

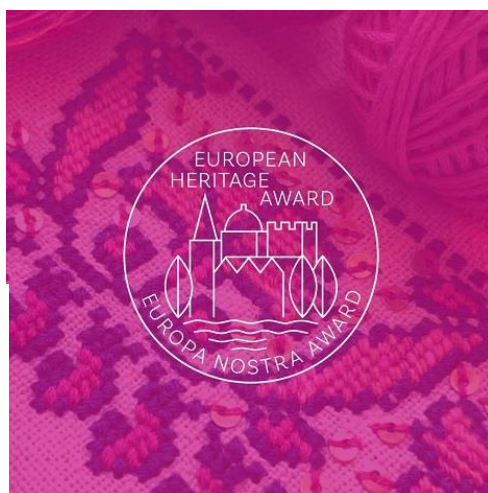
No.11

Semne Cusute

Romania

Bukarest-Ilfov

Bucharest



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

Semne Cusute (Sewn Signs) is a project dedicated to preserving and promoting the cultural heritage of traditional Romanian embroidery, particularly the “ie” shirt. Founded by Ioana Corduneanu, it highlights the intricate patterns and wisdom encoded in these designs. The project offers materials, tutorials, and a community for enthusiasts to learn and share their passion for this timeless craft. Through workshops and online resources, Semne Cusute fosters a deeper appreciation for this unique art form. Semne Cusute also collaborates with artisans and cultural institutions to ensure the preservation and continuation of this beautiful tradition.

<https://semnecusute.com/>

Types of handicrafts

Embroidery			
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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"> • Semne Cusute preserves and promotes Romanian cultural heritage through traditional embroidery 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"> • Winner of the EUROPA NOSTRA 2022 Award for Education, Training and Skills, Europe's most prestigious honour in the heritage field • Movement that convinced more than 50.000 persons to get actively involved • 10 years of experience
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"> • eCommunity • Call for create an embroidery society in city of residence
Link to professional network	Reflecting on its strategic position in the region; making the most of networks	<ul style="list-style-type: none"> • TRACKS4CRAFTS – share their expertise in an innovative manner • Europa Nostra, UNESCO
Communication	The use of social networks to disseminate and promote their mission	<ul style="list-style-type: none"> • Facebook, Instagram • Strong online community – locally and internationally • Online educational content • Visual Storytelling – visually appealing posts • Campaigns and Initiatives – raise awareness about the importance of heritage preservation and sustainable fashion • Website – In English language
Sustainability factor	Operations and maintenance that drive the practice forward; opportunities for financial sustainability	<ul style="list-style-type: none"> • Inscribed in 2022 (17.COM) on the Representative List of the Intangible Cultural Heritage of Humanity • Donation, volunteership • Online platform – webshop and online courses

What makes it a best practice?

PROFESSIONAL NETWORKING:

Semne Cusute in Bucharest is a best practice due to its innovative approach to preserving cultural heritage through community engagement. It empowers individuals to learn and share traditional embroidery techniques, fostering a strong network of over 50,000 members. This initiative not only safeguards Romanian textile traditions but also promotes sustainable fashion and ethical craftsmanship. By integrating modern technology with traditional skills, Semne Cusute creates a dynamic platform for cultural exchange and professional development. It provides valuable networking opportunities, fostering collaborations and career growth.

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