

No.5

Roomli

Hungary

Northern
Great Plain

Jászberény



Categories of cultural heritage

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

Description

Roomli in Jászberény is a creative hub established through the STIMULART project. It serves as a vibrant community space where people can engage in various artistic and cultural activities. The initiative aims to foster creativity and collaboration within the local community. Roomli was created to support local creative industries by providing a platform for market access and product sales. It also aims to enrich the economic and cultural life of Jászberény and the surrounding region. Roomli also hosts workshops, exhibitions, and networking events regularly.

<https://roomli.hu>

Types of handicrafts

Pottery Woodworking Jewelry making Leatherworking	Basket weaving Blacksmithing Soap making Felting	Bulrush weaving Corn husk weaving Paper weaving Macrame	Machine embroidery
--	---	--	--------------------

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 Exhibition Specialties, Courses Camps
---	--

What can we learn?

Heritage preservation / valorisation practice	What do they expose with their practice?	<ul style="list-style-type: none"> Roomli in Jászberény preserves heritage by engaging the community, supporting local artists, enriching cultural life, offering educational programs, and innovatively using space for cultural activities.
Success factors	Achievements and strengths that make this case inspiring for other attempts in the DR	<ul style="list-style-type: none"> Reimagining cultural spaces Innovative business model
Local community involvement	Fundamental values that help to connect the target groups for the social prosperity of the area	<ul style="list-style-type: none"> Organizing and supporting community events. Collaborating with local businesses Initiating cultural and educational programs.
Link to professional network	Reflecting on its strategic position in the region; making the most of networks	<ul style="list-style-type: none"> Hub for local creators - providing a platform for their work Exhibitions, professional workshops, guided tours, professional mini-conferences
Communication	The use of social networks to disseminate and promote their mission	<ul style="list-style-type: none"> Projects range from Youth to Active Aging; Transfer of knowledge to younger generations; Community engagement; Facebook, Instagram, Youtube; App In English language, too.
Sustainability factor	Operations and maintenance that drive the practice forward; opportunities for financial sustainability	<ul style="list-style-type: none"> The store is maintained by the municipally owned Jászkerület Nonprofit Kft., which provides the human resource needs and ensures the financial sustainability of the facility. The online availability of services is a guarantee of the sustainability of operations.

What makes it a best practice?

PLACE DEVELOPMENT: The project emphasizes community engagement, ensuring that local stakeholders are involved in the creative process. It promotes sustainability by focusing on long-term cultural and economic benefits. The initiative supports innovation in the cultural and creative industries, fostering new ideas and approaches. Additionally, Roomli provides accessibility to creative resources, making them available to a broader audience. The project also highlights collaboration across different sectors and regions, enhancing the exchange of knowledge and skills. Furthermore, it prioritizes education and training, equipping individuals with the necessary skills to thrive in creative fields. The use of digital tools and platforms to reach a wider audience is another notable practice. Lastly, the project ensures transparency in its operations, building trust within the community.

Contact information

Contact person: Gál-Dobos Beáta

Address: 5100 Jászberény, Lehel vezér tér 33.

Phone: +36 70 620 40 63

Mail: hello@roomli.hu

Website: <https://roomli.hu/>

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