



The Official Directory of Art Professions
National online showcase of arts and crafts

IDEASS FRANCE

Innovation for Development and South-South Cooperation

Institut National
des Métiers d'Art

www.idealsonline.org



Presentation

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The website www.annuaire-metiersdart.com, Official Directory of Art Professions in France is the first official national directory of art professions. Thanks to the Internet, a list of art professions in all French regions can now be found in an online directory, an international showcase of French cultural heritage. It is designed for anyone wishing to receive services or products of professional quality.

A national online directory of art professions and a presentation through the web of the arts and crafts of the world's regions can satisfy many cultural needs - knowledge of others, respect for diversity, valorisation of women and men in a process of sustainable human development.

The Directory provides a replicable model of an international showcase for artisans that can promote local expertise, place arts and crafts on the international market, a wonderful tool for sharing people's passions and knowledge. The Directory is also a tool to enhance the specific contribution to a country's heritage of knowledge provided by its different regions. It can be set up in all interested countries, either by following the methodology adopted in France, or by adapting it to specific national institutional and cultural specificities.

First published online in December 2007 by the Institut National des Métiers d'Art, in response to a strong demand from artisans and others, the directory also aims to develop local expertise in France and in other countries. In 2010, the illustrated directory included 217 artisans from all regions of France.

The Institut National des Métiers d'Art (INMA) works in conjunction with both the Ministry of State for Commerce and Crafts, SMEs, Tourism, Professions and Consumers and the Ministry of Culture and Communication. This single interministerial arts professions institute has 4 main missions:

- develop expertise on the art professions and their know-how
- promote art profession networks at institutional and professional levels
- promote art professions at national and international levels
- explore new areas of cultural development (visual arts, design, fashion arts).

The Directory provides several official guarantees of quality, excellence and value:

- it is of great importance because it represents professionals involved in creative industries, restoration and tradition;
- for art professions, it is not only a way of making contact with national and international customers but also an opportunity for exchange with professionals from around the world;
- for individuals and purchasing advisors (architects, decorators, etc), it is a way of benefiting from the opportunities offered by a wide selection of quality French art professions.

Art professions are the pillar of France's intangible cultural heritage. They are little known to the general public and yet in France they offer a range of over 200 crafts. The over 38,000 artisans in the directory offer a range of careers that can interest young people. In France this sector has a turnover of 8 billion euros, which means there is significant potential for economic and territorial development.



■ What problem does it solve?

Art professionals are an expression of a lifestyle of a time when men made use of and developed local resources directly for the community. Craftsmen have always been part of both tangible and intangible heritage; they build, restore monuments, landscapes. Also, by keeping alive local heritage, arts and crafts contribute to sustainable territorial development.

Today they offer great potential for development, thanks to the artistic creativity and imagination of artisans who are interested in contemporary economics. So they represent an indisputable resource for education, training and the economy.

A significant number of these skills are in a precarious state because of the economic situation and industrialization and suffer from a poor image among young people.

To promote an attractive image of these professions and to give greater visibility to artisans, the Institut National des Métiers d'Art has in recent years set up several directories and inventories:

- The Inventory of Rare Art Professions in Paris and Ile-de-France to identify enterprises and rare know-how to be transmitted via the website www.metiersrares.com,
- The Inventory of Rare Art Professions in France, within the framework of the UNESCO Convention for the Safeguarding of Intangible Cultural Heritage and a catalogue of rare expertise.
- The Official Directory of French Art Professions, which aims to boost the visibility of handicraft enterprises and artisans in France and abroad www.annuaire-metiersdart.com

Finally these initiatives also aim to promote business excellence not only to safeguard heritage but also to promote human development and social cohesion.

A tool for local development

The Annuaire Officiel des Métiers d'Art de France is an important tool for any government intending to invest strategically in local development.

Worldwide, arts and crafts with their wealth of know-how are an undeniable resource for territorial development and employment. They involve traditional activities that over generations have developed into unique skills, rooted in local cultural, historical and material resources. This intangible cultural heritage is a resource for creation, education and tourism.

Through the Directory an artisan can be selected from a region and his or her expertise appreciated. It is an opportunity for initial contacts with local crafts.

Complementing the information compiled by INMA, the Directory is a tool for regional administrations to monitor and identify local specificities.



A tool for art professionals

The Official Directory of Art Professions in France is an important tool for artisans, the general public, potential investors and traders at national and international levels.

Artisans wishing to contact national and international customers now have a showcase on the Internet. The Directory also provides detailed information on national and international opportunities for professionals who wish to participate in events, exhibitions or competitions.

The Official Directory of Art Professions in France is open to all artisans that meet the criteria defined by the Institut National des Métiers d'Art and its partners.

The Directory offers the opportunity to find skilled artisans quickly by looking at their profile, know-how and products. The Official Directory of Art Professions in France helps purchasing advisors and private citizens from all the regions of the world to make contact with qualified artisans listed on the site.



