

Portuguese Association of Cities and Villages of Ceramics (AptCVC)

The **Portuguese Association of Cities and Villages of Ceramics**, referred to as **APTCVC**, is a non-profit association composed of municipalities and other entities.

The **APTCVC** is formed by 26 Portuguese municipalities, having as founding members, since 2018, **Alcobaça, Aveiro, Barcelos, Batalha, Caldas da Rainha, Ílhavo, Mafra, Montemor-o-Novo, Redondo, Reguengos de Monsaraz, Tondela, Viana do Alentejo, Viana do Castelo and Vila Nova de Poiares.**

In 2020 **Porto de Mós** and **Oliveira do Bairro** were admitted, followed by **Leiria** and **Condeixa** in 2021, as new associates.

In 2022 the municipalities of **Albergaria-a-Velha, Castelo Branco, Coimbra, Estremoz, Fundão, Loulé, Loures, Vila Real** joined the Association.

These municipalities encompass the main ceramic centers of the national territory, in most cases, characterized by a strong ancestry and ceramic tradition.

APTCVC's mission is to promote and encourage the economic, tourism and heritage development of the territories of the member municipalities with wide ceramic expression, contributing to the strengthening of cultural identity and preservation of collective memory.

To promote, at a national and international level, the protection, preservation and promotion of the cultural heritage associated with the ceramic activity.

VALUES

- Results-orientation;
- Ethics and Social responsibility;
- Transparency and Trust;
- Subsidiarity and Cooperation;
- Appreciation and Solidarity;
- Creativity and innovation;
- Quality and Professionalism;
- Excellence and Sustainability;

Strongly rooted in Portuguese history and culture, Ceramic Production plays a preponderant role in the national economy. In Portugal, this secular activity has been reflected in a diversified and distinct production, of unique characteristics that vary from region to region and that confer an immense patrimonial wealth, recognized worldwide.

Portugal has made a great contribution to ceramics of artistic and artisanal features, for the quality and beauty of its dishes, from utilitarian clays to the finest porcelain, without forgetting the tiles and other productions of the artistic and industrial scope and even the latest forays into modern design, which have been internationally recognized by experts in the field and by the consumer market.

Pottery is a reflection of the society where it emerges and an evidence of the aesthetic sense, allied to the needs of everyday life. To these characteristics are added other factors such as knowledge, ancestral techniques, available raw materials and the capacity for innovation. Portuguese ceramics is assumed as a cultural reference for the history of arts and crafts in the European space, becoming an important identity symbol and a powerful economic resource to develop.

In the century. XVI, the Portuguese clays served the royal tables, passing later – end of the century. XIX and early century. XX – to occupy a prominent position in the main world events of the time, such as the Universal Exhibitions, among the other European counterparts. It was also, under the aegis of the Discoveries, that Faience appears in our country, in the century. XVI, although the appearance of porcelain occurred later, in the century. XIX.

In the route enunciated, it will also be worth mentioning that the Azulejo, as a ceramic species, is assumed as one of the references of Portuguese art at an international level. Currently, a UNESCO project is underway for its recognition as Intangible Heritage of Humanity.

AptCVC also belongs to the European Grouping of Territorial Cooperation of Ceramic Cities - AEuCC, which is a European body that aims at transactional cooperation in the field of art and ceramic production, generating economic and social cohesion among its members. This body, which started with the Member States Spain, France, Italy, Romania, currently also has Germany, the Czech Republic and Portugal and should receive more countries in the coming years.

AptCVC has approved since its creation the appointment of honorary members: APICER - Portuguese Association of Ceramics and Crystal Industries (Coimbra); SOS Azulejo Association, CENCAL - Professional Training Center for the Ceramic Industry (Caldas da Rainha), CEPAE - Heritage Center of Extremadura (Batalha), DEMaC - Department of Materials and Ceramics Engineering of the University of Aveiro (Aveiro), ESAD. CR - Escola Superior de Artes e Design (Caldas da Rainha), PH - Património Histórico PH – Grupo de Estudos (Caldas da Rainha), SPCV - Sociedade Portuguesa de Cerâmica e Vidro (Aveiro), Arq. Manuel da Bernarda (Alcobaça), Mestre Manuel Cargaleiro (Castelo Branco).

In 2022 the following members of the AptCVC Advisory Board were approved by acclamation: Alda Tomás, Creative Director of Vista Alegre, Alexandre Pais, Director of the National Tile Museum, Ana Maria Viegas, head of the Ratton Gallery, António

Lamas, CEO of Aleluia Cerâmicas (Aveiro), Carla Moreira, ARFAI businesswoman, João Bonifácio Serra, retired professor at ESAD. CR and Paula Seabra, professor at DEMaC – Department of Engineering and Ceramic Materials (Aveiro).

The Association organizes annually the following events:

- "National Tile Day" - May 6. This commemorative day of the tile is associated with initiatives of the SOS Azulejo Project.

- "Good Morning Pottery" European Pottery Day – 3rd weekend of May. It is one of the main brand initiatives of ceramic cities at European level, which is promoted by AIC in conjunction with the European Network of Ceramic Cities, involving about 200 cities throughout Europe.

The members of AptCVC participated through their own programs and the most varied mobilizing activities, throughout the country, in the evocation of these days.

AptCVC has a website <https://ceramicadeportugal.pt/>, with a version in Portuguese and English, with a view to the wide dissemination of the actions of preservation and valorization of this cultural heritage, developed by the then 18 associated municipalities. The site encompasses the message and photograph of each mayor, which highlights the role that ceramics have in their community. It also inserts the photograph of the members in the governing bodies of the Association as well as has space for the dissemination of the activities of APTCVC and its associates in the field of ceramics.

The preparation of the preliminary program of the "1st National Congress and Exhibition of Ceramic Cities and Towns in 2024" was maintained, including the Aveiro National Capital of Culture program, but also covering the last weekend of the Aveiro Biennial. It was therefore decided, unanimously, to hold the congress on January 26 and 27, 2024, in the Municipality of Aveiro.

The 1st National Congress and Exhibition of Ceramic Cities and Towns 2024, aims to be a meeting that raises questions to reflect and share by those present duly guided by the most experienced and who with their know-how guide us in the approach.

Two days dedicated to the knowledge of ceramics partners, artists, artisans, industries, traders, shopkeepers who make the raw material of the land their economy.

Honorary Distinctions

A set of rules for the award of honorary distinctions was instituted, namely the AptCVC Porcelain Ceramics Medal and honorable mentions to publicly honor natural or legal persons, national or European, who have contributed or contribute to the aggrandizement, dignification or preservation of the ceramic sector.

In 2023 AptCVC will begin awarding the Distinctions in accordance with the Standards that have since been approved.

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<https://ceramicadeportugal.pt/>