

Por Amor Ao Oficio

Mission Statement

"To foster and facilitate the introduction, growth and education of sustainable heritage crafts, skills and trades for future generations of Portugal and beyond with the sophistication and creativity of the present".

Project Summary

A tribute to the Portuguese people, in particular the artist, craftspeople and industries of the various municipalities and regions. Portugal, a country rich in tradition, has many unique handicrafts. In recent years, some of the traditional handicrafts are fading into history, with younger generations losing interest and relocating to more populated areas or even other countries, for higher paying jobs and conveniences. In some cases, these skills are at risk of being lost forever. Our priority is to interview, document and lovingly tell the stories of these people, industries and handicrafts for the people of Portugal and the world. Our aim is to share the beauty of those we encounter, from the perspective of a diverse team of individuals from various countries, including Portugal, USA, Poland, Brazil and Lithuania. We aim to create a feature length documentary and a series of potentially six books, each one covering a particular segment of the handicrafts (textiles, rugs, ceramics, wood working and cork, basket weaving, embroidery and lace as examples). A percentage of the proceeds will be used to work with the Passive Paper Mill Project, to further support the artisans of Portugal, which will incorporate an innovation hub for integration of textile waste into these heritage arts.

Objectives

Por Amor Ao Oficio wishes, foremost, to spread the vast handcraft knowledge base/heritage Portugal has to offer. To create, through this dissemination, the basis for a sustainable development for Portuguese handcraft breaking down the tools, techniques and materials which constitute a physical and intangible heritage which should be protected at all cost.

As a company, we plan to connect these heritage artists to those that appreciate, respect and support these artisans. Our hope is to support a legal platform to protect and preserve these skills and crafts for future generations and to generate income for the artist to continue their work, while sharing safely with the world around them (trademark and copywriting).

Through the means of a documentary, filmed while the team is in the process of creating a collection of books, will portray the personal and emotional connections sparked throughout the duration of the research.

- Raise Portuguese and global awareness
- Interview, document, photograph the various artists, craftspeople, companies and their art/ products, in their own studios, as well as in the Passive Paper Mill residencies.
- Research heritage/history/lineage of work and determine point of origin.
- Identify supply chain and materials needed to create an overview of where textile waste can be used.
- Edit and format information into various mediums of media such as, documentary and social media representation, interactive website as the project is in production (to create awareness and build up for final product), magazine articles and a series of books for either online purchase or printed, full color hard back coffee table books.
- To connect artist with workshops, retreats, schools and studios, in various parts of the country, to continue and preserve the crafts and skills with future generations and interested parties.
- Highlight Passive Paper Mill programs with guest artists, in particular those in financial need (or support and connect to an existing program

Timeline

18 months (North, Central, South, Madeira and Açores)

Profit Sharing

- 10% of profit proceeds will go towards establishing or funding an existing foundation, to support and assist new, emerging and established artists with education and legal resources in starting, maintaining and growing their business.
- 10% to sponsor of project