

The logo for INNOCRAFTS features a central point from which several colorful, teardrop-shaped lines radiate outwards in various directions, resembling a stylized sunburst or a cluster of tools. The colors include red, yellow, blue, green, purple, and orange.

INNOCRAFTS

The logo of the European Union, consisting of a blue square with twelve yellow stars arranged in a circle.

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The logo for INTERREG IVC, featuring a stylized sunburst or starburst design with multiple colored lines radiating from a central point, similar to the INNOCRAFTS logo but smaller.

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Knowledge transfer Case study: Early stage research into Waterford's Glass sector potential

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Head of Market Development

Design and Crafts Council of Ireland

Glassmaking in Waterford

- 1783 glassworks founded in Waterford city
- Grew to prominence in new world through British Empire trade routes with chandeliers, decanters and stemware
- Exhibited in the Crystal Palace Exhibition 1851
- Closed soon after due to high tariffs imposed on Irish made goods by the British Crown

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20th Century Redevelopment

- 1947 Waterford glass reestablished
- 1989 the largest crystal brand in USA with 3,500 employees in Waterford city
- Acquires Wedgwood, Rosenthal, Royal Doulton – Waterford Wedgwood plc
- 2009 the group collapses

Factory Closure

- Brands were acquired by US venture firm
- Factories closed
- 1,700 waterford employees made redundant
- Pension fund closed down

Today

- Waterford Crystal brand is owned by WWRD Holdings
- The House of Waterford Crystal visitor experience in the Viking Triangle
 - 158,000 visitors in 2014
 - 180 employees – retail, demonstrations and back-office
 - 99% of glass made in Germany and Eastern Europe
- A number of small enterprises established by former employees of the Waterford Crystal factory



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Artisan production

- Irish Handmade Glass Company
- Sean Egan Art Glass
- Several other small companies

IHGCo. Jameson Tumblers



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Other glass production

- Emerald Crystal
- Heritage Crystal

Challenges

- Smaller companies striving to make a living
- No identified location for glass production in the city - currently viewed as a visitor experience only
- No coherent retail proposition
- Lack of crossover between glass and technology
- Need for additional supports for SME's and micro-enterprises

Meisenthal – Knowledge transfer

- A high level delegation from Waterford visited Meisenthal
- “Made in Meisenthal” facility
 - Research and Development
 - Education
 - Museum
- The big brands: Lalique and Saint Louis

Who attended

- Director of Services Waterford City Council
- Head of School of Business, Waterford Institute of Technology (WIT)
- Head of Education, Design and Crafts Council of Ireland
- Head of Market Development, Design and Crafts Council of Ireland
- Chief Executive, Waterford Viking Triangle Trust

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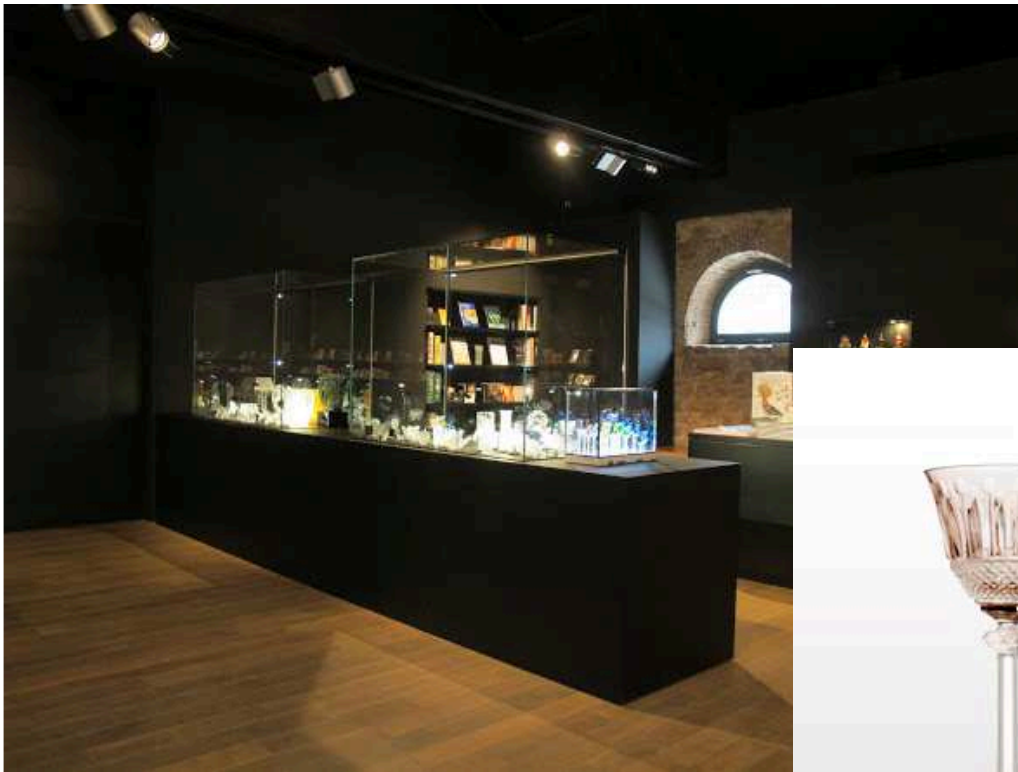
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Meisenthal



