

Crafts and Ecological Market Cultural Association

Creating community through crafts



「MERCADO」
ARTESANO
「Y ECOLÓGICO」

The Crafts and Ecological Market Cultural Association exhibits a significant sample of crafts which has consolidated as a model in the fields of craftwork, gastronomy and tourism in the Principality of Asturias.

What makes us unique?

Quality is our main sign of distinction. Since 2002, we bring Asturian culture closer to the public by organising activities, workshops and offering authentic and fulfilling experiences.



**We invite you to join us on a journey to
the heart of the market by the hand of
those who most love it.**

Discover the video in this QR!



Video XX Anniversary
"The Revolution of Earth"

Connected by identity

At the **Crafts and Ecological Market Cultural Association** we promote Asturian crafts and gastronomy by implementing a model that combines **tradition, sustainability and innovation**. Our commitment towards **rural development, equity and responsible consumption** has turned our market into a **national model** in terms of **cultural, social and economic exchange**. Thus, every gathering reinforces its impact on the community.

Throughout its **22 years of life**, we have created a common space where **artisans and small producers** reflect the values that sustain this project: **commitment with the environment, the passion of doing a good job and a constant look into the future**. We have succeeded alongside with those who visit and support us in creating a community that combines the respect for our **roots** and the **need to evolve**.

In the following pages the voices of those who bring the market to life will share **the essence** of our values. Each sentence narrates a story, celebrates a principle and shows **the soul of a space** that goes beyond a mere commercial transaction to become a humane and cultural get-together. Let us inspire you by showing what our community represents and discover the **values** that make us unique.

**By sharing
our thoughts
and values,
we show the
soul of a
community**



Family photo
Artisans and regular visitors



Laurentino del Cabo

Artisan weaver

Val de San Lorenzo, León

“Two decades of team work have transformed this market into a national role-model”

We are a ground-breaking project and national icon. A role-model of team effort and perseverance ideal to be established in other places.



Yaiza Rimadas

Cattle breeder and milk producer at La Saregana

Miyares, Sariego

“I see living and working in the village as a way of maintaining our roots and transmit our love for authenticity”

80% of the artisans and small producers that conform the association work in rural areas.



Sheila Gervasoni

Textile Artisan at Sorela Line

Villaviciosa

“The market brings together the essence of crafts, ecological products and fair trade. All in one space.”

The pillars of our project are crafts, ecological products and fair trade.



Josefina González

Cattle breeder and meat producer at Productos Agroalimentarios Gancedo

La Curiscada, Tineo

“Being part of this family of artisans and small producers motivates us to improve and continue growing”

The monthly activity of our market guarantees steady income. Thus, strengthening the rural economy and promoting the settlement in rural areas.



Sergio Martínez

Mushroom and blueberry producer at Deseteo

Porzún, Vegadeo

“We thoroughly work to offer products that take care of our health and respect”

We prioritise the exhibition and sale of ecological and certified products amongst our small producers.



José Manuel Canto

Leather and deer antler carving artisan at El Bosque de los Ciervos

Espinaredo, Piloña

“Being certified as artisan not only endorses my work but also dignifies our profession”

Registering at the official Register of Artisans of the relevant autonomous region is a guarantee of the quality of our crafts.



Soledad Soberado

Textile Artisan
at Mas que Lana

Oviedo

“Equity has always been guaranteed at our association and women lead the way actively”

Women participate fully by leading the course of the association with their work and effort together with the rest of the community.



Esther Martínez

Aerography artist and leather
artisan at Taller el Bosque de las
Hadas

Gijón

“Being an artisan and entrepreneur allows me to show that creativity and tradition are genderless”

There is a prominent presence of women in the association: More than 50 % of businesses are led by women.



Miguel, Christian e Ignacio

Harvester and birch tree sap
drink producer at Renastur
Celtibérica

Entrago, Teverga

“We promote conscious consumption by organising workshops and projects that inspire sustainable change”

We encourage recycling, circular economy and environmental care with activities that involve the participation of artisans, public and entities.



Aminata Keita

Member of the Asociación
Mujeres Africanas de Asturias.

Gijón

“This market not only connects artisans with the public but also with solidarity projects of global impact”

We collaborate with entities that promote projects of cooperation, development and optimisation of natural resources on a global scale.



Lola, Jesús, Manuel y Antón

Regular visitors and friends of
the market

Gijón

“When you choose local products, you are helping to take care of the planet and supporting rural economy”

We promote the consumption of proximity products, thus reducing the carbon footprint and contributing to the development of the rural community.



Begoña, Manuel y Nico

Regular visitors and friends of
the market

Gijón

“The workshops and activities of the market are a window for the public to discover the values that are protected”

We organise activities such as workshops, exhibitions, art performances and awareness campaigns that conform a space of culture and entertainment.

Origins

The first Crafts and Ecological Market was born in Gijón in July 2002. The Gijón City Council joint venture of tourism and festivals promoted the birth of the crafts market in an attempt **to regain the regional handcraft and traditional gastronomy.** In its first year of life, this crafts sample was exhibited under the framework of the Gijon City Council Plan of Tourism Excellence.

When this initiative comes to an end, the success of the crafts market was such that the Gijón City Council suggests that craftspeople themselves should organise and manage this activity from then onwards.

Consequently, **The Crafts and Ecological Market Cultural Association is established in November of 2003.** Despite the difficulties endured after the local administration dissociated from the organisation of the market, the effort and enthusiasm of the community guaranteed its continuation.

At present, we have **consolidated** the market as a **role-model** by joining efforts with entities and the public, expanding its impact via a **diversity of events in Asturias** and keeping the crafts essence as well as the sustainable production alive.

**From 2002,
quality, tradition and
sustainability
define the Crafts
and Ecological
Market**



Piece: Narciso Galán
Casanar

Artisans and small producers

The Association is composed of **60 associated members** who are constituted by law. All **artisans and small producers** who are committed towards the excellence of their profession as well as the promotion of Asturian craftwork.

Furthermore, its members stand out for their dedication to responsible and ecological production and at the same time for encouraging conscious consumption.

Several of our artisans and small producers have been **awarded with national and international prestigious awards** such Círculo Fortuny Award, The Medal of Asturias, the World Cheese Awards, the Great Taste Awards and the Pieza Única Awards, amongst others. These achievements emphasise the importance of **protecting and promoting this valuable cultural heritage**.

