

No.8	Festival of Folk Arts	Hungary	Budapest	Budapest
------	-----------------------	---------	----------	----------



## Categories of cultural heritage

Professional craftspeople	Knowledge transfer	Presentation of crafts	Network for preservation of crafts	Local community building	Crafts within tourism
---------------------------	--------------------	------------------------	------------------------------------	--------------------------	-----------------------

## Description

The Festival of Folk Arts (Mesterségek Ünnepe) is the largest traditional craft festival in Hungary, held annually in Budapest, in the Buda Castle. In 2024, it took place in August 17-20. The event features more than 800 craftsmen from the Carpathian Basin demonstrating their skills through craft demonstrations and workshops, furthermore dance and music performances, fashion shows, a folk playhouse and many other programmes related to the folk art are waiting the visitors. This vibrant celebration offers a unique opportunity to experience and appreciate the rich cultural heritage and craftsmanship of the region.

<https://mestersegekunnep.hu>

## Types of handicrafts

Basket weaving Blacksmithing Blue-dyeing Braided cord making Broom knitting Candle making Chair knitting	Corn husk weaving Egg painting Embroidery Felt making Customs making Toy making Jewellery making	Furniture painting Gingerbread making Glassblowing Lace making Leatherworking Papermaking Pottery	Rope spinning Soap making Spinning "Szűrrátét" making Weaving Woodworking Wool processing
--	--	---	---

## Craft touchpoints - where to find?

Workshop of an artisan (directly from the craftsman) Handicraft Centre of more than one local artisan Local festival	Shop selling local artisans' products Social media accounts
--	--

## What can we learn?

<b>Heritage preservation / valorisation practice</b>	What do they expose with their practice?	<ul style="list-style-type: none"> <li>• The Mesterségek Ünnepe in Budapest showcases and preserves traditional crafts and folk arts, highlighting their cultural significance and ensuring their transmission to future generations through effective knowledge transfer.</li> </ul>
<b>Success factors</b>	Achievements and strengths that make this case inspiring for other attempts in the DR	<ul style="list-style-type: none"> <li>• 38 years of experience – listed on the UNESCO National Inventory of Good Practices</li> <li>• Outstanding location, educational programs.</li> </ul>
<b>Local community involvement</b>	Fundamental values that help to connect the target groups for the social prosperity of the area	<ul style="list-style-type: none"> <li>• Foster a sense of unity and shared heritage;</li> <li>• Development of business models and social entrepreneurship</li> </ul>
<b>Link to professional network</b>	Reflecting on its strategic position in the region; making the most of networks	<ul style="list-style-type: none"> <li>• Unites more than 800 Hungarian and 150 foreign artisans; helping craftsmen to market</li> <li>• 69 member organizations within Association of Hungarian Folk Artists (NESZ);</li> <li>• Strengthening businesses</li> </ul>
<b>Communication</b>	The use of social networks to disseminate and promote their mission	<ul style="list-style-type: none"> <li>• Projects range from Youth to Active Aging;</li> <li>• Transfer of knowledge to younger generations;</li> <li>• Community engagement;</li> <li>• Facebook, Instagram, Youtube;</li> <li>• In English language, too.</li> </ul>
<b>Sustainability factor</b>	Operations and maintenance that drive the practice forward; opportunities for financial sustainability	<ul style="list-style-type: none"> <li>• Sources: national calls / applications</li> <li>• No entrance fee, Income: catering, community cooperation</li> <li>• The Transylvanian Festival of Arts was established by the method of the Festival of Arts</li> <li>• It is not just a fair and not just a festival, a meeting point where craftsmen can share their experiences</li> <li>• Promoting environmental awareness through artworks</li> </ul>

## What makes it a best practice?

CRAFTS IN TOURISM: The Festival of Folk Arts (Mesterségek Ünnepe) in Budapest excels in cultural preservation. It effectively promotes traditional Hungarian crafts, ensuring these skills are passed down through generations. The festival's success is rooted in its accessibility, central location, and extensive publicity, which attract a diverse audience. Interactive elements like live demonstrations and workshops engage visitors, providing hands-on learning experiences. Collaborations with local businesses and cultural institutions further enhance its visibility and impact, making it a model for similar events.

## Contact information

Contact person: Gabriella Igyártó, managing director, Népművészeti Egyesületek Szövetsége

Address: 1011 Budapest, Szilágyi Dezső tér 6., 1. em.

Phone: +36 30 070 52 05

Mail: [neszfolk@nesz.hu](mailto:neszfolk@nesz.hu)

Website: <https://www.mestersegekunnep.hu/>

Social network: [YouTube](#); [Facebook](#); [Instagram](#)