

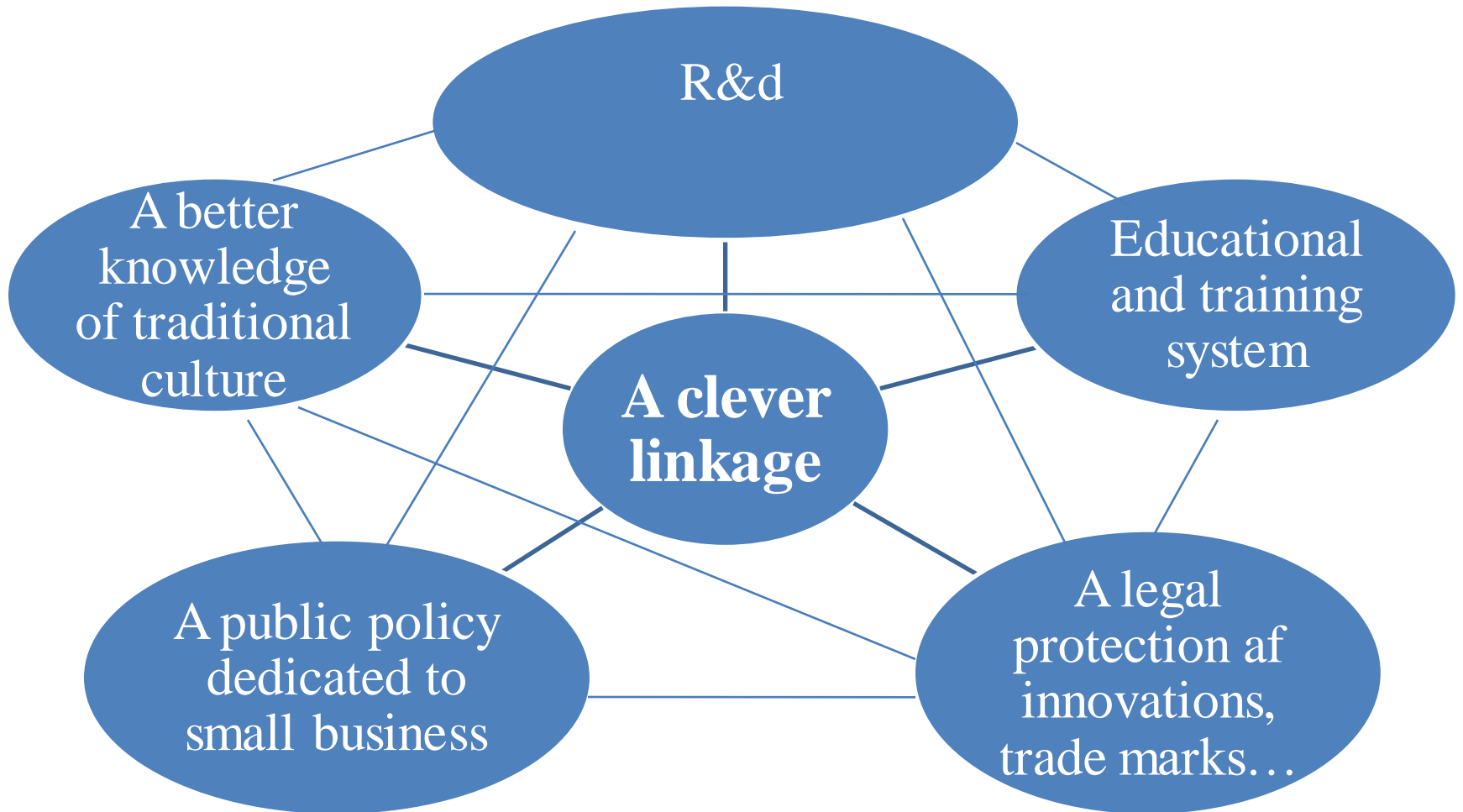
CULTURAL INHERITAGE AT RISK

The threats:

- Competition between traditional products hand made and modern products
- Change in the way of life
- Small size of the market

