

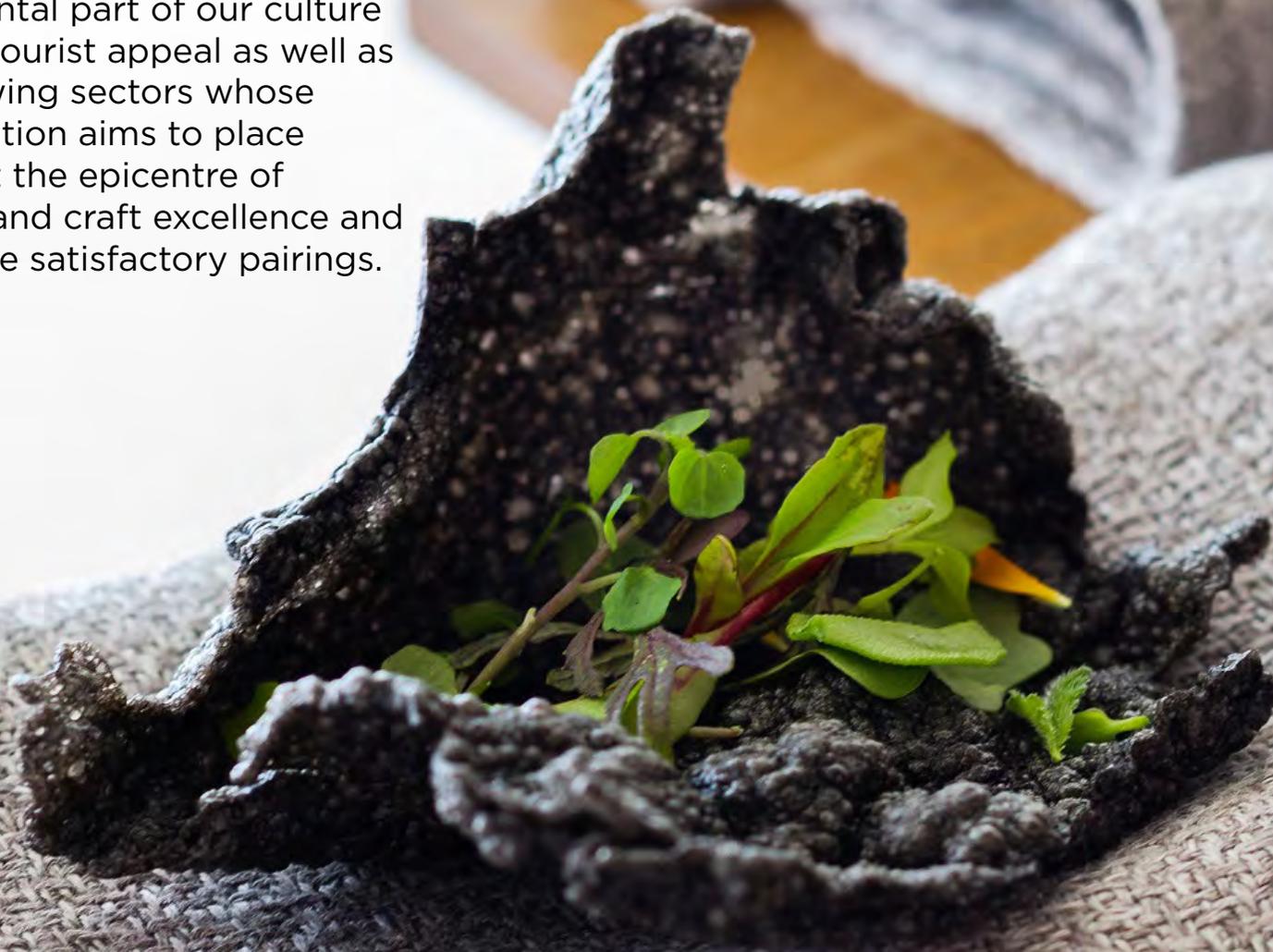
Artesanía
PRATO
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• gastronomy • excellence • quality • galicia •

XUNTA DE GALICIA

ARTESANÍA NO PRATO

CRAFTSMANSHIP AND GASTRONOMY are a fundamental part of our culture and our tourist appeal as well as two growing sectors whose collaboration aims to place Galicia at the epicentre of culinary and craft excellence and to achieve satisfactory pairings.





