



Threads and knots: senior entrepreneurship by a net mender

LOCATION: Aljaraque (Huelva), Punta Umbría (Huelva)

DURATION: 1'15"

SUMMARY: Juan José de la Villa worked as a net mender in his hometown, Punta Umbría in Huelva; but one day he lost his job as the fishing activity of the area decreased. However, after two years of unemployment he decided to reinvent himself. Now he makes a living applying the skills he acquired as a net mender to make curtains, lamps, bags and other decorating objects.

VTR

AMBIENCE: "I am going to take threads and sailing knots to flamenco dresses."

Juan José's head is full with ideas. Using the macramé knitting technique and sailing knots he makes curtains, bags, lamps...

JUAN JOSÉ DE LA VILLA
Net mender and craftsman

"My intention is also making bed headboards."

This is how he makes a living today... but during 40 years this was his work place. He was a net mender, like these men.

JUAN JOSÉ DE LA VILLA
Net mender and craftsman

"We had to mend nets, make new nets."

Then he lost his job due to a decrease in the fishing activity of the area. After two years of unemployment he decided to start all over again but...how? Using the skills he had acquired working as a net mender to make curtains like these ones.

JUAN JOSÉ DE LA VILLA
Net mender and craftsman

"I have made many curtains and none of them are similar, none."

AMBIENCE: -"What do you think about this one?"

- "How lovely!"

Juan Jose's wife has been a great support for him.

ISABEL PEGUERO
Juan José's wife

"I had to, it is his dream."

And using the Internet he sells his products using Facebook and his blog; despite not long ago, he wasn't even able to turn on a computer. But that changed after assisting to the computing classes given at the Guadalinfo centre for digital literacy.

JUAN JOSÉ DE LA VILLA
Net mender and craftsman

"I have reinvented myself"

Establishments in Punta Umbría, Huelva, already show his curtains; and even four star hotels like this one require his services. A happy ending to the story of this senior entrepreneur.