

How to Make People Get
Echizen City's **Traditional
Crafts** in Their Hands?

Introduction

Echizen City's traditional crafts

Uchihamono



Washi



Tansu



Production is decreasing

→ If people can get them easily, we can stop the extinction of Echizen city's traditional crafts.

In our study,

- ① Think how to **make opportunities** to know about traditional crafts
- ② Think how to make Echizen City's traditional crafts **more accessible**

Methods

1. Visit museums of Echizen City's traditional crafts
2. Research some traditional crafts' events that many people came on the Internet and find their common points

Results 1

Uchihamono → many varieties



Washi → many varieties



Tansu → strong structure and skillful patterns



Result 2

- RENEW → 32,000 visitors (3 days) in 2020



Re:RENEW 2020

REAL & ONLINE

共につくろう、
変わりつづけるものづくりのまちを
2020.10.09 FRI — 11 SUN
福井県鯖江市・越前市・越前町全域
総合案内 うるしの里会館 (福井県鯖江市西袋町40-1-2)



Millennium Future Crafts Festival

→ 11,000 visitors (2 days) in 2019



Both of two events

→ sale, observation, experience + lecture events, sale of foods

Discussion of ①

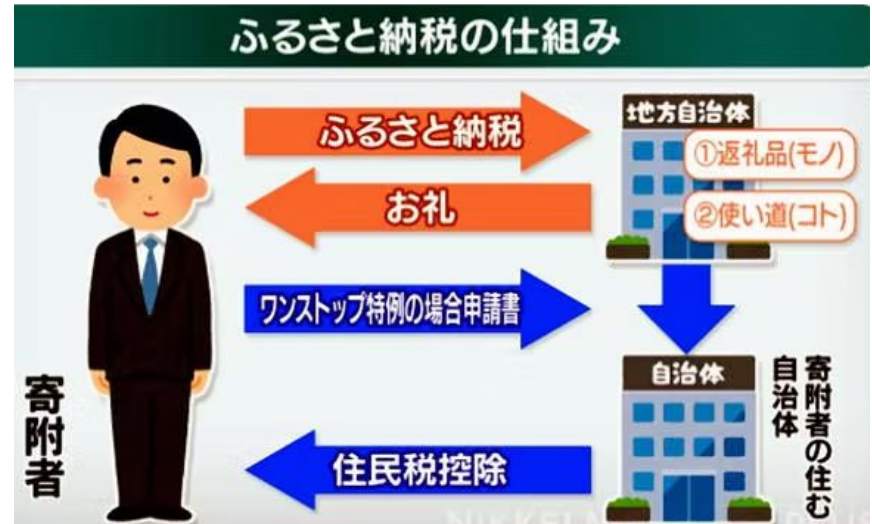
How to **make opportunities** to know about Echizen City's traditional crafts

→hold an event that is related with **not only traditional crafts but also something has other elements**

Hypothesis of ②

How to make traditional crafts **more accessible**

→ make use of **hometown tax** system

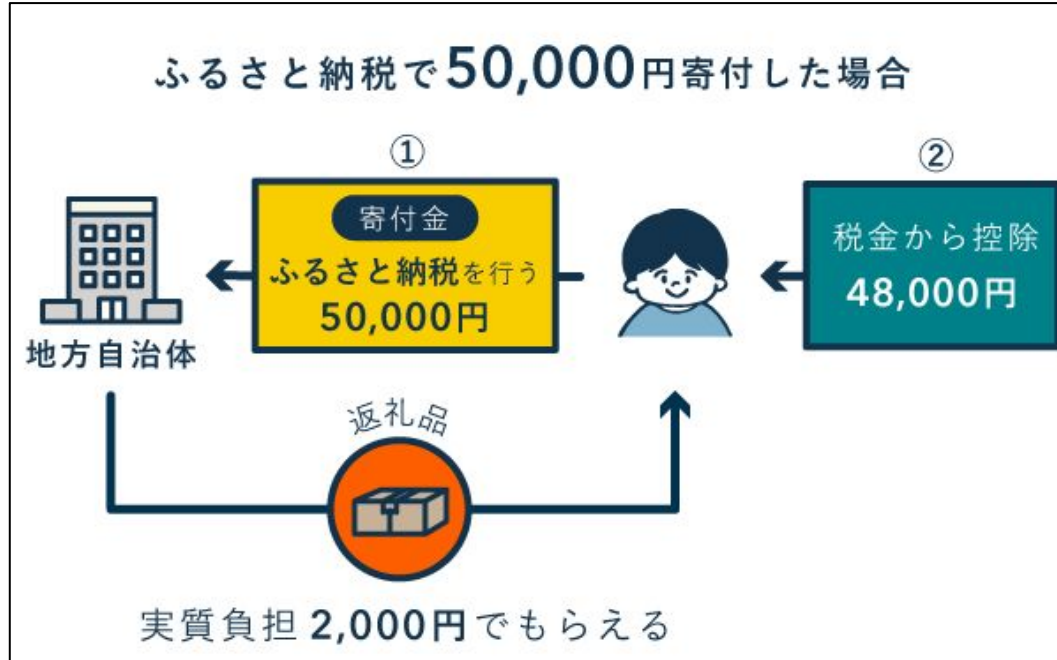


Reasons why we chose hometown tax

1. More and more people are using hometown tax



2. Hometown tax fits the feature of traditional crafts



We can get products of traditional crafts more profitably

Conclusion

The way to make people get Echizen City's traditional crafts in their hands

- ① Hold an event that is related with **not only traditional crafts but also has other elements**
- ② Make use of **hometown tax**

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