Artesania no prato

uma arte de transformar o que se tem em pratos deliciosos e
criativos que encantam os sentidos e o coração

gusto



Background



The project “Artesanía no Prato” was launched in 2013 as part of the second edition of “Corazón de Artesanía. Encuentro de la Artesanía Tradicional y Popular de Galicia”, intended to generate an interrelationship between crafts, design and gastronomy. This was an action that connected haute cuisine presented in different artisan supports from the **Artesanía de Galicia** brand.









Strategic Objectives



- Bring craftsmanship closer and make it known to the most outstanding chefs in our community so that they would become standard-bearers and promoters of the possibilities of establishing synergies.
- Place value on the fusion of craftsmanship in the field of gastronomy and catering.





- Seed new collaborations in product design for nouvelle cuisine and review traditional elements of our craftsmanship.
- Go for quality, innovation, design and creativity in its broadest sense and encourage experiences with new supports and new materials.





- Search for new market niches in the gastronomy and restaurant business.
- Attract new handicraft sectors not hitherto linked to the gastronomy and catering sector.





Fundación Pública Artesanía de Galicia acted as an agent between artisans and chefs for the incorporation of the Artesanía de Galicia brand in their restaurants and took part in different events linked to gastronomy as specific actions of promotion and symbiosis of both disciplines, in particular:

- Premios de Cata de mieles de Galicia, Santiago de Compostela, 2014.
- Compostela Gastronómica, Santiago de Compostela, 2015.
- Tutto Food, Spanish Pavilion at the International Exhibition in Milan, 2015.





- *Desafío nos fogóns*, cooking show on Galician public television (TVG), 2016.
- *Galicia Pórtico Universal*, Xunta de Galicia, Buenos Aires, 2016-2018.

- *Galicia Pórtico Universal*, Xunta de Galicia, Bilbao, 2016.
- *Galicia Pórtico Universal*, Montevideo, Xunta de Galicia 2018.



- *Masterclass and showcooking*, by the Japanese chef, Hiroshisa Koyama, Centro Superior de Hostelería de Galicia, Santiago de Compostela, 2016.
- GRUPO NOVE COCIÑEIROS route via Santander, Salamanca, Valladolid, Ponferrada and Gijón, 2016.
- *Pop Up Galicia store. Saberes y Sabores*, Palacio de Santa Bárbara, Madrid, 2017.





- *Masterchef*. TV show dedicated to Galicia with the design and production of a dinner service for the event and a masterclass by chef Pepe Solla.
- *Gastrópodos*, cooking show on Galician public television (TVG), 2017.





- Promotional videos on cooking + gastronomy with the chef Lucía Freitas and the artisan Paula Ojea (Ojea Studio), 2018.
- *Pop Up Galicia store. Saberes y Sabores*, Palacio de Santa Bárbara, Madrid, 2018.
- *Galicia, el buen Camino*, Xunta de Galicia, Mexico, 2018.





- *Galicia Pórtico Universal*, Xunta de Galicia, Montevideo, 2018.
- *SAL, Festival de Sabores Atlánticos*, A Coruña, 2018.



- *Pop Up Galicia store. Saberes y Sabores*, Palacio de Santa Bárbara, Madrid, 2018.
- *Forum Gastronómico*, A Coruña, 2019.
- *Cocina + Conciencia*, Xunta de Galicia, Santiago de Compostela, 2019.





In 2017, Fundación **Artesanía de Galicia** reinforced its commitment by holding the **First Professional Conference “Artesanía no Prato”** in Santiago de Compostela, in which more than 30 craft workshops from different trades came into direct contact with professionals from the gastronomy sector.

This was a reference point for the collaboration between both sectors.

The **Artesanía de Galicia** brand was thus incorporated as a prestigious way to present the most avant-garde Galician cuisine. As a result of this initiative, it has been possible to establish a fluid dialogue

between two of the main pillars that support culture and tourism in Galicia, such as **artisanship and gastronomy**.

