

## LABORAL TO EXHIBIT OBJECTS OF INDUSTRIAL CRAFTSMANSHIP RESULTING FROM THE *DISART* PROJECT OF THE FUNDACIÓN PRODINTEC

Seven artisanal companies from Asturias, in collaboration with designers from the Universidade da Coruña and within the *Disart* project of the Fundación Prodintec, have created more than one-hundred objects, a selection of which will be on exhibit today and tomorrow in LABoral.

The *Disart* project, which began in 2007, is financed by the Programa de Consolidación y Competitividad of PYME [Consolidation and Competitiveness Programme for Small and Medium-sized Enterprises] through IDEPA [Economic Development Agency of the Principality of Asturias]. Its aim is to help artisanal businesses in Asturias bring improved products to the marketplace that meet the demands and suit the tastes of today's consumer.

*Disart* was started up by the Fundación Prodintec in order to improve product conceptualisation and distribution. After auditing the artisanal companies that asked to participate in this project, a series of works were produced in collaboration with the professors and designers of the EUDI [School of Industrial Design] of the Universidade da Coruña. This process culminates in the exhibition of these objects at LABoral throughout today and tomorrow.

Amongst the objects included in the exhibition, one can find leather purses and wallets, dresses and scarves, carrying cases, lamps... It offers everything that can be found at an artisanal fair but with a difference of distinction: that is, with distinctive and differentiating designs inspired by innovative craftsmanship.

The inauguration of the exhibition took place this morning in the Centro de Arte y Creación Industrial. The presentation was given by Rosina Gómez-Baeza (Director of LABoral), Adriano Mones Bayo (President of Prodintec) and Professor José R Méndez Salgueiro (Director of EUDI and Design Director of the *Disart* project).

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