

No.7	Traditional Wooden Toys	Slovakia	Bratislava and its surroundings	Modrý Kameň
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Categories of cultural heritage

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

The Modrý Kameň Castle, home to the Museum of Puppet Cultures and Toys, showcases the history and evolution of puppetry and toys in Slovakia and beyond. Located in a 12th-century Gothic castle and a 1730 Baroque manor house, the museum features traditional marionettes, family puppet theatres, and children's toys. It also hosts interactive workshops, educational tours, and cultural events, enriching the local community and visitors alike. The museum's unique setting enhances the charm of its exhibits, making it a must-visit for history and toy enthusiasts. Visitors can immerse themselves in the rich cultural heritage through hands-on activities and engaging displays.

<https://hradmodrykamen.sk>

Types of handicrafts

Puppet making	Woodworking	Pottery	Crafting toys
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Craft touchpoints - where to find?

Workshops (puppet workshop, pottery workshop) Regular local market (during festivals) Exhibitions	Local festival Camps (summer holiday camp) Social media accounts
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What can we learn?

Heritage preservation / valorisation practice	What do they expose with their practice?	<ul style="list-style-type: none"> How to showcase the rich heritage of puppet cultures and traditional crafts, highlighted through workshops, festivals, interactive exhibitions and camps both to locals and tourists also.
Success factors	Achievements and strengths that make this case inspiring for other attempts in the DR	<ul style="list-style-type: none"> The success of the museum (and theatre) is due to its unique location, rich collection, interactive elements and educational programs, besides professional recognition and effective marketing.
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"> Actively involves the local community in various cultural and educational programs that strengthen community cohesion. Fundamental values include the preservation of cultural heritage, the promotion of education, and community participation.
Link to professional network	Reflecting on its strategic position in the region; making the most of networks	<ul style="list-style-type: none"> Numbered 1062/2002-1, dated July 1, 2002 decision of the Slovak Ministry of Culture: established the museum as a specialized institution within the Slovak National Museum, enabling it to intensively develop its professional and cultural-educational activities, making it a pivotal cultural institution in Slovakia. ÚĽUV (Centre for Folk Art Production) and regional craft centers, Slovak National Museum, Museum of Folk Art Production
Communication	The use of social networks to disseminate and promote their mission	<ul style="list-style-type: none"> Transfer of knowledge to younger generations; Community engagement; Facebook, Instagram, Youtube; In English language, too.
Sustainability factor	Operations and maintenance that drive the practice forward; opportunities for financial sustainability	<ul style="list-style-type: none"> co-financed: total 1 423 687 Euro 5 % own resources, 14 % state budget, 81 % EEA grants and contribution from Norwegian Financial Mechanism

What makes it a best practice?

CRAFTS IN TOURISM:

Their success is rooted in the Slovak National Museum Act, which supports the preservation and promotion of cultural heritage. The museum's interactive exhibitions, workshops, and festivals have been instrumental in engaging the community and attracting visitors. Collaborations with local and international artists have enriched their programs, making them more diverse and appealing. The strategic focus on educational initiatives has proven to be the best option, ensuring the sustainability and growth of their cultural offerings.

Contact information

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