Lalique Museum, Saint Louis



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Post visit workshops and Consultation

- Members of the craft community
- City council
- Former employees
- Tourism bodies
- Enterprise Ireland

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A glass centre of excellence

- Inspired by Meisenthal region, Pilchuck Glass School, Corning Museum of Glass, Bornholm model
- Leveraging recognition of Waterford since 1783
- Innovative educational programmes
- A visitor experience and museum
- Supports for micro-enterprises
- R&D facilities
- Retail and tourism

Enterprise Supports Required

- Market focused supports for SME's
- Preservation of skills in traditional glass practices in the city (cutting, sculpting, engraving and blowing)
- Research and innovation grants
- Programmes to support glass production
- Creation of a location based umbrella brand



The Blaa

Article Talk

Read Edit View history Search

Blaa


From Wikipedia, the free encyclopedia

A **blaa** /blæz/ is a doughy, white **bread** bun (roll) speciality; particularly associated with **Waterford, Ireland**.^[1] Its currently made in **Waterford** and **County Kilkenny**^{[2][3]} and was historically made in **Wexford**.^[4]



The blaa is usually very soft and covered with **white flour**. This variety of blaa is more chewy, while the second popular variety has a crusty but tasty exterior. Blaas are sometimes confused with a similar bun, known as a **bap**, which is often served with less flour. They are square in shape and are most notably identified by the white flour shaken over them before the baking process.

Eaten mainly at **breakfast** with **butter**,^[citation needed] they are also eaten at other times of the day with a wide variety of fillings, including a type of **luncheon meat** often referred to as **red lead**^[5] for its distinctive red colour. **Corned beef** is also a popular filling^[citation needed]. The breakfast blaa (egg, bacon rasher and sausage) is more common than the breakfast roll in Waterford^[citation needed]. Blaas quickly lose their freshness and are best consumed within a few hours of purchase.

Blaa



Alternative names	bla, blah
Course	Usually breakfast
Place of origin	Ireland
Region or state	Waterford
Main ingredients	white flour
Ingredients generally used	yeast, sugar, water, salt

 Cookbook:Blaa  Blaa

Contents [hide]

- History
- See also
- References
- External links

History [edit]

Said to have been introduced to the city at the end of the 17th century by the **Huguenots**,^[6] the word is thought to have been derived from the **French** word for white, *blanc*^[citation needed]. This theory is disputed because although white flour existed in the 17th century,^[7] it was not widely used until mass production of the industrial revolution. Another possibility is a derivation from the French word blé, which is used for certain types of flour, or the Latin root "blandus" which gives the English word "bland" and the Spanish word for soft^[citation needed].

On 19 November 2013, the Blaa was awarded **Protected Geographical Indication status** by the by the European Commission.^[8]

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Educational opportunities

- Development of a centre within WIT for research
- Creation of incubator space embracing new technologies in glass Development of a materials library connected to and located within the WIT18
- Master-classes, invited artists and designers -in-residence for traditional and technological developments
- Potential for the development of a Level 7 capability within WIT for up to 15 students per year

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Tourism interventions

- Develop immersive and/or learning experiences
- Creation of a glass trail
- Creation of a museum for the National collection of glass
- Creation of a contemporary art space
- Waterford needs to join the global glass community

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Partners– benefits and challenges

- Waterford City and County Council
- Design and Crafts Council of Ireland
- Waterford Institute of Technology
- Creative Europe 2014 – 2020
- European Regional Development Fund
- Local Enterprise Office
- Tourism Ireland
- A local champion is required

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Conclusion

- We are at the beginning of a journey to build something new in Waterford
- Knowledge sharing is vital across the EU to leverage the significant potential to grow our markets beyond our borders in craft, tourism innovation and exports

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Thank You

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