

# ODDAFIP: Technical Specifications

ODDAFIP promotes the actions of artisans around the world to fight for the Sustainable Development Goals (fight against climate change, against inequalities, for gender equality, among others) through a series of 21 short documentaries shot in France, in India and Peru.

Project supported in 2019 and 2021 by the Frame, Voice, Report grant and by the Mindchnagers grant, below are the technical specifications for every documentary.

## Peru

- **SISAN - Craftsmanship that reconnects with the past**

**Length : 5min15**

**Synopsis :** The artisans of the SISAN association have been working for several years in collaboration with the museum of the Sanctuary of Pachacamac to create crafts with a rich history behind them. SISAN was formed by women from the shantytowns that surround this major archeological site, south of Lima, with products that reuse drawings and designs rediscovered during archeological excavations. This work has allowed them to forge strong ties with the area in which they live, whose ancient past they didn't know when they chose to settle there.

- **Ichimay Wari – Telling stories of migration through artisanry**

**Length : 11min02**

**Synopsis :** Maurelio Huaraca is an artisan who migrated to the municipality of Lurin, south of Lima, to escape the conflict with the Shining Path during the 1980s. Even today, his pottery recounts his memories, as well as those of his ancestors, highlighting the rich traditions of the artisans of the Peruvian Andes. With his fellow craftsmen from the surrounding area, united with the Fair Trade Federation "CIAP", he created the "craftsmen's district" which highlights the workshops of a community of that has adopted Lima as their city.

- **Casa Betania – craftsmanship to fight inequality**

**Length : 8min06**

**Synopsis :** San Martín de Porres is a neighborhood in northern Lima that experienced accelerated growth in the 1980s and 1990s, when it received countless migrants from inner Peru, fleeing the violence of the Shining Path. In these troubled times, the Casa Betania association, affiliated with the Fair Trade Federation "CIAP", committed itself to support the most vulnerable women, offering them a source of stable income through Fair Trade. 30 years later, the association continues to be a place of meeting and emancipation for women in the neighborhood.

- **Ceterni Association - Restoring ancestral knowledge to fight against patriarchy**

**Length : 9min27**

**Synopsis :** Northern Peru has a rich and little known past. Recently, the discovery of the tomb of a priestess in the archaeological site of Chotuna-Chornancap proved that the peoples who inhabited this region in Precolumbian times gave a prominent place to women. Archaeologists have promoted the story of this priestess as an example of female emancipation, hoping to inspire the women of the surrounding communities, often subject to a patriarchal system where Bride Kidnapping is commonplace. And the craftswomen of the Ceterni association, who continue to produce textiles in the traditional style, have taken up the story of the priestess as a source of pride.

- **Artisans of Maria – Defending a traditional art in the middle of the Andes**

**Length : 11min55**

**Synopsis :** On the eastern slope of the Peruvian Andes, where the Amazon forest begins, the craftswomen of the village of María produce sheets, scarves and other textile products by perpetuating the techniques of their ancestors. With the support of archaeologists from the impressive fortress of Kuélap, they have even invented new designs, inspired by the geometric figures that appear in this famous archaeological site. However, the construction of a cable car directly connecting Kuélap to the town of Chachapoyas has seriously affected them, by disconnecting their village from the tourist network. But craftswomen continue to mobilize to defend a know-how that is attracting a new generations.

- **CETPRO School – craft education to prepare for migration**

**Length : 4min14**

**Synopsis :** The small village of Huanca, deep in the valleys of southern Peru, is gradually losing its youth. Indeed, many of the new generations choose to leave their family farms to try their luck in the attractive city of Arequipa, a few kilometers away. In order to give them every chance to succeed, the CETPRO school has hired master craftsmen from other regions of Peru to give them artisan skills that will allow them to earn a living when they arrive in the big city.

- **Ayniart – Promoting the know-how of isolated peoples for sustainable production**

**Length : 7min59**

**Synopsis :** Spanish is hardly spoken in the village of Acchahuata, miles away from the city of Cusco. Its inhabitants speak Quechua, the language of the Incas, and continue to produce handicrafts following ancestral methods, with minimal impact on the environment. In order to highlight such important work in a world threatened by climate change, the Ayniart association fights to present the production of these isolated craftsmen to the rest of the world.

