



The importance of heritage in craft city branding

Harriet Deacon

Craft cities are often shaped by networks of creative practitioners over generations

For example, the craft of violin making has brought creative people to Cremona since the 16th century, when Catherine de Medici gave the workshop of Andrea Amati a large commission. In spite of a lull in violin making during the nineteenth and early twentieth centuries, Cremona today has again established itself as a creative hub focusing on music and the making of stringed instruments. It uses the craft of violin making as a central part of its city branding.



Heritage practice supports craft cities and places

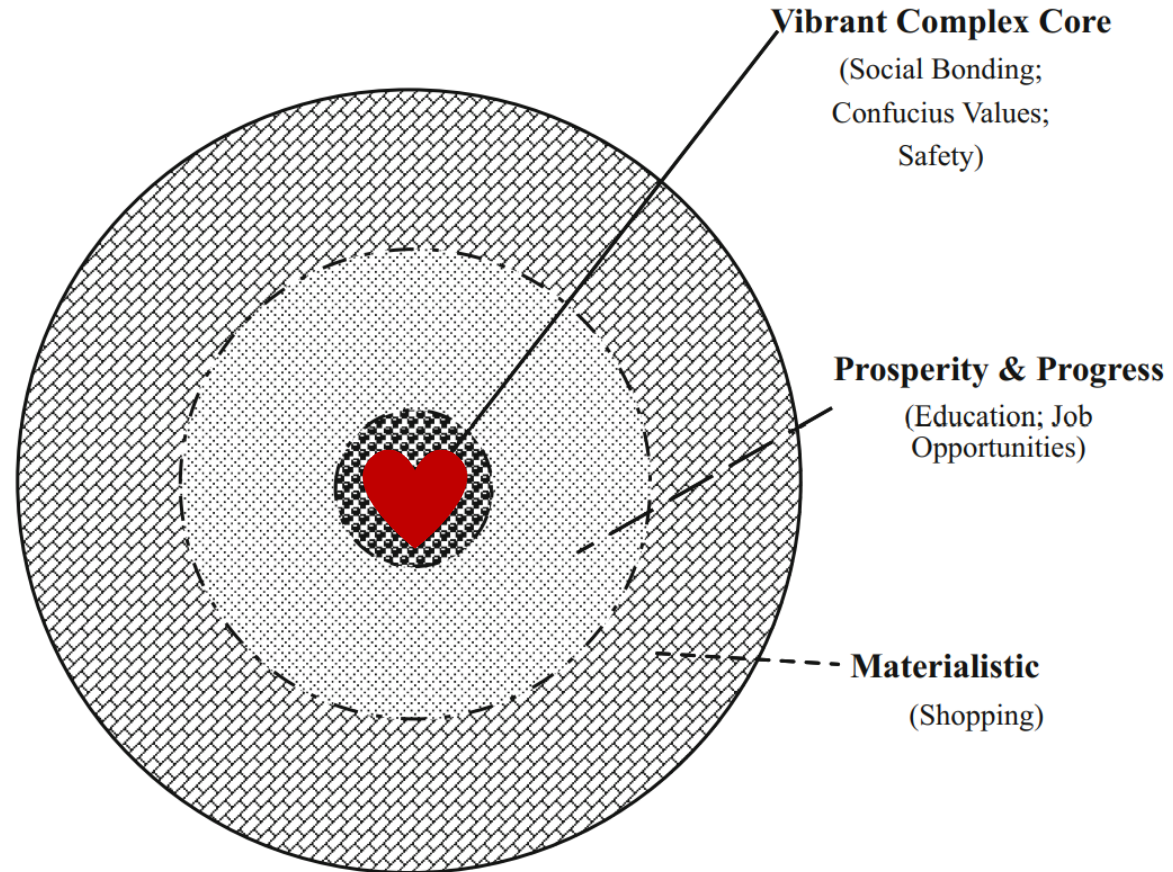
- Heritage craft brings people to places, fosters networks for skills transfer and social exchange, rural-urban links
- Heritage craft shapes creative built infrastructure, supports environmental knowledge and skills
- Heritage craft can foster social cohesion, civic pride and identity based on history of networks
- Heritage craft practitioner networks can enable participatory governance and engagement
- Heritage craft can support livelihoods
- Heritage craft can provide creative capital for innovation

Heritage and history gives credibility to craft city brands

- Culture and creativity are becoming more and more important as core values of place brands.
- Cities with a clear, credible and attractive vision of development have better development prospects.
- Effective craft city branding depends on working with creative communities and designing supporting policies and implementation strategies that offer quality and attractiveness, ensuring credibility and fostering trust with consumers and visitors.

Culture at the core: Hong Kong city brand (Merrilees et al. 2018)

Fig. 1 Proposed diagrammatic representation of the Hong Kong city brand meaning showing porous boundaries to layers



ICH in Urban Contexts Program, Colombia

The Heritage Division of the Ministry of Culture of Colombia promotes the ICH in Urban Contexts Program, which is tasked with integrating ICH into sustainable development and urban planning frameworks to enhance the quality of life for communities in cities.

Three strategies have been established:

1. Identifying living heritage processes and relations is now compulsory when building any Master Plan for cities or Special Management Plans for Historic towns;
2. The World Charter for the Right to The City was introduced as a framework to link ICH and city management and planning; and
3. Guidelines and a Methodological Toolbox for the identification of ICH in the urban context were created, empowering local governments to include living heritage patterns when managing cities

Craft city brands can support heritage crafts

- Ethical brands: respecting the heritage
- Raising awareness about the heritage
- Encouraging practice and transmission of the heritage
- Encouraging creativity and innovation
- Creating jobs, supporting livelihoods

Involving people who make crafts helps to build public buy-in and participation in craft city brands

Thank you

Questions to consider: building a brand

Does the brand depend on heritage knowledge and skills that originated from a local community? What are the relationships this depends on?



How will branding and promotion affect the community concerned, and how will they benefit?

How will local craft businesses help to promote local transmission and practice of the heritage?

Questions to consider: **developing businesses**



What kinds of making processes and distribution networks are consistent with heritage practices?

How can craft city projects help to ensure that artists are being treated fairly by third parties?

Questions to consider: **engaging customers**

What customer profiles are consistent with the heritage-related product?



How is the heritage represented in marketing messages?

How are heritage skills and meanings reflected and sustained in old and new products?