Artisans and small producers, nationally and internationally awarded, are the exemplification of excellence and prestige in Asturias

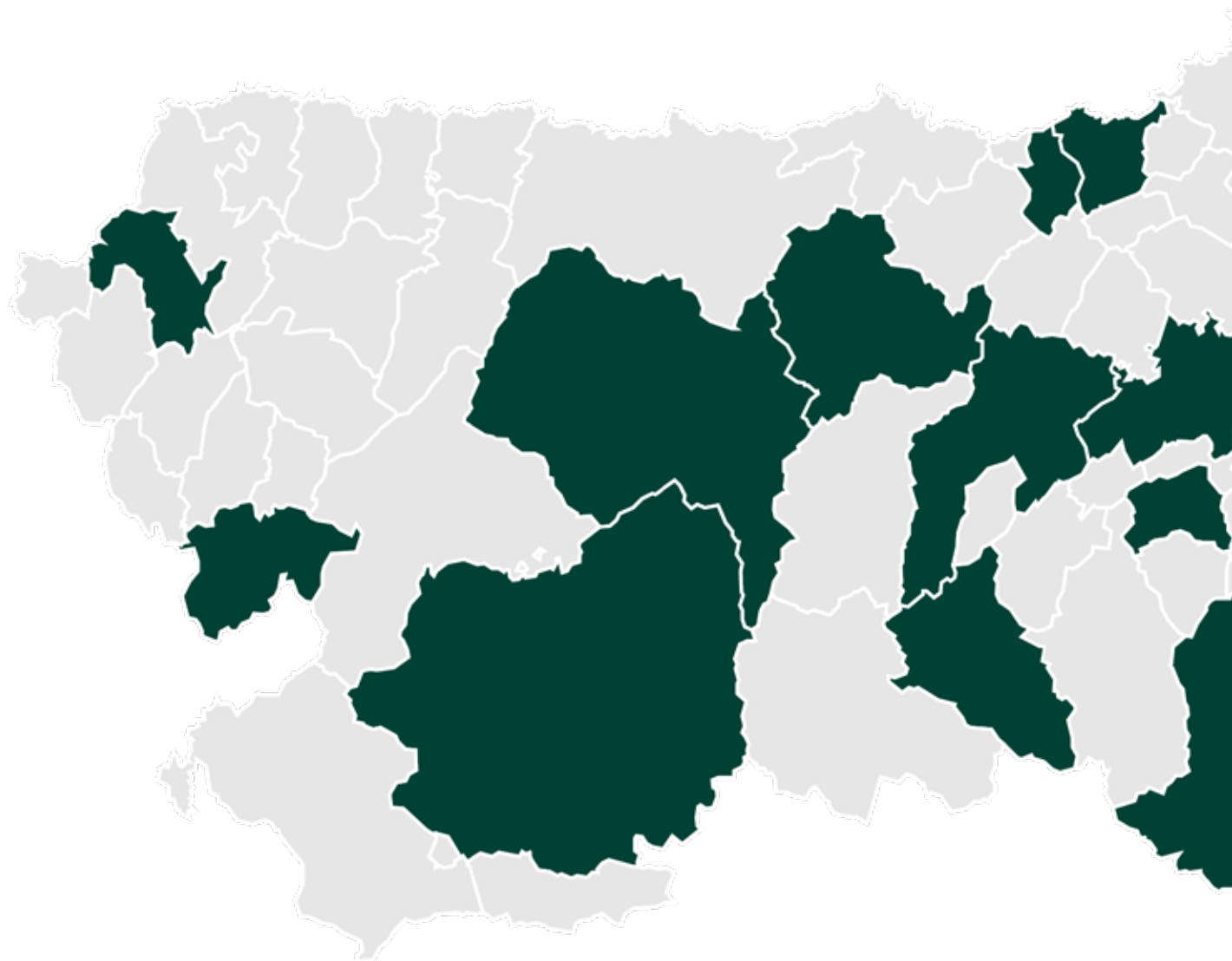


Angel (Bosque de Cardes)
Mariel (Mado Artesanía)

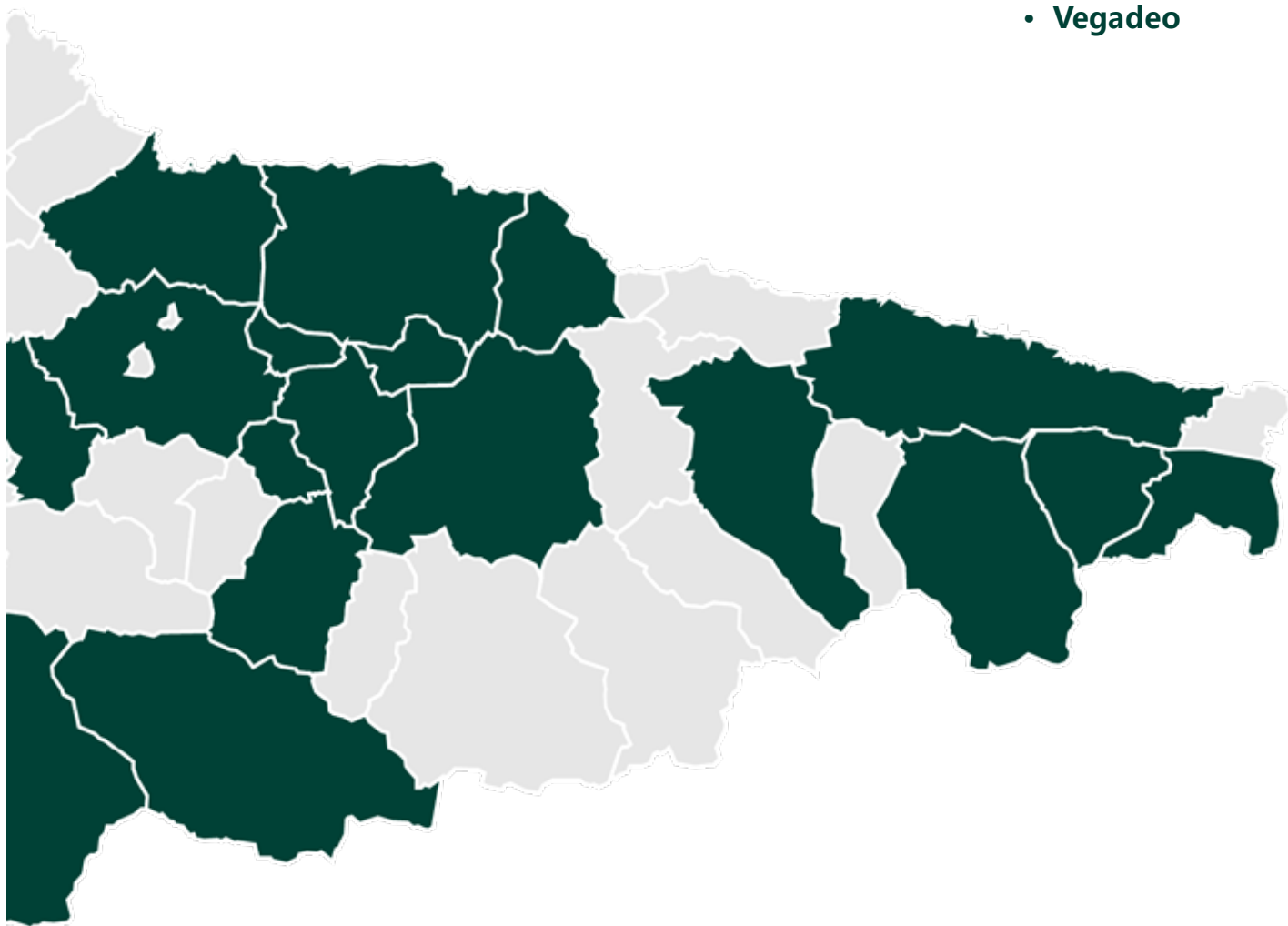
Map of Municipalities

The Association is represented by the cultural and productive wealth of **27 Asturian municipalities** that are **deeply rooted** in rural areas: 80% of our members live and work in these areas. From the manufacture of unique crafts to the ecological production, our members are fully dedicated to preserving traditions and promoting local development.

