



ART RESIDENCE

Location: Georgia/ Shida Kartli,

Key words: Art & Craft, ceramic design



The modern art space "Art Residence" belongs to a ceramist and designer, Otar Vepkhvadze and a painter, Ia Gigoshvili. This place is visited by people of various professions from all parts of the world. Properly arranged interior allows. The interior provides an opportunity for creative work. Visitors may view pieces of work of the hosts in the gallery and attend ceramics masterclasses. According to hosts, "Art Residence" is the space where Georgian and foreign artists meet each other. Their activities are directly linked to development of creative tourism - tourists meet artists, while foreign artists can visit the space and work there.

Tourists can also stay at the hotel overnight. The overnight accommodation offer includes cultural and walking tours too.

Marketing approach

The goal of visiting "Art Residence" by tourists is to study working on ceramics. The studio additionally offers tourists masterclasses in easel graphic works, working on Murano glass. Georgian cloisonné enamel, jeweller's art etching technologies and printing are taught in case of desire. Tourist can visit musical events, listen to the Georgian live music and taste family wine pressed in family vineyards.

Financial situation

The hosts developed the business using their own funds and new ideas came to their mind during the work

process. The hosts say that there is a need of engagement of the state. In their opinion, the governmental tourism agencies should become familiarized and listen to ideas of similar enterprises and support them. The host emphasizes infrastructure problems, for example, the problem of access road to "Art Villa Garikula" where the hosts have a land parcel. International artist festivals and other events are jointly held here, however, unstable supply of water, power and Internet often hinders this. Lack of interest of local population in engagement in the activities should also be mentioned. For the purpose of promoting

increase of activities and engagement, Otar Vepkhvadze offered additional services - masterclasses in art-therapy to local residents.

At this stage, for promotion of the creative tourism business it is important to study principles of cultural tourism management, improve social media management competences and conduct trainings in hospitality service to the service staff.

Success factors and challenges

The hosts say that these creative works are created at dictation of the "Highest Power". Mood, emotion,



Project funded by EUROPEAN UNION



desire to create and share to society are important for success. The main goal of the hosts is to create a harmonious environment.

Plans for the future development

For the future, they plan to expand a long stall in the studio and want to place everything in one space to make the environment

better perceptible for tourists. They want to use additional materials, including the local Georgian clay which has its colour and spirit, as well as make glazes by turquoise stones of the local Tedzami River.

GALLERY:



Source of the images: <https://www.facebook.com/artistsresidencegallery>

Joint Operational Programme Black Sea Basin 2014-2020
Varna University of Management
May 2021

Joint Operational Programme Black Sea Basin 2014-2020 is co-financed by the European Union through the European Neighbourhood Instrument and by the participating countries: Armenia, Bulgaria, Georgia, Greece, Republic of Moldova, Romania, Turkey and Ukraine.

This publication was produced with the financial support of the European Union. Its contents are the sole responsibility of Varna University of Management and do not necessarily reflect the views of the European Union.