There could not be a more rewarding result: a perfect pairing between these two areas, which allows not only haute cuisine but gastronomy in general to be enhanced.



















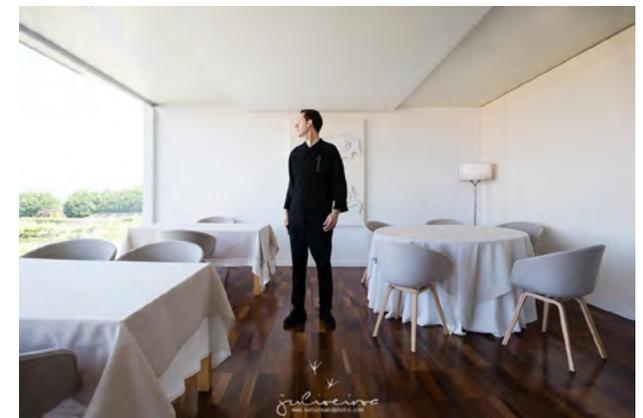






Results

- Balancing concept, aesthetics and functionality, there is a growing number of collaborations between chefs and artisans who pool their knowledge to immerse diners in an immersive sensation in which the five senses merge.
- This approach strengthens communication that promotes innovation and adds value to each area of expertise.
- The objective of strengthening professional ties, creating new contacts and serving as the seed for future projects in the field of cooking and catering is taking shape in the form of an increasing number of agreements between the two sectors.





- As a result of this project, there are currently more than 40 artisan workshops working with Galician and national chefs, as well as with large catering distribution companies.
- The artisans who have joined this initiative are the great beneficiaries of this collaboration and in some cases have specialised in this line of work.

Conclusions







Gastronomy manages to **customise** the display of its creations in pieces that bring **distinction** and praise the product by dressing it up. The visual delight of the scents, flavours and textures of haute cuisine is enhanced.

It promotes and expands the variety of products of the **Artesanía de Galicia** brand for gastronomic use. Contemporary ceramic pieces are paired with traditional pottery, textiles, wood, cutlery and uniforms,

combining traditional and contemporary craftsmanship to create environments with their **own personality**. Craftsmanship gives gastronomy character, a touch of exclusivity and authenticity. The final consumer perceives the improvements derived from the use of **exclusive** and **non-industrialised** utensils.

The client values consuming the products of a company that is committed to **quality** and the **overall excellence** of its service.

Success Stories



CASA SOLLA

Poio (Pontevedra)

Chef Pepe Solla

1 Estrella Michelin
3 Soles Repsol

Craft workshops:
Cerámica Suve
Armaior
Witchneeds
Ojea Studio
Rir&co
Degerónimo
Celso Ferreiro







CULLER DE PAU

O Grove (Pontevedra)

Chef Javier Olleros

1 Estrella Michelin

2 Soles Repsol

Craft workshops:

Lorenzo Design

Rir&co







A TAFONA

Santiago de Compostela
(A Coruña)

Chef Lucía Freitas

1 Estrella Michelin
1 Sol Repsol

Craft workshops:

Laura Delgado

Rir&co

Ojea Studio

Alfarería O Rulo

Fernando Porto

Degerónimo

Atalanta Madera





A MACETA

Santiago de Compostela
(A Coruña)

Chef Jorge Gago

Craft workshops:

Laura Delgado

Verónica Moar

Arobe Cerámica

Celso Ferreiro

Degerónimo

Armaior

Alfarería O Rulo

Atalanta Madera





LOXE MAREIRO

Carril (Pontevedra)

Chefs Iago Pazos
and Marcos Cerqueiro

Craft workshops:
Verónica Moar
Armaior
Regal Cerámica





IZAKAYA MARKESA
Santiago de Compostela
(A Coruña)

Chef Sebastián Villavieja

Craft workshops:
Unzueta Cerámica
Atalanta Madera







Fundación Artesanía de Galicia
L25MN Área Central
15707 Santiago de Compostela

Tel. 881 999 171
Fax 881 999 170

centro.artesania@xunta.gal
artesaniadegalicia.xunta.gal

 fcgadpage
 @fun_artesania
 artesania_de_galicia
 fcgad