



Artisans at work ÉCONOMUSÉE®

NORTHERN IRELAND

Welcome to our E-Newsletter

June 2017



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Économusée is Highly Commended at Tourism NI Awards

To celebrate and raise awareness of our six fabulous hard working artisans, Causeway Coast and Glens Heritage Trust entered the **Artisans at Work, Craft Reach Économusée** project in the Tourism Innovation section of the prestigious Tourism NI 2017 Awards

Entry to the Tourism NI Awards carries the potential for gaining an independent, professional and prestigious accolade for the tourism service.

The three shortlisted finalists were:

Atlantic Sessions, Causeway Coast and Glens Borough Council/Snow Water Partnership
'Artisans at Work' Craft Reach Économusée, Causeway Coast and Glens Heritage Trust and Museum of Free Derry.

The 2017 winner was Atlantic Sessions with Artisans at Work receiving the Highly Commended award.

Artisans representing Brighter Gold and Scullion Hurls Économusées joined Tierna and Graham from the Causeway Coast & Glens Heritage Trust and guests from Tourism NI and Mourne Heritage Trust to await the announcement and celebrate the success.

Diageo, a global leader in alcoholic beverage, was the main sponsor of the event which was held in the luxurious grounds of Enniskillen Castle in the newly refurbished Gateway Visitor Centre and historic Castle Yard. Among the guests at the Black Tie event was NI First Minister Arlene Foster.

In the photo: (left to right) Graham Thompson

and Tierna Mullan (CCGHT); Leona Kane (Brighter Gold Économusée); Brenda Murphy (Tourism NI) and John Burns (Scullion Hurls Économusée)



YOUTH PLACEMENT NEWS

Through the Craft Reach Économusée project, Caroline Getty, a young ceramicist from Bushmills is going to Breeogue Pottery Économusée in Sligo in July on youth placement.



**BALMORAL
SHOW 2017**
BALMORAL PARK
10TH - 13TH MAY
Ulster Bank



A huge and significant part of our role as the project partner for the Économusée project in Northern Ireland and particularly in the Causeway Coast & Glens region is to provide business support for our artisans.

We have 6 unique and very different artisans in the area and we represented all of them in one 'bulging at the seams' trade-stand in the Eikon Exhibition Centre at the Balmoral Show from Wednesday 10th May through to Saturday 13th May.

More than 115,000 visitors attended the 149th Balmoral Agricultural Show.

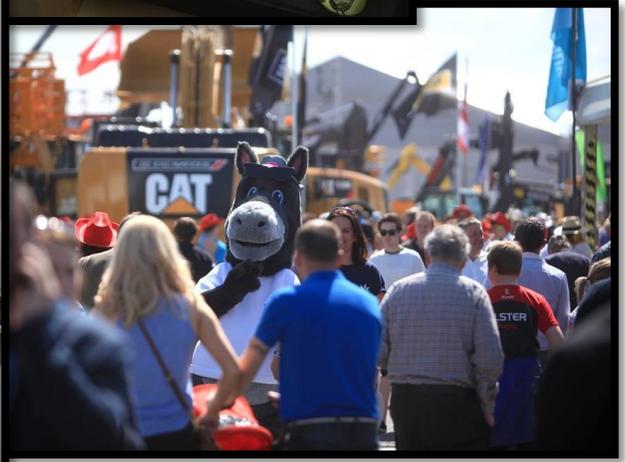
Golden Opportunity to escape the Election Campaign

UK Prime Minister, Theresa May visited Balmoral Show last month and made a bee-line for the Brighter Gold stand.

Leona and Kerry are seen here giving the Prime Minister the full sales pitch!



CCGHT manned the stall for four days answering questions and distributing leaflets to our biggest audience yet.



Causeway Coast Stars!

Our first Phase III Économusée has been launched!

John McKenna, Irish author of the McKenna Food Guides launched Ursa Minor as the fourth Économusée along the Causeway Coastal Route on 13th April.

Guests including the Mayor of Causeway Coast & Glens Borough Council, Maura Hickey and NI Assembly member Philip McGuigan MLA turned out to sample the mouth-watering delights of Ursa Minor Bakehouse Économusée. Owners Ciara and Dara took the opportunity to showcase their craft and provided tours of the artisan bakehouse and in depth descriptions of all the culinary masterpieces.

Following the event there was huge

media attention with details of the launch appearing in many of the local and national newspapers and social media sites.



group of pioneering craftspeople across the world.

"We look forward to creating working relationships with the artisans, as well as welcoming groups into our bakery and spreading the word about sourdough bread."

Ciara O'hArtghaile said: *"It's fantastic to join the amazing Économusée Network of artisans - we are honoured to be counted among a*

BTS Concept in Coleraine was the company behind the interior design and interpretation at Ursa Minor.

A Revolution in Craft Beer

UTV presenter Pamela Ballantine officially launched Hillstown Brewery Économusée on Wednesday 31st May with a ceremonial smashing of a sacrificial bottle of beer.

Nigel Logan from Hillstown Farm and one of the Directors of Hillstown Brewery commented: 'A few years ago we produced a craft beer to feed to our cattle to create wagyu Beef which is a popular Japanese style beef. This led to a partnership with Get 'er Brewed and the development of Hillstown Brewery. We approached the Causeway Coast & Glens Heritage Trust about the Économusée concept as we felt that Hillstown could offer visitors an insight into the craft and heritage of farming and the unique diversification into the brewery business.'

Nigel's business partner Jonathan Mitchell added: 'We have worked closely with Causeway Coast & Glens Heritage Trust and Circle Creative Communications to de-

sign, develop and install storyboards and infographics which explain

the history and process of the brewery business here at Hillstown. Visitors will be able to take a tour of the brewery which is guaranteed to stimulate all five senses!

Hillstown Brewery works in collaboration with local businesses Middletown Coffee and Galgorm Resort to create revolutionary and unique craft beers.

Mid & East Antrim Mayor Audrey Wales MBE was a guest speaker. Paul Frew MLA represented the NI Assembly whilst other guests included representatives from Tourism NI, Food NI and Drinks Inc.

We look forward to working with Nigel and Jonathan in the future as we continue to promote and market the NI Économusée Network.