The Official Directory of Art Professions in France, in practice

The Official Directory of Art Professions in France is a website that lists all referenced artisans, according to different criteria:

- Geographic: by selecting the region and then the department by clicking on a map of France, or by using the search engine,
- Sectors, and then professions (e.g. wood sector, woodworker)
- Type of activity (creation, restoration or tradition),
- Key words: product, company, name of an artisan, etc.

- Multicriteria searches are also possible: sector, profession, region, city.

The directory is free and can be freely accessed. The selection criterion of quality is used for the registration process.

Searches for artisans can be carried out in several ways: geographically and/or by trade group. Search results are listed alphabetically and by city. After choosing an artisan, the artisan's web page comes up.



The implementation of the Directory

In France, the Institut National des Métiers d'Art (INMA) was given the responsibility for designing and implementing the Official Directory of Art Professions by the Ministry of State for Trade, Crafts, Small and Medium Enterprises, Tourism, Services and Consumers, as part of its public service remit.

In interested countries, this instrument should be implemented through a national institution for the promotion of productive activities, culture, commerce and tourism. The institution can set up a working group in collaboration with key players, such as chambers of trades and crafts, chambers of commerce, professional associations, other relevant ministries.

In France, the Directory's site was created in conjunction with the website of the Institut National des Métiers d'Art. The Directory is based on the principle of voluntary and free registration of arts and crafts professionals.

In countries where the search for trades and professionals requires direct knowledge of workshops and production, the National Committee responsible for the production of the Directory may establish different, context-specific procedures, in conjunction with local governments.

The Editorial Committee

An **editorial** committee was set up on October 4, 2007, proceeding then to decide on membership, missions, operation, rules, selection criteria and the list of supporting documents to be provided by art professionals.

Members include the directory's main partners: ministries, consular chambers and professional organizations. The Committee monitors the application of criteria for selecting registered artisans; site management and development is carried out by the Institut National des Métiers d'Art.

The Committee is chaired by the INMA Director General and made up of representatives of three ministries (Ministry of State for Business and Foreign Trade, Ministry of Culture and Communication, Ministry of Education), representatives of Chambers of Trade and professional organizations and two qualified individuals.

Registration is in two stages: a first pre-registration stage involves filling out a form, to be validated by INMA upon receipt of supporting documents; the second stage involves putting the information on line together with the new member's password and login so that the information can be changed if necessary.



Statistics as of December 1, 2010		
The most sought	Number	%
Wood	10822	13.20%
Jewelry-silver -watches	10761	13.10%
Textile	6825	8.30%
Accessories (all materials)	6767	8.20%
Glass	5795	7.10%
Graphic Arts	5721	7%
Metal	5294	6.40%
Earth works	4664	5.70%
Leather	4289	5.20%
Fashion design	4279	5.20%
Arts and Crafts architecture	2492	3%
Stones Craft	2240	2.70%
Musical instruments	2153	2.60%
Crafts / games-toys	2037	2.40%
Lighting	1980	2.40%
Performing Arts	1769	2.10%
Floristry	1681	2%
Folk art	1468	1.70%
Knick Knacks Crafts	521	0.66%

Selection criteria

The **Official** Directory of Art Professions in France is open to all art professionals that meet the criteria defined by INMA. The criteria are:

- The practice of a profession within the classification established by the Ministerial Decree of 12 December 2003 regardless of professional status (artisan, artist, professional, etc);
- Mastery of a traditional but also innovative skill, techniques and tools to create, transform, restore or conserve, either alone or heading a team, art works and objects produced singly or a small series;
- Possession a school certificate and/or experience of at least 6 years in the profession in question;
- Possession of a workshop in France,
- Awareness of fiscal and social obligations.

Voluntary and free online registration

A **presentation** of the directory and its regulations (*PDF download) are available on the Directory's website, which also has a pre-registration page. After confirming that the rules have been read and the checkboxes filled in, the user is redirected to the registration form. This is the pre-registration stage.

Registration is validated by the INMA project manager, after receipt of supporting documents:

- an extract of the artisan's registration in the Répertoire des Métiers or the Registre du Commerce, a certificate of affiliation to a professional organization;

- certificate (s) for the profession practiced or, if not in possession of a certificate, proof of six years of experience;
- any document proving the possession of the skills concerned (Maître d'Art, Meilleur Ouvrier de France, Entreprise du Patrimoine Vivant, etc);
- any proof of the possession of a workshop in France (electricity, telephone or water bill).

After pre-registration, the artisan receives a login and password by email, which provides access to his or her profile to make any changes. Upon receipt of supporting documents, the artisan receives a confirmation of registration by e-mail with a direct link to his or her profile.



The artisan's profile

INMA has defined a format for each profile containing information on the artisan. The profile includes:

- 10 photos of his or her products (with zoom function)
- Contact information: name, address, post code, city, phone, cellphone, fax, email, website
- Sector, trade, specialty
- Qualifications and training
- Specific expertise
- Professional references (orders, sites)
- Company presentation: history, company know-how, products, production capacity, etc.
- Link to professional site



Results

The Institut National des Métiers d'Art has been developing the Official Directory of Art Professions in France since December 10, 2007 in conjunction with local and national stakeholders, chambers of trades and handicrafts, chambers of commerce and industry, professional organizations and local professional associations.

