



# Atlantic Social Lab

Cooperation for the promotion of Social Innovation

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## ATLANTIC SOCIAL LAB STUDY VISIT REPORT - STUDY VISITS HELD IN AVILÉS

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<b>A. GENERAL INFORMATION</b>	
<b>Date</b>	12 – 09 – 2019
<b>Location:</b>	Avilés
<b>Name</b>	Factoría Cultural de Avilés <sup>1</sup>
<b>Legal Status</b>	Public non-profit organisation
<b>Contact Details</b>	Responsible: Anabel Alonso Email: eceramica1@ayto-aviles.es Phone no.: +34 985 548 617 Website: <a href="http://aviles.es/web/cultura/factoria-cultural">http://aviles.es/web/cultura/factoria-cultural</a>

<b>B. SHORT DESCRIPTION</b>	
<b>Objectives</b> <i>(identify the main goals of the project and target groups addressed)</i>	<p>The Cultural Factory is a multidisciplinary arts centre<sup>2</sup>, located in the building of a former shirt factory, built in 1950, for the development of the textile industry. It was in 2007 that the works of the Cultural Factory began to open its doors, depending on the Avilés Municipal Culture Foundation, which gives it its annual operating budget. The primary objective of the Culture Factory is to bring the entire population of the region of Avilés closer to the culture of both the region and Asturias. This non-profit public organization has as its target audience children, youth, adults, the elderly, people with learning disabilities and people with disabilities. It should be noted that there is great work being done on the part of the Factory in bringing people with disabilities closer to culture in order to achieve greater socialization of these individuals in society.</p>
<b>Methodology</b> <i>(identify the methodological principles, mode of operation and level of intervention)</i>	<p>Methodologically speaking, there is a direct perspective of work-action and action-research between the population and the "services" provided by the factory. As the primary objective of the Factory is facilitating the access to culture and the dissemination of culture to the population of the region, the organization has the necessary facilities and resources so that there can be an active participation of the population and a constant interest in art and culture.</p> <p>As mentioned above, the Factory is a multidisciplinary arts centre that aims to provide the local population with the tools, facilities and know-how necessary to bring them closer to the cultural issues related to the city. The building is therefore prepared to meet the demand of the population and as such consists of: four floors, with a library, warehouse, two changing rooms, and space for electric and gas ovens. In addition to these resources, it also has two computer classrooms, four classrooms for pottery workshops, a painting room, a binding room, a leather and glass workshop room and, finally, a room for recordings and shows.</p>

<sup>1</sup> Photograph 1 - Entrance of the Factoría Cultural de Avilés

<sup>2</sup> Photograph 2 - People with special needs having a geography and painting class at Factoría Cultural de Avilés

## C. MAIN FINDINGS

<p><b>Social Needs</b> <i>(identify the social needs the organisation intends to fill)</i></p>	<p>In terms of the objectives and mission that guide the Cultural Factory, this public non-for-profit organisation intends to meet and fulfil the following social needs:</p> <ul style="list-style-type: none"> <li>• Need to disseminate culture in the region of Avilés;</li> <li>• Need for training of the population;</li> <li>• Need for employability;</li> <li>• Need for social interaction between city-citizens-culture;</li> <li>• Need for social inclusion of various types of individuals from culture (elderly, disabled, learning disabilities, among others).</li> </ul> <p>In short, the most prominent social need that the Cultural Factory is trying to address is the engagement of the Avilés population in arts and culture. From the culture, there will be a greater and better integration of population (with or without social difficulties) in society. On the other hand, there will be a greater vitalization and dynamics of culture in the Avilés region.</p>
<p><b>Social Innovative Practices</b> <i>(identify the main social innovative practices developed and the extent to which the work developed responds to those needs)</i></p>	<p>Thus, the operation mode and the level of intervention had to take into account engagement between city-citizens-culture, as well as, the vitalization of the city in a cultural way. Taking into account the facilities and the workshops that the factory can offer to its users, they can empower the citizens of the city with tools and know-how that will be able to help them and the city to improve their cultural knowledge. In this way, the community can use the facilities, resources, material, and can also have access to classes in pottery, production, painting, theatre, cooking, glass, among others.</p> <p>In order to obtain the predetermined objectives that will meet the social needs mentioned, since its creation, the Factory has carried out and continues to carry out a panoply of activities, events and projects which promote the engagement, formation, training and participation of the community, such as:</p> <ul style="list-style-type: none"> <li>• <u>Municipal School of Ceramics</u>: The Municipal School of Ceramics is a collaborating centre of the Employment Service of the Principality of Asturias, and teaches courses aimed preferably at the unemployed; courses such as moulds and emptying, or traditional pottery (level 1 and 2 of professional qualification - the students will obtain a professional certificate);</li> <li>• <u>Popular University</u>: The University began its journey in 1901, restarting the activity in 2001 and imparting its disciplines in the Cultural Factory building since 2010, maintaining its objective of spreading culture among citizens. The subjects and activities are organized around the Art and Crafts areas, New Technologies of Communication, Health and Environment, Languages and Communication, History and History of Art, Cultural and</li> </ul>

	<p>Gastronomic Heritage.</p> <ul style="list-style-type: none"> <li>• <u>Artistic Creation Centre</u><sup>3</sup>: The Centre has four workshops for plastic arts. Besides that, this project also have several rooms dedicated to rehearsal for musicians, dance rehearsal, stage box, a recording studio, a conference room and a multipurpose space.</li> </ul>
<b>Collaboration and Networks</b> ( <i>identify the main connections of the organisation</i> )	<p>Its collaborative network has as agents, the Avilés Municipality, Social Enterprises, Private Companies; Local Residents; and Local Communities. Besides this collaborative networks, the Cultural Factory has a significant role in the participation of Avilés in other European Projects such as WOMARTS or 4HCREAT.</p>

#### D. MAIN CONSTRAINTS TO SUCCESS

<b>Challenges and Barriers</b> ( <i>identify the main problems that the organisation faces: financial resources, human resources, networks, innovative environment...</i> )	<p>The biggest challenges this organization faces are economic and financial challenges since they are heavily dependent on national and regional funds and on the goodwill of local enterprises. Another point that is a challenge for this organization is the lack of resources and some problems with the facilities and equipment, although the physical resources and space is good, it does not always meet demand from the community.</p>
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#### E. CONCLUSIONS

<b>Key Concluding Lines</b>	<p>In short, it is observable, that the Cultural Factory has a proactive and civic participation attitude within their community and city. From music, theatre, painting, pottery among others, they try to teach and engage the citizens of Avilés with Arts and Culture<sup>4</sup>. At the same time, they try to vitalize and bring to the city events and spectacles that stimulated its culture and economy.</p>
<b>Other information considered relevant</b>	<p>Nothing relevant to add.</p>

<sup>3</sup> Photograph 3 - Show Room of the Factoría Cultural de Avilés

<sup>4</sup> Photograph 4 - Art Exhibition by People with Disabilities

## Study Visit Photos



*Figure 1 - Entrance of the Factoría Cultural de Avilés*



*Figure 2 - People with special needs having a geography and painting class at Factoría Cultural de Avilés*



*Figure 3 - Show Room of the Factoría Cultural de Avilés*



*Figure 4 - Art Exhibition by People with Disabilities*

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**Review:** Hugo Pinto and Atlantic Social Lab Partners