This connection to their region not only enriches the products offered by the Crafts and Ecological Market but also **strengthens the commitment towards achieving responsible consumption and sustainable economy.**



- **Aller/ Ayer**
- **Bimenes**
- **Cabrales**
- **Cabranes**
- **Cangas de Onís/ Cangues d'Onís**
- **Cangas del Narcea**
- **Castrillón**
- **Colunga**
- **Gijón/ Xixón**
- **Grado/ Gráu**
- **Grandas de Salime**
- **Laviana/ Llaviana**
- **Llanes**
- **Morcín**
- **Nava**
- **Oviedo/ Uviéu**
- **Peñamellera Alta/ El Valle Altu de Peñamellera**
- **Peñamellera Baja**
- **Piloña**
- **Lena/ Llena**
- **Salas**
- **Sariego/ Sariegu**
- **Siero**
- **Soto del Barco/ Sotu'l Barcu**
- **Teverga/ Teberga**
- **Tinéo/ Tinéu**
- **Vegadeo**



List of artisans

NOMBRE	GREMIO	SELLOS CALIDAD	ORIGEN
ACEBACHE LLANTONES	JEWELLERY		GIJÓN - ASTURIAS
MARÍA MEANA	JEWELLERY		GIJÓN - ASTURIAS
ANA SANDOVAL	JEWELLERY		GIJÓN - ASTURIAS
ZARCILLO	JEWELLERY		BIMENES - ASTURIAS
ARTESANÍA TREBE	JEWELLERY		SIERO - ASTURIAS
FORGAXA CUERO	LEATHER		ALLER-ASTURIAS
TALLER DE CUERO INDI	LEATHER		GIJÓN - ASTURIAS
CASANAR	LEATHER		GRADO - ASTURIAS
NIEVES ALONSO IGLESIAS	CERAMICS		SIERO - ASTURIAS
VICEN SANZ	CERAMICS		GIJÓN - ASTURIAS
OLEUM	COSMETICS		CABRANES - ASTURIAS
JABÓN ZORRO D'AVI	COSMETICS		ZAMORA - CASTILLA Y LEÓN
LAURENTINO DE CABO	TEXTILE		LEÓN - CASTILLA Y LEÓN
MADO ARTESANÍA TEXTIL	TEXTILE		PILOÑA - ASTURIAS
ARTESANÍA GRIS	TEXTILE		GIJÓN-ASTURIAS
SORELA LINE	TEXTILE		VILLAVICIOSA - ASTURIAS
LUCIKI	TEXTILE		CABRANES - ASTURIAS
EL BOSQUE DE LOS CIERVOS	ANTLER CARVING		PILOÑA - ASTURIAS
JAVIER ÁLVAREZ DÍAZ	ANTLER CARVING		SOTO DEL BARCO - AST.
CACHUPÍN	PAINTING		GIJÓN - ASTURIAS
RUPESTREANDO	PAINTING		SALAS - ASTURIAS
MISS PRINCESAS URBANAS	PAINTING		PEÑAMELLERA BAJA - AST.
EL BOSQUE DE LAS HADAS	AEROGRAPHY		GIJÓN - ASTURIAS
NAMIKO	WOOL FELTING		GIJÓN - ASTURIAS
MASQUELANA	WOOL FELTING		OVIEDO - ASTURIAS

NOMBRE	GREMIO	SELLOS CALIDAD	ORIGEN
ANNUDAKI	MACRAMÉ		OVIEDO - ASTURIAS
LA CAÑA NO PERDONA	WOOD		GIJÓN - ASTURIAS
DRUIDESSA	WOOD		CASTRILLÓN - ASTURIAS
SOBERADO ATELIER	CERMICS		PEÑAMELLERA BAJA - AST.
LULA MARTÍN	GLASS		GIJÓN - ASTURIAS
GUXIDRÍN	CIDER POURERS		BIMENES - ASTURIAS

SELLOS CALIDAD



ARTESANÍA DE ASTURIAS



ARTESANÍA DE CASTILLA Y LEÓN



ECOLOGICAL CERTIFICATION



OTHER QUALITY MARKS



List of artisans – gastronomy

NOMBRE	PRODUCTO	SELLOS CALIDAD	ORIGEN
BOSQUE DE CARDES	COLD MEAT		PILOÑA - ASTURIAS
EMBUTIDOS EL PEDREGAL	COLD MEAT		BIMENES - ASTURIAS
EMBUTIDOS EL REMEDIU	COLD MEAT		NAVA - ASTURIAS
GANCEDO	COLD MEAT		TINEO - ASTURIAS
QUESO TEMIA	CHEESE		GRADO - ASTURIAS
QUESO OVÍN C.B.	CHEESE		NAVA - ASTURIAS
QUESO PICU URRIELLU	CHEESE		LLANES - ASTURIAS
QUESO VARÉ S.L.	CHEESE		SIERO - ASTURIAS
QUESO PRIEDAMO	CHEESE		CANGAS DE ONÍS - AST.
QUESERÍA ASIEGO	CHEESE		CABRALES - ASTURIAS
EL CAXIELLU	HONEY		GRADO - ASTURIAS
BRAÑAS DE MUXAGRE	HONEY		SALAS - ASTURIAS
URBANO MONTOTO	JAMS		COLUNGA-ASTURIAS
CASUCA DE PASTORIAS	PRESERVES		PEÑAMELLERA ALTA- AST.
PANDESCANDA S.L.	BAKING		BIMENES - ASTURIAS
PANADERIA LA CASTAÑAL	BAKING		BIMENES - ASTURIAS
SPELTASTUR	BAKING		LENA-ASTURIAS
HORNO LA FORNA	BAKING		LAVIANA - ASTURIAS
HORNO SAN COSME	BAKING		GIJÓN-ASTURIAS
RENASTUR	BIRCH TREE SAP		TEVERGA-ASTURIAS
ADEGA DO CAMPO-GACIO	WINE, LIQUEURS		OURENSE - GALICIA
BODEGA LAS DANZAS	WINE		CANGAS NARCEA - AST.
HUERTA LLOREU	ORCHARD		SIERO - ASTURIAS
LA BARREDA	ORCHARD		SIERO - ASTURIAS

NOMBRE	PRODUCTO	SELLOS CALIDAD	ORIGEN
AZAFRÁN DE TRADICIÓN 	SAFFRON		TOLEDO - CASTILLA LA MANCHA
LA SAREGANA 	YOGHURT		SARIEGO - ASTURIAS
ECOPITAS 	EGGS	  	MORCÍN - ASTURIAS
BOMBONES MORENO	CHOCOLATE	  	LUGO - GALICIA
DESETEO 	MUSHROOMS	  	VEGADEO - ASTURIAS
CAFÉ EL CHÍCARO 	COFFEE		GRANDAS DE SALIME - AST.

SELLOS CALIDAD



ALIMENTOS DEL PARAÍSO NATURAL



ECOLOGICAL CERTIFICATION



PROTECTED DESIGNATION OF ORIGIN - PDO



PROTECTED GEOGRAPHICAL INDICATION - PGI



OTHER QUALITY MARKS



ARTESANÍA ALIMENTARIA DE GALICIA



AGRICULTURAL PRODUCERS LABELLING



FARMER / STOCKBREEDER

Crafts and Gastronomy

Our Market is unique in terms of quality and authenticity.

