



# 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>	15 – 06 – 2022
<b>Location:</b>	Avilés
<b>Name</b>	Factoría Cultural de Avilés
<b>Legal Status</b>	Public non-profit organization
<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>	The Cultural Factory is a non-profit multidisciplinary public arts centre, located in the building of a former shirt factory, built-in 1950. The Cultural Factory opened its doors in 2007 and is funded by the Avilés Municipal Culture Foundation. The primary objective of the Culture Factory is to bring the entire population of the region of Avilés closer to the regional and Asturian culture. This non-profit public organization has as its target audience children, youth, adults, the elderly, etc. It should be noted that the centre makes particular efforts to extend its services to people with disabilities and promoting their access to culture, as a means to promote their social inclusion.
<b>Methodology</b> <i>(identify the methodological principles, mode of operation and level of intervention)</i>	<p>The mode of operation is based on an open, work-action, and research-action logic. In this sense, there is a synergy between the target population and the existing services. Through a set of facilities and resources developed to facilitate the population's access to culture and art, the Factory seeks to be an active agent in the development of skills and competencies through artistic expression. 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.</p> <p>The building is therefore prepared to meet the demand of the population and as such consists of four floors, with a library, a 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, and a room for recordings and shows.</p>

<b>C. MAIN FINDINGS</b>	
<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>• To disseminate culture in the region of Avilés;</li> <li>• The training of the population;</li> <li>• Promote employability;</li> <li>• Foster social interaction between the city, its citizens, and culture;</li> <li>• To promote the cultural inclusion of various types of individuals (elderly, people with physical or learning disabilities, among others).</li> </ul> <p>The most prominent social need that the Cultural Factory is trying to address is the engagement of Avilés' population in arts and culture. Through culture, as culture is a vehicle for social inclusion. On the other hand, there will be 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>The operation mode and the level of intervention had to take into account engagement between city-citizens-culture, as well as the cultural vitalization of the city. Concerning the facilities and the workshops that the factory can offer to its users, they can empower the citizens with tools and know-how that will help them and the city to improve their cultural knowledge. In this sense, the community can use the facilities, resources, material, and also have access to classes in pottery, production, painting, theatre, cooking, glass, among others.</p> <p>The main projects being developed at the moment are:</p> <p><b>Program 001.</b> Awareness program for personal, social, and labour integration in equal conditions, and promotion of the employability of people in situations of social exclusion (Visions of the textile and sewing world. Year 2019; Window dressing, ephemeral architecture and props. Year 2020; Landscape 4.0. Year 2021; Apprenticeships in cinema. Year 2022; Landscaping: orchard and pruning. Year 2022).</p> <p><b>Program 002.</b> Employability, self-employment, entrepreneurship, and social integration program for young people and adults in rural areas and suburbs of cities, through training in basic skills, ICT, and network. (Rural art: Earth, water and fire. Year 2019: The art of bonsai. Molds for bonsai. Year 2020; Performing art and its digitization. Year 2021; Fusion 1.0: Traditional and contemporary crafts: basketry, ceramics and engraving. Year 2022; Fusion 2.0: Ceramics and jewellery: crafts and design).</p> <p><b>Program 003.</b> Program for the development of experiences of social and labour integration, of values of solidarity, tolerance and equality aimed at youths and adults (Mask and reserve: Techniques to illustrate with spray. Year 2019; Independent artistic creation workshop: urban art, graffiti and</p>

	muralism. Year 2020; BA Culture. Born artist. Year 2021; BA Culture 2.0. Born artist. Year 2022).
<b>Collaboration and Networks</b> ( <i>identify the main connections of the organisation</i> )	Its collaborative network includes the Avilés Municipality, social enterprises, private companies, local residents, and local communities. Besides these collaborative networks, the Cultural Factory has a significant role in the participation of Avilés in other European art and cultural projects such as WOMARTS or 4HCREAT.

<b>D. MAIN CONSTRAINTS TO SUCCESS</b>	
<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 of economic and financial nature, since they are heavily dependent on national and regional funds, and on the goodwill of local enterprises. The pandemic exacerbated these difficulties.</p> <p>With the pandemic and the reduced activity, the distanced between the Cultural Factory and the population of Avilés grew. Currently, the Factory is seeking to bring back former and new users back in order and grow their activities.</p>

<b>E. CONCLUSIONS</b>	
<b>Key Concluding Lines</b>	<p>It is observable that the Cultural Factory has a proactive and civic participation attitude within its community and the city. From music, theatre, painting, pottery, among others, they try to teach and engage the citizens of Avilés with arts and culture. At the same time, they try to vitalize and bring to the city events and spectacles that stimulated its culture and economy.</p> <p>The focus on artistic expression has proven to be a tool capable of promoting the social inclusion of people at risk of vulnerability or with disabilities, namely through professional insertion or the promotion of artistic careers. In addition, Factoria has generated results in the development of scholarships for artists and the creation of synergies between local artists.</p>
<b>Other information considered relevant</b>	Nothing relevant to add.

## Study Visit Photos



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

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*Figure 2 – Ceramic Work by People With Disabilities under the project “Symbols” a European project that works on the theme of death through the symbolism of cemeteries.*

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