



Economic development possibilities

Income generation measure: Store Tiles – Terra Cotta products based on the Saxon tradition

Description:	Production of Store Tiles – terra cotta products for stoves based on the Saxon tradition
Beneficiaries:	Local craftsmen
Project Implementer:	Astra Museum
Co-implementer:	Private sector
Timespan:	12 months
Estimated Cost:	50,000 dollars
Partners:	Craftsmen from the area
Origin:	Astra Museum

1. Title of the Project

Production of Saxon Store Tiles – Terra Cotta Products for Stoves

2. Location of the Project and Area of Coverage

Villages on the Hartibaci Valley

3. Justification

Traditional store tiles are a product solicited by the market today in a context when many houses, in the area are built. The Saxon terra store tile stoves are adapted for these next constructions and therefore the demand, from private sector and other national museum and from abroad, for them is continuous expansion.

The Astra Museum (by its subsidiary the Emil Sigerius Museum) held the richest collection of Traditional Stove Tiles models from Europe and it can offer a various catalogue with models of store tile. To preserve the skills of craftsman and the traditional workshops that produce this Saxon Store Tiles is important:

- To realise a technical manual about all the stages of the production of the traditional store tiles, for each type of product;
- To organize some theoretical and practical courses for the craftsman to improved their skills;
- To manufacture some instruments and installations to produce this store tiles (stoves to burns the pottery);
- To assure courses on traditional and modern design;
- To organise the sale of this products on the market, participate at specific markets trade, create a catalogue with all the products. These catalogues will be distributed in all the stores with ambiantal specific;
- To insert in the tourist circuit the individual store tiles workshops;
- To realise a feasibility study in order to catalogue the demand of customers and tourists and to assure the diversification of the products;
- To realise a documentary film;
- To organise a annual Craftsman Trade Market in Sighisoara and participate at the other trade Markets in Romania and abroad;
- To create a organisation (on the model of a guild) to gather the craftsman in order to organize the production, to define the statute of his members, to coordinate the relation with suppliers and intermediaries and the authorities.



4. Objectives of the Project

a. Long-term objective:

- To transform the area in a tourist objective and the organisation of the souvenirs market for the tourists;
- To preserve and valorise, in a modern market economy, the know-how of the traditional handicrafts of the guilds from the area;
- To respond to the demand of national and international traditional workshops.

b. Immediate objectives:

- To employ the local available work force in order to ensure a better quality of life for the local population;
- To use, at the local level, all the resources and even increase the possibilities offered by the region;
- Collaboration with building companies in order to utilise most of the luxury residences with this kind of stoves in traditional store tiles.

5. Activities of the Project

- Realise the technical manuals in order to preserve the local know-how in this domain.
- Utilise a important number of traditional workshops
- Coordinate of the project by a qualified person in the production and with a significant experience in the organizational and managerial field.
- Improve the work of the craftsman (his techniques and artistic approach)
- Adapt and equip the individual workshops and to built a stove to burn the pottery for a group of individual workshops.
- Create a school workshop for all the persons interested by this project and willing to work in the productions of traditional store tiles for stoves and using the legal framework who encourage this type of operation (Law 76/2002 and Law 107/2004).

6. Inputs

a. Human:

- Qualified staff for the four distinctive technologies: extraction and production of the clay, the production of the store tiles, enamelling, burning.

b. Material:

- A technical manual on the store tiles indicate all the material inputs for this kind of projects.

c. Financial:

- For the first stage of the project: 50,000 USD.