The **Asturian art pieces crafted by hand are exclusive and unique while combining tradition and modernity** in order to offer highly valued artworks. Our market represents trades like jet, wood carving, jewellery, glass, painting, ceramics, leather and many more.

The **offer in gastronomy** should be equally highlighted with **ecological and traditional products** like cheese, honey, cold meat, vegetables, bread or preserves that delight visitors in every edition of the market.

Moreover, the market shows its most **solidarity commitment** by cooperating with entities and promoting a consumption respectful with social and environmental conventions in its origin.

**Quality in crafts,
ecological flavours
and solidarity:
a market that
connects tradition
and sustainability**





Piece: Claudio Garigliano Lula
Martín Creaciones



Piece: Vanessa de la Campa
Druidessa



Artisanal Cheese



Asturian products



Piece: Maribel Soberado
Miss Princesas Urbanas



Social and cultural work

One of the market highlights is our **commitment with social and cultural work**. This initiative has transcended its commercial remit to become a must for the Asturian people, who look forward to the market's monthly editions not only to consume its products but also to **participate** of this event and **discover new initiatives** in a warm and endearing atmosphere.

COOPERA

From 2017 onwards and thanks to the collaboration with the **Concejalía de Cooperación al Desarrollo y Salud Animal** (Department of Development Cooperation and Animal Health) of **Gijón City Council**, the Project "Coopera" was launched and several **NGOs** were invited to **present their projects** in the different editions of the Crafts and Ecological Market throughout the year to raise people's awareness in the field of cooperation.

In 2022 the Department and the Association agree on granting a **permanent space** in the market for the entities, thus strengthening the social impact of this initiative.

**Commitment
with the visibility and
awareness
of NGOs
cooperation
projects.**



¡SOMOS
COMUNIDAD!

Women Writers Day

From 2021, the Crafts and Ecological Market celebrates the **Women Writers Day** with the programme “**Pallabra de Muyer**”, which is an initiative meant **to draw attention to women’s literary legacy** and more specifically to the Asturian language. Activities like storytelling, workshops and theatre bring women literature closer to the public and highlights prominent figures like **Xosefa de Xovellanos**, first woman writer in the Asturian language and cultural referent of Asturias.

The support of the **Oficina de Normalización Llingüística de Xixón** (Office for the Asturian Language Standardisation of Gijón) has strengthened the use of the Asturian language as lingua franca. This contributes to connecting local culture, public and literary tradition.

**Pallabra de Muyer:
Women literature
and local culture**

Municipalities and Rural Areas

The Association has created **bonds with several Asturian municipalities**.

In 2019 the Association contacted all town halls of Asturias to convey the importance of supporting local crafts. Since then, the Association has been organising **activities throughout Asturias** every year.

From 2022, our Project **Esencia Artesana** (“The Essence of Crafts”) promotes **workshops and activities in rural areas** that are integrated within the European Artistic Crafts Days.

The programme **Concejos para vivir Asturias** (“Municipalities to enjoy Asturias”) provides **a space of touristic and cultural promotion** for them in the Market of Gijón.

**We actively
participate
in projects to
reactivate rural**



Women Writers Day



The Essence of Crafts

Culture as creator of identity

Creating, disseminating or promoting culture constitute important objectives within the Market's programme of activities.

Art, poetry, music, gastronomy, dance or literature are all welcome in the Market so as to create bonds with people, **pass on customs, traditions and knowledge.**

Bringing Asturian culture and reality closer in a **participatory and educational manner through collaboration with different entities** such as the Consejería de Cultura, Política Llingüística y Turismo (Department of Culture, Asturian Language Policy and Tourism), the Fundación Municipal de Cultura y Popular University of Gijón (Municipal Foundation of Culture and Universidad Popular of Gijón) or The Network of Ethnography museums of Asturias amongst others.

Sustainable and healthy consumption

The Market reserves a very important place within its initiatives to the **promotion of responsible and socially sustainable life habits.**

The following activities are organised with the objectives of **creating awareness, promoting critical thinking and values such as sustainability, solidarity towards fair trade producers, protecting ecosystems as well as future generations and creating healthy habits:** Frutas y Verduras (Fruit and vegetables), Los insectos beneficiosos (Beneficial insects), Producción ecológica | COPAE (Ecological production | COPAE), Alimentos del Paraíso (Food of Paradise) y En la cocina sin desperdicio ("no waste in the kitchen")

**Bringing
Asturian culture
and reality closer
in a participatory
and educational
manner.**

**We promote
life style and
consumption
habits that are
environmentally and
socially sustainable.**



Collaboration with Danza Gijón.
Performance of Daniel Rodríguez



COGERSA campaign at the Market
"El Buen Gusto no Tiene Desperdicio"
(Good Taste has Zero Waste)

Human Rights

From 2009, the Days against racial discrimination and xenophobia have been present during several editions of our market offering a comprehensive programme of activities.

From 2021, we celebrate **Human Rights Day with activities that highlight** the importance of **solidarity and social justice**. In its first edition, the initiative **#PlatoSolidario** raised funds for the victims of La Palma volcano eruption and became the beginning of a constant commitment towards solidarity projects.

Since then, the market has collaborated with entities such as **Cáritas, Amnesty International, Red Cross or the Food Bank of Asturias** by organising activities of support and awareness where the general public is actively involved.

Furthermore, Amnesty International has collaborated with the market in the promotion of **awareness campaigns and initiatives for the defence of fundamental rights**.

From 2022, we collaborate with **Asociación en Acción y Cooperación por Ucrania** (NGO ACU), which actively works in **raising awareness about Ucrania's current situation**. Every year we are invited to learn about their initiatives through activities designed to promote the understanding and empathy towards this reality.

**solidarity,
active collaboration
and campaigns
to defend dignity
and diversity**



Celebration of Human Rights Day



Cultures of the World: Ukraine

Education in crafts

The association aims to promote the **importance of artisans and give visibility to their work.**

Our commitment to bring these trades closer to education centres trigger a wide variety of **educational and participatory activities in education centres** where students can explore the world of crafts first hand.

In 2021, the association started **collaborating** with an increasing number of **education centres in Gijón** by organising workshops regularly.

In 2023, the Crafts and Ecological Market Cultural Association signed a collaboration agreement with **the Industrial City of Valle del Nalón, S.A.U. (ValNalón)** in the framework of their programme "The education chain for entrepreneurs". This agreement allows us to provide **an entrepreneurial point of view in those innovative projects meant to educate in crafts and promote the values of the association.**

We also bring **craft trades** closer to the **adult public** by organising a variety of activities.

From 2018, initiatives like **The Essence of Crafts** contribute to acquainting the public with crafts.

In 2023 we reached an agreement with the Museo del Pueblo de Asturias (Museum of the Asturian People) with the objective of organising **free crafts workshops** that would boost the space "L'Abellugu".

In our commitment to educate in crafts, we bring craft trades closer to students and adults through participative activities.



The Essence of Crafts



Collaboration with VALNALÓN

Aunifying and inclusive space

The Association reinforces our **commitment towards inclusion** by organising several initiatives.