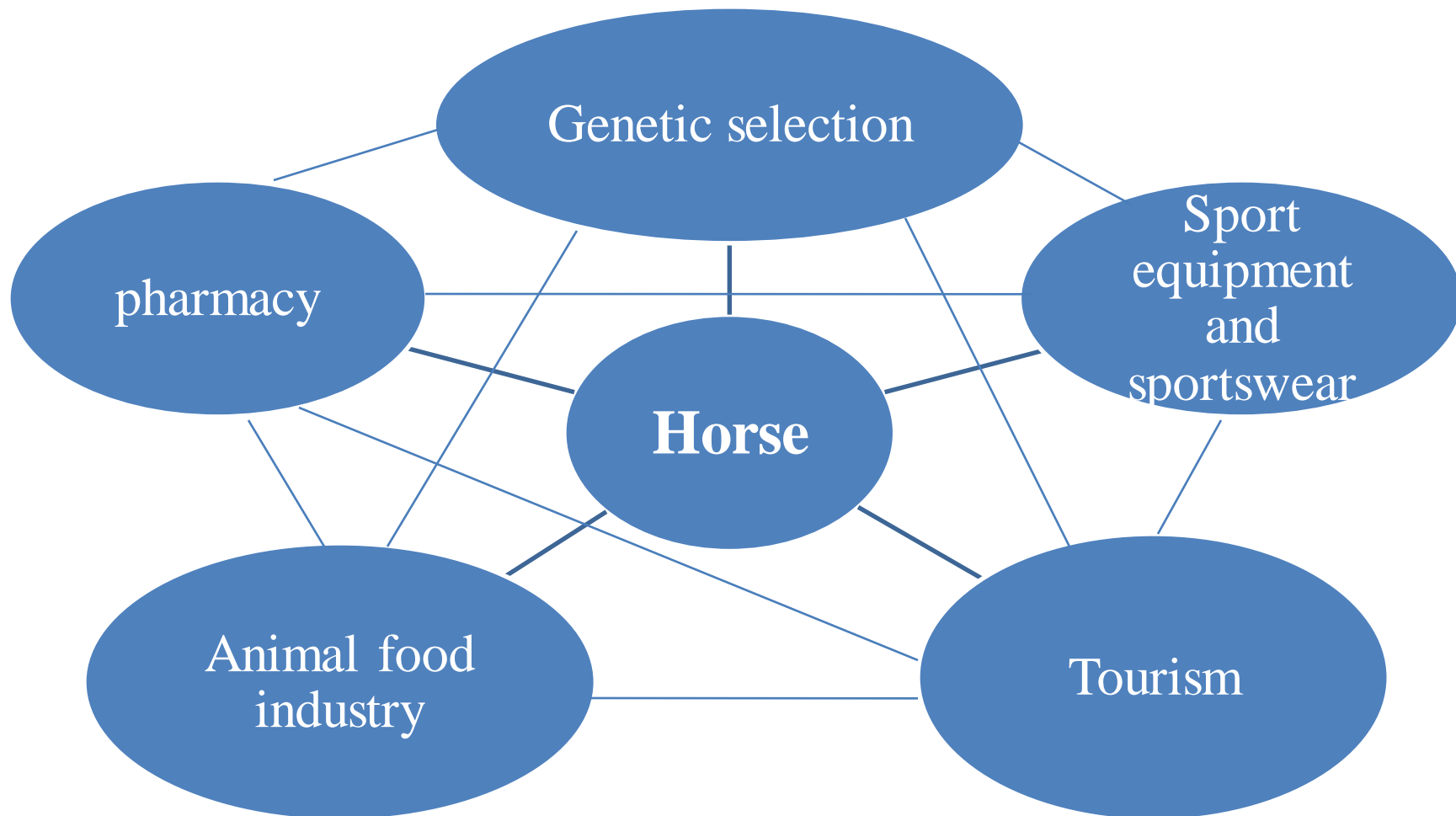
The reaction:

- A dedicated strategy



UNIQUENESS:AN OPPORTUNITY





REQUIREMENTS OF CULTURAL INHERITAGE

- TO UNDERSTAND IT THROUGH ANTHROPOLOGICAL RESEARCH AND HISTORY
- TO BETTER KNOW IT THROUGH THE DESCRIPTION OF ARTISTIC SKILLS AND THE HAND MAKING PROCESS OF PRODUCTS
- TO PRESERVE IT THROUGH: DIGITAL MEMORY INSTEAD OF HUMAN'S MEMORY
- TO IMPROVE IT THROUGH AN ADEQUATE INTERACTION WITH THE MARKET

THE CASE OF TRADITIONAL SADDLES

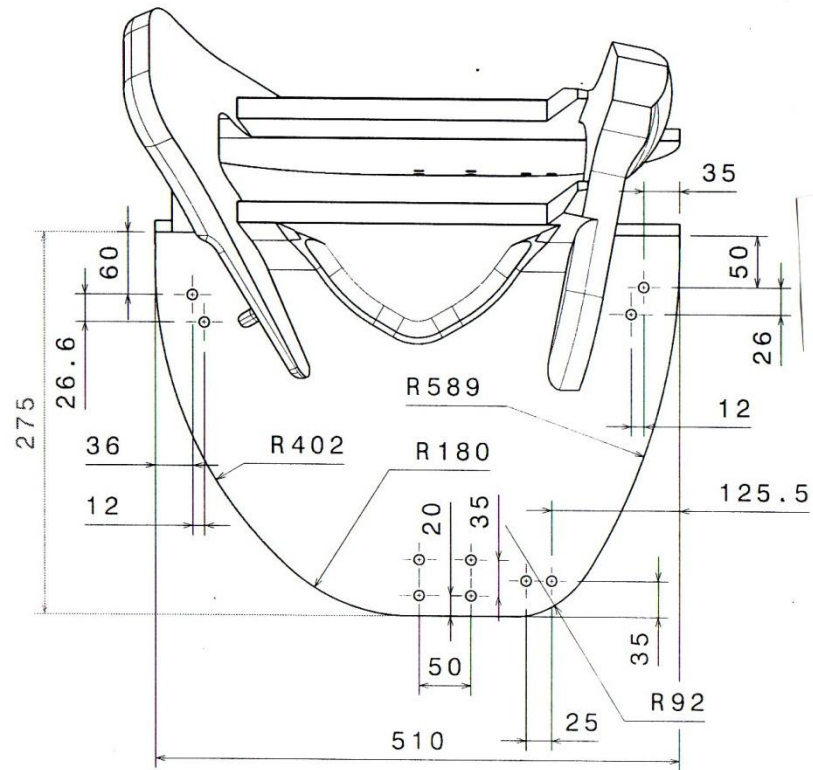


PRESERVING SKILLS



Digital Protection

F1



Description of hand making process



Developping the market:Tourism



Including gender dimension!

