployed women, young people, children in inclusion, work with refugees and children with disabilities Cooperation with associations, schools, organizing workshops, sensitizing the public through exhibitions at events and painting murals
Link to professional network	Reflecting on its strategic position in the region; making the most of networks	<ul style="list-style-type: none"> Cooperation with cultural and art societies, cultural centers, museums, schools, art colonies, tourist organizations, etc.
Communication	The use of social networks to disseminate and promote their mission	<ul style="list-style-type: none"> Facebook, Instagram, Pinterest, LinkedIn Connect with people with similar interests - get information, raise awareness on old artistic crafts and handicrafts
Sustainability factor	Operations and maintenance that drive the practice forward; opportunities for financial sustainability	<ul style="list-style-type: none"> Competitions – Project "OLD CRAFTS ARE THE THREAD THAT CONNECTS DIFFERENCES IN 2024" - "VUK KARADŽIĆ" Primary and secondary school with dormitory – Redesign your city

What makes it a best practice?

PRODUCT DEVELOPMENT:

Rustikanna excels in product development by transforming old materials into modern, stylish products. Their approach combines sustainability with innovation, ensuring each item is unique and eco-friendly. By upcycling, they reduce waste and create high-quality, contemporary designs that appeal to environmentally conscious consumers. This blend of tradition and modernity sets Rustikanna apart as a best practice in sustainable product development.

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