In **2007** and **2008**, the **ALARDE School of Arts** collaborated with us by organising theatre plays that showcased their project. Additionally, the **Don Orione Foundation** conducted several acting performances in **2007**, thus strengthening art as a tool for inclusiveness and social understanding.

From **2018**, we collaborate with **Escuela de Segunda Oportunidad** (School of Second Chances) to show trades as a work opportunity. This initiative continued in 2023 and 2024.

Our collaboration with the **Gipsy Secretariat** in the organisation of activities held in **2021 and 2022** to promote the knowledge and interaction with their culture triggered initiatives like "café gitano", which encouraged the public to interact and participate.

In **2021 y 2022**, the programme **Culturas del Mundo** (Cultures of the World) gave several communities the opportunity to showcase their culture and traditions.

The Essence of Crafts organised in 2024, offered the perfect scenario to collaborate with the **Centro de Apoyo a la Integración (CAI) from Canero and the Down Association of Asturias**. Adapted workshops were offered to their members. Also some workshops were organised at **two homes for the elderly** where the interaction between residents and visitors was highly promoted.

In **2024**, we initiate the project "En Ruta con Celi" (En route with Celi) to raise awareness about **celiaquism** and ensure a safe tour of the market guaranteeing gluten-free products.

**We promote
inclusion with
workshops and
programmes that
celebrate diversity,
accessibility and
cultural traditions**



The Essence of Crafts



Theatre with ALARDE Association

LUCE Gijón

We collaborate with the **project LUCE GIJÓN, launched by Acciona and the City Hall of Gijón** by providing a stand in the market where small producers are invited to showcase and sell their products.

This project, which focuses on social innovation and sustainability, has had a very positive impact. Since then, several of its participants have decided to join our association, thus strengthening local consumption and the commitment towards our values.

**Social drive,
sustainability and
new producers
strengthen our
association**

European Projects

European Artistic Crafts Days

Since 2018, the association celebrates this event within the project **The Essence of Crafts**. In 2022 the number of organised activities wins the Association the first position in the ranking at a national level.

European Week for Waste Reduction

Since 2018, we have led initiatives like **The Tree of Life** and **The 3Rs Forest**, which have enjoyed an impressive participation from the public.

Europe Day

Every May **since 2019** all activities held at the Market are meant to celebrate this day, as a means of strengthening our commitment towards the European values.

Not only do these initiatives help energise local crafts but they also act as cultural and social driving forces in Asturias.

**Together we build
the impact of the
European projects
in Asturias**



Workshops and activities

Our market has evolved while offering **activities that bring crafts closer to the public of all ages.**

Music plays, artisans and visitors converse lively and workshops encourage the discovery and experience of traditional trades first-hand.

These activities include **solidarity initiatives related to raising awareness of responsible consumption and environmental care, Asturian folklore and tradition, theatre plays and dance amongst others.**

The Association actively **collaborates** not only with institutions but also with **social and cultural entities of the Principality of Asturias** in order to support projects of inclusion, responsible consumption and sustainable development awareness.

**Tradition,
crafts and
sustainability
and connected
in a vibrant
market for all
generations.**





Basketmaking workshop



Net-repairing workshop



Europe Day



"Sort and Recycle" campaign with COGERSA

ALIMENTOS ECOLÓGICOS de ASTURIAS SON LO



sonlomas.com #so

Talk: "Eating healthy and ecologically"

copaeastur



Don Quijote" visits the Market



Activities with Alimentos del Paraíso

Crafts and gastronomy offer

Crafts and Ecological Market of Gijón

A ground-breaking initiative in Spain.

Every second weekend of the month, the Market becomes **an awaited rendezvous with Asturian crafts.**

The Market's main hallmark and attraction is not only the quality of its products but also the activities and workshops organised since its birth. These events bring local people and tourists closer to the Asturian culture and reality in a participatory and educational way.

The **Market** is held in a strategic place in Gijón. The **Plaza Mayor Square** is located at the feet of the fishermen's neighbourhood of Cimadevilla and connects with San Lorenzo beach on one side and the sports harbour on the other, which are two of the most important tourist attractions in the city.

**Awaited rendezvous
with Asturian
crafts every second
weekend of the
month.**



Crafts and Ecological Market of Gijón





Crafts and Ecological Market of Gijón

Crafts and Ecological Market of Oviedo

In **2018**, the Crafts and Ecological Market initiates a **new exciting phase in Oviedo**. Its location could not be more special. The Market shares location with the Oviedo **Cathedral Square** where locals and visitors stand the chance of knowing, enjoying and indulging in the products offered by the Market.

In addition, the **activities** organised bestow a **special appeal** on the Market. Initiatives like "The Way of Saint James in Asturias" , "Ancient Oviedo" or "Food of Natural Paradise" highlight the importance of cultural heritage in the promotion of sustainable and responsible consumption.

**The opportunity
to know, enjoy
and indulge in the
products offered by
the Market**





Crafts and Ecological Market of Oviedo

Crafts and Ecological Market of Avilés

The market was born in 2014 as part of a programme of itinerant markets organised by the Association. Before its official **relaunch in 2022** special editions were held in the Plaza del Mercado de Abastos. In that year the market was finally located in the **Parque de Las Meanas**, which allowed us to consolidate its presence in the town.

Four editions have already been planned for **2025**. Each of them will be the representation of our commitment towards tradition, sustainability and development.

Other initiatives

As a way of enhancing the importance of Asturian crafts, the Association expands outside the Plaza Mayor Square of Gijón towards other strategic spots like The **Museo del Pueblo de Asturias** (Museum of the Asturian People) or the **Musel Port** (Gijón) coinciding with the dock of cruise ship.

In 2011 and 2012 the market was a great success in **Saint Nazaire** (France).

In 2024 we started organising markets in the Asturian councils as a result of its launch in 2019 through the **Asturian Federation of Councils**. From then onwards, markets have been regularly held in more than fifteen Asturian councils.

In 2018, the Town Hall of **Castro Urdiales**, in Cantabria, invited the market to showcase a sample of Asturian Crafts during their Semana Grande.

