

## **Rompemoldes: innovation and tradition join in Seville in a renewed artisan complex**

LOCATION: Seville

DURATION: 1'57"

**SUMMARY:** An old artisan complex in Seville has been renewed by the City Council of the city to promote craft. This space, called 'Rompemoldes' or 'Mould-breaker' is inhabited by 18 artisans, intending to recover the culture of lost professions but also integrating new art forms as graphic design. They do not just live in this complex, it is also a space that client can visit to shop. This way they avoid intermediaries and all the benefit goes to the persona that has made the product.

### **VTR:**

Recovering the sound of the potter's wheel or seeing how a small glass bottle is formed. This is the essence of 'Rompemoldes' or 'Mould-breaker', an old artisan complex that has been renewed to return the culture of old professions to the Andalusian capital, Seville.

**ALEJANDRO GARCÍA**  
Potter

*"This was an artisan complex in the past, but the conditions... it was a ruined building."*

**PABLO FERNÁNDEZ**  
Luthier

*"And the City Council decided to rehabilitate it to create a similar space and this way promoting craft in the area."*

A space shared by 18 artisans where we can also find more contemporary professions as graphic designer. An alliance with modernity that becomes a strength.

**SERGIO HERRERA**  
Graphic designer

*"It is really good having a potter next to you, a guy who makes ceramics, another that makes paper; you can always collaborate and make a product together."*

**SONIA OSUNA**  
Glass artisan

*"Things we can also do in group, also the artisan has always tended to be isolated, for me is very interesting and we are just starting, we have a long way ahead."*

It is a work space but also an attractive showcase for the public. They can buy here, directly to the artisan, what a few minutes ago was made in front of them.

**ALEJANDRO GARCÍA**  
Potter

*"Having a space is a good idea, not having to sell your products to a third party, to a wholesaler, or to shops that charge you with a commission; you can sell directly to the public."*

**SONIA OSUNA**  
Glass artisan

*"It is a more interesting way to get to the public, joining everyone's effort to make us known, it is publicity."*

An opened window to the past in the twenty-first century that can also be a tourist attraction.