It provides monitoring and information on handicrafts through its resource centre, video library and website www.institut-metiersdart.org.

Its online information, especially on training, is aimed at raising awareness of these trades among young people and the prospects they offer in France and Europe.

With its list of online events, it is particularly useful for professionals and purchasing advisors.

Its communication activities include the promotion of the Official Directory of Art Professions through dedicated communication tools and information on events such as:

- The Prix Avenir Jeunes, which provides information on arts and crafts throughout the year at regional and national levels.
- Journées des Métiers d'Art, a national event initiated in 2002 by the Ministry of SMEs, Trade, Crafts and Professions and is great opportunity for professionals to meet the general public (open workshops, exhibitions, information on training in crafts).

Information on the artisans, thanks to the profiles submitted by local chambers and business organizations, is sent by mailing list to nearly 30,000 art professional offering free and voluntary registration. This initiative is supplemented by editorials in professional journals, distributing flyers at trade shows and business events, links and exchanges with advertising partners' websites.

During these years, the Directory has achieved the following results:

- Creation of a showcase to foster the heritage of France abroad
- Discovery of the specificities of French craftsmanship by sector and region
- Improved visibility of French professionals
- Creation of a network of professionals on the Internet, with 2,500 referenced professionals and a potential of about 10 000 French professionals meeting the quality criteria
- Presentation of the diversity of art professions: from rare crafts to luxury crafts, which are a French specificity and represent approximately 1000 professionals of great quality
- Support provided through: participation in key arts and crafts events (exhibitions, prizes, competitions, publications)
- Creation of a flexible tool that can be replicated at international level

INMA encourages the participation of professionals in exhibitions and events such as Les Artisanales de Chartres (October 2009), Le Salon de la Maroquinerie (September 2009), Opération «Accessoires absolus» magasin Le Printemps (September 2009).

The art professions in the Directory have also been promoted in the press: Elle Décoration, December 2009, Cicala, September 2009; Maison Française, September 2009, L'Objet d'Art, August 2009; Maison à part, June 2009; Métiers 37, June 2009; Le Figaro, December 2008; Le Nouvel Observateur, November 2008; Vieilles Maisons Françaises, May 2008; Offrir International, April 2008; Maison & Objet, January 2008; A Nous Paris, January 2008. The Directory was featured on the television channel France 5 in November 2009 during the broadcast Question Maison.



International interest

The purpose of the Official Directory of Art Professions in France is to highlight local crafts that can meet the new challenges and aspirations of the contemporary world. The site offers a catalogue and virtual gallery of the cultural diversity of rare, exquisite or exceptional crafts so that they can be appreciated the world over.

As such, the Official Directory of Art Professions in

France is registered as an intangible cultural heritage inventory, as required by the UNESCO Convention for the Safeguarding of Intangible Cultural Heritage.

It also gives artisans, public organizations, associations and institutions in many countries permanent virtual networking through the Internet links on the site.

In addition to this specialized site, the project promotes crafts and exhibitions held by partner organizations and countries.

The online Directory has an average of 4,000 hits per month, from 41 countries, mainly in the Mediterranean, and 461 cities.



More information

Web pages:

- www.annuaire-metiersdart.com
- www.metiersrares.com
- www.institut-metiersdart.org

Internet sites

- www.francetoday.com 2010
- www.metiersdart-lorraine.eu juin 2010
- www.cidj.com, février 2010
- www.geneteparis.com janvier 2010
- www.createurs-de-mode.com décembre 2009
- www.ljbourgogne.com décembre 2009
- www.france5.fr novembre 2009



Contacts

To establish collaboration agreements, please contact directly:

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The IDEASS Programme - Innovation for Development and South-South Cooperation - is part of the international cooperation Initiative ART. IDEASS grew out of the major world summits in the 1990s and the Millennium General Assembly and it gives priority to cooperation between protagonists in the South, with the support of the industrialised countries.

The aim of IDEASS is to strengthen the effectiveness of local development processes through the increased use of innovations for human development. By means of south-south cooperation projects, it acts as a catalyst for the spread of social, economic and technological innovations that favour economic and social development at the local level. The innovations promoted may be products, technologies, or social, economic or cultural practices. For more information about the IDEASS Programme, please consult the website: www.ideassonline.org.

IDEASS

Innovation for Development and South-South Cooperation



ART - Support for territorial and thematic networks of co-operation for human development - is an international co-operation initiative that brings together programmes and activities of several United Nations Agencies. ART promotes a new type of multilateralism in which the United Nations system works with governments to promote the active participation of local communities and social actors from the South and the North. ART shares the objectives of the Millennium Development Goals.

In the interested countries, ART promotes and supports national co-operation framework programmes for Governance and Local Development - ART GOLD. These Programs create an organized institutional context that allows the various national and international actors to contribute to a country's human development in co-ordinated and complementary ways. Participants include donor countries, United Nations agencies, regional governments, city and local governments, associations, universities, private sector organizations and non-governmental organizations.

It is in the framework of ART GOLD Programmes where IDEASS innovations are promoted and where cooperation projects are implemented for their transfer, whenever required by local actors.