Since 2014, tradition and flavour grow in the heart of Avilés every year

Asturian Crafts: international, itinerant and connected to key events



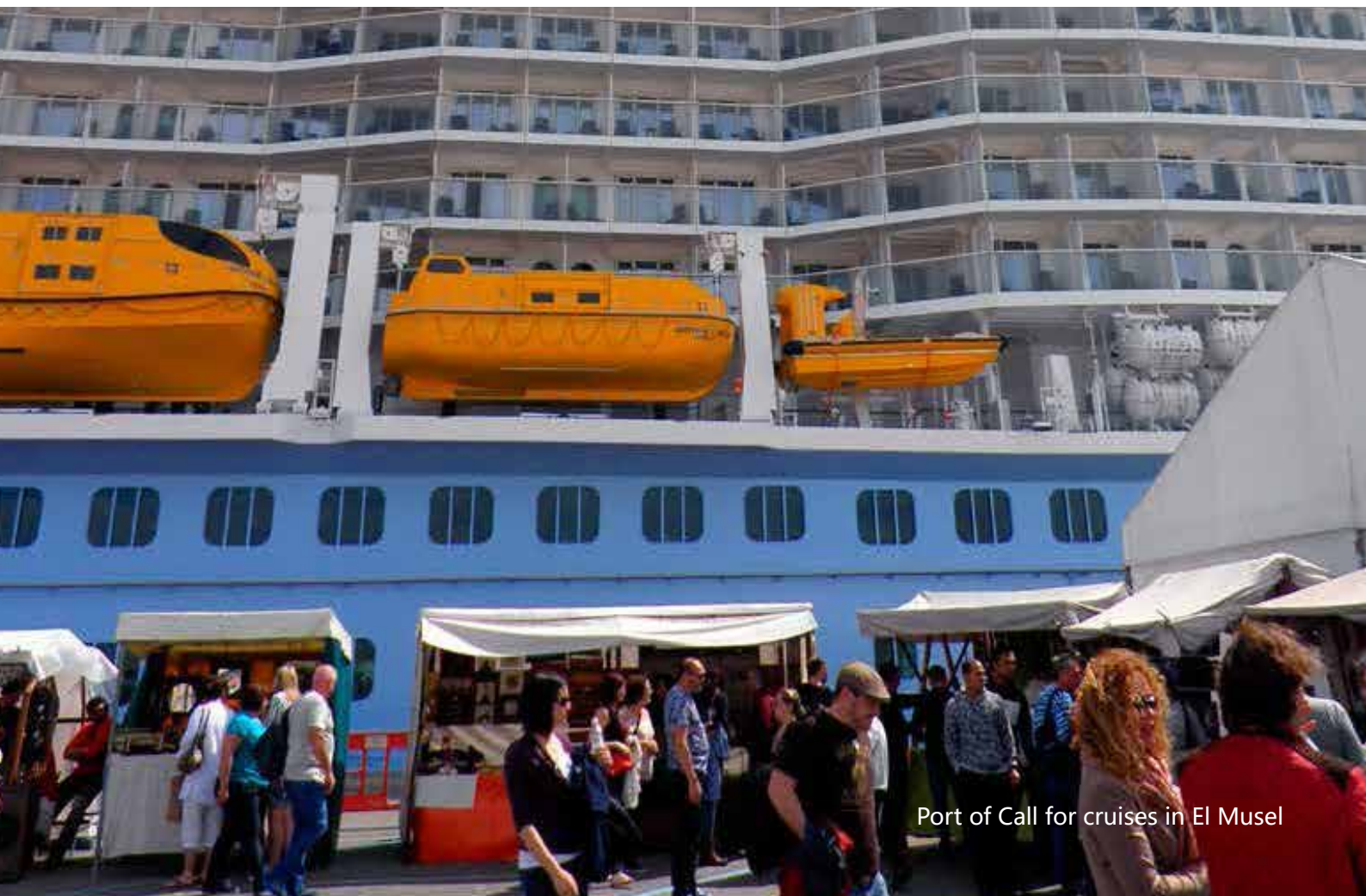
Crafts and Ecological Market of Avilés



Crafts and Ecological Market of Lúarca



Visit to Saint-Nazaire - France



Port of Call for cruises in El Musel

Projects undertaken

The Essence of Crafts

In 2024, the **sixth edition of The Essence of Crafts** consolidated as an **exemplary event in Asturias within the framework of the European Artistic Crafts Days** and the public was invited to **immerse in a whole world of crafts through free workshops, exhibitions and guided tours.**

40 artisans, of which 13 are members of the association, 16 independent artisans and 11 artisans in the role of collaborators, contributed to extend this event throughout the **urban and rural areas of 20 regions of Asturias.**

From a total of **1000 places that are offered in the crafts workshops** 500 of these are meant for rural areas. It is important to emphasise the role of **Portugal as guest country** in the promotion of **cross cultural exchange** with Portuguese artisans.

The Essence of Crafts **represents a journey to the heart of tradition and the future of crafts.** This unique event, which is held in representative locations of the Asturian heritage, strengthens the bonds between people and their territory, while conveying the value of their trades and cultural impact. **46 entities** support The Essence of Crafts and collaborate in conveying the know-how and bringing generations and regions together around a living legacy.

In The Essence of Crafts we celebrate Asturian crafts with workshops, heritage, trades, innovation, tradition, culture and collaboration





Capilla de los Dolores - Grado
The Essence of Crafts



Portico - Cathedral of San Salvador
The Essence of Crafts



Europa meeting room – General Board of the Principality of Asturias
The Essence of Crafts





The Essence of Crafts



CEARTE
The Essence of Crafts

The Tree of Life

“The Tree of Life” Project was developed by the Association **during 2018** and counted with **17,242 contributors** deeply committed with the environmental protection. This initiative was selected to **represent Asturias in the X European week for Waste Reduction Awards**.

The European Week for Waste Reduction-EWWR 2019 uses “The Tree of Life” as a basis to inspire the activity **The 3Rs Forest**.

The Market is granted an **Honourable Mention** for its dedication and commitment in the dissemination of “The 3Rs Forest” by **COGERSA**.

A red thread is the unifying connector of this project, which aims to create a network of ideas that raise awareness in the need to reduce waste.





"The Tree of Life"

Touristic interest

Tourists travelling to Gijón are surprised at the sight of a genuine **window to the crafts and gastronomy of Asturias** in Plaza Mayor Square which is embodied in the Crafts and Ecological Market of Gijón. Other local and foreign visitors to the Principality acknowledge the fact that they reserve the market celebration days in their calendars to travel to Gijón. Therefore, this exhibition of crafts entails a significant **tourist interest** and complements the leisure agenda of our city.

Gijón is a referent in terms of tourism as the city welcomes a large number of visitors per year, including cruise passengers in shore excursions. It is important to point out that one of the first visits of cruise passengers is **Plaza Mayor**, which contributes to the success of the market when its celebration coincides with a cruise stopover.

The Plaza Mayor is one of the main **crossing points for tourists** and it becomes a **unique space during the celebration of the Crafts and Ecological Market**. Visitors enjoy the opportunity of discovering the best offer in crafts, gastronomy and Asturian culture surrounded by an incomparable location.

The Association registers a total of **140,000 visitors per year**, of which a higher percentage is condensed in the markets celebrated during festive seasons like Easter, Semana Grande and the long holiday celebrating the Spanish Constitution. The Market was declared **Activity of Touristic Interest of the Principality of Asturias on the 20th of November 2018**.

The Crafts and Ecological Market of Gijón was declared “Activity of Touristic Interest of the Principality of Asturias” in 2018



Crafts and Ecological Market of Gijón

Other Achievements

2011 Initiative Award granted by Fundación Caja Rural of Asturias.

Finalist of the 2016 National Crafts Awards in the category of **Promotion for Private Entities Award**, for its significant contribution to the promotion of Crafts. These awards are convened by the Spanish Government via the Escuela de Organización Industrial (School of Industrial Organisation) and the Spanish Foundation for the Innovation of Crafts (Fundesarte).

Candidate to the X European Waste Reduction Awards. The Project **"The Tree of Life"**, developed by the market, was selected by COGERSA in 2018 to represent Asturias in the category of Association/NGO at the European week for Waste Reduction Awards (EWWR).

Honourable Mention at the XI European Waste Reduction Awards. In 2019 EWWR selects **"The Tree of Life"** as the model to present the activity **"the 3Rs Forest"**, which had been promoted in Asturias by COGERSA. That same year, the Market is granted an Honourable Mention for its dedication and commitment in the dissemination of **"The 3R's Forest"** through COGERSA.

