

A supportive experience aiming to relaunch the commercialisation of botijos to the world

LOCATION: La Rambla (Cordova)

DURATION: 1'41''

SUMMARY: The Botijo Online project is joining a risky business gamble, on the unusual product, with the social labour development of the mentally handicapped members of the Cordovan town, La Rambla. Through the commercialisation of botijos to everyone, the aim is to revitalise La Rambla artisan works and support the inclusion of these people by employing them.

VTR:

The botijo was the popular and cheap way to cool water when there was no electricity. Gradually it fell into disuse and the majority of its production is now sold as decorative items. Thanks to the Botijo.online business initiative, this artisan exhibition from the Cordovan town of La Rambla is on sale to everyone.

Alfonso de Cabo
Consultor and Promoter of
Botijo.online

"We always talk about how unrecognised on social networks, on the web, and others, La Rambla's ceramics is. And all of a sudden I thought... Let's try sell botijos, which is insane."

This botijo sales platform has an important social aspect, given that people with mental disabilities are taking part in the packaging process, shipping and manufacturing of supplements such as crochet covers, whose sales will impact the Association they're part of.

Alfonso de Cabo
Consultor and Promoter of
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"We saw it had impressive social potential regarding labour inclusion of those with mental disabilities."

M^a José Aljama
N^a Sra. de la Esperanza
Association Director

"They have the right to work, and so they're giving us a chance to do so."

In La Rambla only two artisan potters remain, who both know how to make white botijos whose manufacturing process lasts twelve days. Alvaro Montaña is one of them.

Álvaro Montaña
Artisan Potter

"It's a trade which, in a way, is dying out."

After the arrival of plastic and fridges, this ancestral way of drinking from a cool clay container, which looked resigned to disappear, is getting a second wind thanks to the botijo.online initiative. La Rambla Botijos for the world.