XXVI Gijón Open City Award. In 2020 the market is awarded the prize Gijón Open City, which is organized by the radio station Cadena Ser Gijón every year. This constitutes a prestigious award to acknowledge the work of people or entities that help communities in the municipality of Gijón.

**XXVI Gijón
Open City Award**

**Finalist of the 2016
National Crafts
Awards**

**Candidate to the
X European Waste
Reduction Awards**

**Honourable mention
at the XI European
Waste Reduction
Awards**

**2011 Initiative
Award**



Finalists of the 2016
National Crafts Awards

Biosphere

The Crafts and Ecological Market is completely **committed with the Sustainable Development Goals (SDGs)**, by means of promoting and supporting Asturian traditional crafts and products of proximity.

We are part of the **Biosphere Sustainable Lifestyle** which acknowledges **the efforts to accomplish Sustainability in Tourism aligned the 2030 Agenda of the United Nations**.

The **Biosphere methodology** was created by the **Responsible Tourism Institute (RTI)** with the goal of integrating the 17 Sustainable Development Goals of the United Nations in the sector of tourism. These goals have been sponsored by **UNESCO** and **UNWTO**.

**First market in
Spain and pioneer
certified entity
with the Biosphere
Methodology in
Gijón**





Video XX Anniversary
"The Revolution of Earth"

Tourism Quality

Commitment to achieve Tourism Quality

The Crafts and Ecological Market has been acknowledged with the **Tourism Quality Commitment distinction**, which endorses our dedication towards excellence. This distinction highlights the quality of products, which are protected with certifications such as PDO, PGI or Alimentos del Paraíso, as well as **the ability to offer a unique experience.**

Our market promotes not only participation and education but also connects local and foreign visitors with Asturian culture through **activities and workshops.**

Visita Gijón Profesional

The Crafts and Ecological Market of Gijón participates in **Visita Gijón Profesional**, a **tool** created by Visita Gijón/Xixón **to promote quality, sustainability and innovation in the tourism sector.**

Through this initiative, we **strengthen our commitment towards constant improvement, competitiveness and promotion of Gijón as a referent in touristic destinations.** This initiative encourages collaboration and the growth of local tourism in Asturias.

The Crafts and Ecological Market of Gijón stands out for its quality, sustainability and promotion of Asturian culture



Video XX Anniversary
"The Revolution of Earth"

Communication

The Cultural Association of the Crafts and Ecological Market develops and **intense communication campaign** to show all our activities and keep a close connection with the public. The Association makes use of **press releases, interviews, features and campaigns on the radio** as well as **street ads displays** with a more strategic objective.

The Association can also be found on **Facebook and Instagram** where an optimal communication with its followers is established to inform them of the Market's upcoming workshops, activities and news.

We even have our own website full of information: **www.mercadoartesanoyecologico.com**.

Every year the Association edits 60,000 pocket calendars marking the days when the Market will be held throughout the year. These calendars are distributed among the public and also via the Tourist Information Office of Gijón, hospitality businesses and rural houses.

We also **collaborate with entities like Artesanía de Asturias, Turismo de Asturias e Infogijón**, which keep the public informed with regular updates of our activities.

In 2023 and 2024 we organised **an itinerant exhibition throughout the municipal centres of Gijón**, which were complemented with free crafts workshops as a way of consolidating the impact in the neighbourhoods of the city.

**We promote
effective
communication to
connect with the
public and spread
our events**

MERCADO ARTESANO Y ECOLÓGICO DE GIJÓN

**6.7.8.9
DICIEMBRE**

**PLAZA
MAYOR**

MERCADO
ARTESANO
Y ECOLÓGICO



Principado de
Asturias

Consejería de Transición
Ecológica, Industria y
Desarrollo Económico



Ayuntamiento
de Gijón/Xixón

visita **gijón**



Collaborations and alliances

In the course of our existence, we have forged numerous and **strategic collaborations and alliances which have proved essential for the success of our projects.**

These **alliances** not only have boosted the **organisation of markets and activities** but also a prominent **social and cultural activity.** These synergies have allowed us to strengthen our commitment with the sustainability, crafts and to enrich the culture in our community.

Public Institutions

Public Institutions play an important role in the successful progress of the market and our projects. Our collaboration with the **Regional Department of Ecological Transition, Industry and Economic Development** and the **Regional Department of Rural Environment and Agricultural policy** while supported by the **City Council of Gijón** has been key to strengthen the economy, promote sustainability and ensure the success of our initiatives.

Furthermore, we also work hand in glove with **numerous city councils and town halls** such as Oviedo, Avilés, Mieres, Siero, Gozón and Villaviciosa, amongst others. These partnerships enrichen our activities in several territories. Additionally, we collaborate with **municipal and regional entities** like Emulsa, Cogersa and EMA, which provide essential resources and knowledge to ensure sustainable development.

**Synergies that
strengthen crafts,
culture and the
sustainable social
impact**

DÍAS EUROPEOS DE LA ARTESANÍA

Artesanía de
Asturias
echaConMimo

Principado de
Asturias

Culture

In the field of culture, we are supported by **museums and emblematic places in Asturias.**

It is worth highlighting our agreement with the **Museo del Pueblo de Asturias** (Museum of the Asturian people), to revitalise one of their spaces with craft workshops. We also collaborate with the Network of Ethnographic Museums of Asturias, the Museum of Fine Arts of Asturias and the Archaeological Museum of Asturias, amongst others, in order to promote cultural awareness and connect our activities with the historic and artistic heritage of Asturias.

Moreover, we collaborate with regional and national **entities and associations in the field of crafts.**

Social

In the social field we organise numerous activities with **institutions and NGOs such as Red Cross of Asturias, Food Bank Foundation of Asturias and the Blood Donors Association of Gijón**, to name a few, with the aim of promoting solidarity and community welfare.

We also collaborate with a large number of **NGOs like Amnesty International, ACCEM, Cáritas and Intermon Oxfam**, amongst others, and **community groups like COPAE** (Council of Organic Agriculture Production of the Principality of Asturias) which reinforces the commitment towards social inclusion and sustainable development.

**Museums,
associations,
social and cultural
institutions and
NGOs**



Agreement with VALNALÓN

As proof of our commitment towards education in crafts and the dissemination of the values of crafts trades, the Crafts and Ecological Market Cultural Association has signed a **collaboration agreement with the Industrial City of Valle del Nalón, S.A.U. (VALNALÓN)** to encourage a culture of entrepreneurship which ultimately contributes to social change through education.

ValNalón, renowned for its programme **The education chain for entrepreneurs**, covers all the stages in the education system with projects which are specifically designed to instil the spirit of entrepreneurship. **Our Association provides a valuable perspective to the project and links entrepreneurship to crafts.**

Up to date, we have participated in four educational programmes for students of primary and secondary education: EME (Starting up at school), JES (Young Social Entrepreneurs), EMC (An enterprise at my school) and Desafío AE (Challenge AE).

This agreement will contribute to **expanding our collaboration** and information of crafts to more educational centres as well as to strengthen the connection amongst tradition, innovation and entrepreneurship.

**We encourage the
understanding of
crafts by connecting
tradition, innovation
and education with
ValNalón**



Signing agreement with VALNALÓN

Private institutions

The Association has forged significant relations with private institutions in the course of its existence. Amongst these collaborations we highlight the strategic support offered by **Caja Rural de Asturias, which values the importance of our projects and contributes to their development through funding.**

We have also worked with other relevant institutions like **Oviedo Cathedral and Alvargonzález Foundation** with the objective of strengthening our cultural and social mission.

Caja Rural de Asturias

Our collaboration with Caja Rural de Asturias represents one of our most **strategic foundations.**

This support **endorses the cultural and social values of our projects and economically contributes to our constant growth.** Caja Rural de Asturias understands the vision of our association and promotes initiatives that connect sustainability, crafts and development for the benefit of Asturian people.

**Guarantee to
continue growing
and launching
initiatives that
benefit Asturias**




**FUNDACION
CAJA RURAL.**
DE ASTURIAS


**FUNDACION
CAJA RURAL.**
DE ASTURIAS


**FUNDACION
CAJA RURAL.**
DE ASTURIAS


**FUNDACION
CAJA RURAL.**
DE ASTURIAS

Market stands

collaborating institutions

- Consejería de Transición Ecológica, Industria y Desarrollo Económico (Regional Department of Ecological Transition and Economic Development of Asturias)
- Consejería de Medio Rural y Política Agraria (Regional Department of Rural Environment and Territorial Cohesion of Asturias)
- Caja Rural de Asturias
- Junta General del Principado de Asturias (General Board of the Principality of Asturias)
- European Commission
- Gijón/ Xixón City Council
- Concejalía de Cooperación al Desarrollo y Salud Animal (Department of Development Cooperation and Animal Health)
- Concejalía de Derechos, Bienestar Social, Educación, Infancia y Juventud (Department of Rights, Social welfare, Education, Children and Youth)
- Concejalía de Medio Ambiente y Movilidad (Department of Environment and Mobility)
- Municipal Foundation of Culture, Education and Universidad Popular
- IMPULSA
- Oficina de Normalización Llingüística (Office of the Asturian language standardisation)
- Oviedo/Uviéu City Council
- Avilés City Council
- Cultural Factory of Avilés
- Mieres Town Hall
- Siero Town Hall
- Gozón Town Hall
- Carreño Town Hall
- Villaviciosa Town Hall
- Ribera de Arriba/ Ribera d'Arriba Town Hall
- Piloña Town Hall
- Sariego/ Sariegu Town Hall
- Cangas de Onís/ Cangues d'Onís Town Hall
- Cangas del Narcea Town Hall
- Lena/ Llena Town Hall
- Cabrales Town Hall
- Colunga Town Hall
- Grado/ Gráu Town Hall
- Peñamellera Alta/ El Valle Altu de Peñamellera Town Hall
- Las Regueras/ Les Regueres Town Hall
- Ribadedeva Town Hall
- Bimenes Town Hall
- Aller/ Ayer Town Hall
- Valdés Town Hall
- Somiedo/ Somiedu Town Hall
- Llanes Town Hall
- Plasencia Town Hall
- Castro Urdiales Town Hall
- University of Oviedo
- Museum of Fine Arts of Asturias
- Archaeological Museum of Asturias
- Prehistoric Park of Teverga
- Museo del Pueblo de Asturias (Museum of the Asturian People)
- Ethnographic Museum of Grandas de Salime
- Jovellanos Birthplace Museum
- Ecomuseum of Somiedo
- Ethnographic Museum of Quirós
- Asturias Maritime Museum
- Ethnographic Museum of Eastern Ast.
- Bioparc Aquarium of Gijón
- House of Radios Museum in Bimenes
- Historical Archives of Asturias
- The House of Time of Infiesto
- Cathedral of Oviedo
- Monastery of San Pelayo
- San Nicolás Church in Avilés
- San Pedro de Alles
- Compañía para la Gestión de los Residuos Sólidos en Asturias -Cogersa (Solid waste management company in Asturias)

- Empresa Municipal de Servicios de Medio Ambiente Urbano de Gijón. Emulsa (Municipal company of urban environment services)
- Empresa Municipal de Aguas de Gijón. EMA (Municipal water management company)
- FUNDESARTE
- Alvargonzález Foundation
- Selgas-Fagalde Foundation
- Red Cross of Asturias
- Food Bank Foundation of Asturias
- Blood Donors Association of Gijón
- Consejo de la Producción Agraria Ecológica de Asturias-Copae (Council of Organic Agriculture Production of the Principality of Asturias)
- PDO Wine of Cangas
- The Cooperation Network of Towns on the Ruta Vía de la Plata
- Port Authority of Gijón
- Tree nursery La Mata
- Cadena SER radio station
- Public Library La Granja de Oviedo
- Public Library of La Camocha
- Public Library of Roces
- Natahoyo Public Library of Natahoyo
- CAI de Canero (Centre of integration support of Canero)
- CP Virgen de Alba de Quirós (State School)
- CP San Miguel de Gijón (State School)
- CP Melchor Gaspar de Jovellanos de Gijón (State School)
- Virgen Reina School of Gijón
- San Lorenzo School of Gijón
- Artisans Trade Union of Asturias
- Association of Ceramists of Asturias
- Amigos de la Madera Les Forgaxes Association
- Medicus Mundi North
- Asturias x África
- Parkinson Jovellanos
- ACOES
- Solidaridad Médica de España
- Solidaridad Sáhara Association
- Acción Ucrania Association
- Proclade
- Institute of Studies
- Mundo Cooperante Association
- ACCEM
- AMPA Sanatorio Marítimo
- Pueblo y Dignidad Association
- Covide Amve NGO
- African Women Association
- Amnesty International
- Solidaridad Médica de España
- SAUCE
- Expoacción
- Pueblo y Dignidad Association
- World Geologists NGO
- Gipsy Secretariat
- Don Orione Foundation
- Solidaridad con la Causa Árabe Committee
- Cáritas
- Late Asturias
- Asociación Belenista de Gijón (Association for Nativity Scene Makers in Gijón)
- Amigos del Perro Foundation
- Levántate y Danza Association
- Centro Social de Personas Mayores de Moreda (Social centre for the elderly)
- Cuídome, Cuídame Association
- Touristic Parador el Molino Viejo
- Ciudadela de Celestino Solar
- Campa Torres Archaeological-Natural Park
- Club Natación Santa Olaya
- CMI El Llano (Municipal centre)
- CMI Ateneo La Calzada (Municipal centre)
- CMI El Coto (Municipal centre)
- CMI La Arena (Municipal centre)
- CMI Pumarín Gijón-South (Municipal centre)

Thank you for accompanying us in this journey through the values and the essence of our Association. This dossier shows the shared commitment to promote crafts, sustainability and responsible consumption. Each market, activity and collaboration originate from our deep desire to preserve our roots and culture. They are enhanced with innovation and a solid social compromise to offer meaningful and unforgettable experiences. We strive to become that meeting point where stories come alive, ideas inspire and learning becomes joy.

Our passion and vision into the future invite you to our next event.

Join us!



**Discover more about us
on our website**

mercadoartesanoyecologico.com



Scan our QR code!



Video XX Anniversary
"The Revolution of Earth"



Collaborators



Principado de
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Consejería de Transición
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Ayuntamiento
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visita **gijón**



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