- **Julia Castro – The challenges of Fair Trade to fight against poverty.**

**Length : 7min59**

**Synopsis :** Julia Castro is a craftswoman who has long campaigned for fair wages to her work. Faced with many difficulties since her migration to Lima during the years of the Shining Path, she was one of the founders of CIAP, the Federation of Peruvian Fair Trade Artisans. And if this initiative was not always crowned with success, she keeps on fighting to get the recognition that her work deserves.

## **India**

- **Babloo - Fleeing exploitation to join fair trade**

**Length : 1min58**

**Synopsis :** Babloo is an artisan from the city of Agra, home of the famed Taj Mahal, to the east of Delhi. Having inherited the traditional skill of soapstone carving, he started his career as an artisan in a conventional trade workshop. But the appalling working conditions started affecting his health, and he decided to join a fair trade workshop. Today, Babloo denounces the injustices of conventional workshops, testifying about his experience.

- **Mosmin – Helping women speak up**

**Length : 5min34**

**Synopsis :** Mosmin lives in Khiwai, a Muslim village in the countryside of the Uttar Pradesh state, east of Delhi. In her very conservative community, women are not allowed to leave their homes, and live under the tutelage of their parents and their in-laws. After being abandoned by her husband, Mosmin founded a fair trade workshop, where women earn their own income. Though her project was met with suspicion at first, this workshop has become a place of freedom for the women of Khiwai, where they can meet and discuss far from the eyes of men.

- **Ruhksana - Fighting exploitation by proving one's skills**

**Length : 3min05**

**Synopsis :** Ruhksana lives in Bawana, a suburb northwest of Delhi, with a community of Muslim migrants from every corner of India. Although they used to live in a less remote slum, an urban sanitation project relocated them far away, near the outskirts of the state of Haryana. To improve their living conditions, Ruhksana founded a fair trade workshop, thanks to which her community has been able to provide education for their children, and gain the respect of their neighbors.

- **Mohd Yunus – Uniting artisans and farmers against desertification**

**Length : 2min38**

**Synopsis :** Mohd Yunus is an artisan from Pataudi, a village in the state of Haryana. Born in a family of farmers, he decided to devote himself to handicrafts, perpetuating the traditional craft of his ancestors. After forming a fair-trade workshop, securing an honorable source of income for his community, he united his colleagues to support the farmers of their village, who are threatened by drought.

- **Sofia - Emancipating oneself with fair trade**

**Length : 2min04**

**Synopsis :** Sofia lived a difficult childhood growing up with her family in the muslim ghetto of Batla House, in Delhi. As a young women, she had to ignore the prohibitions dictated by her uncles, and look for a job to support her and her diseased parents. She eventually joined TARA Projects' fair-trade artisan workshops. Even though she was criticized by her extended family at first, she regained their respect thanks to the comfortable life she managed to get.

- **Sunita - Uniting artisans for a fairer life**

**Length : 3min15**

**Synopsis :** Sunita is an artisan from Badarpur, a suburb South-East of Delhi. After fleeing the harsh work conditions of conventional trade workshops, she organized with her colleagues to found a fair-trade workshop, where everyone works for a decent wage. This new space allowed artisans to talk and organize themselves to face their challenges as marginalized populations in Delhi.

## **France**

- **Ardelaine -Working wool differently**

**Length : 6min37**

**Synopsis :** In the 1970s, a group of young idealists arrived in the small village of Saint Pierreville, in Ardèche. Together, they restored a ruined woolen mill and founded Ardelaine, a project that works with wool from its shearing to the finished product, while being mindful with the environment and paying their employees with decent wages. Nowadays, Ardelaine hires more than 60 employees, including a Sudanese migrant, and the establishments serves as a museum and restaurant, attracting tourists from all over the world.

- **Amandine Petroff - The life of a pottery artisan**

**Length: 5min24**

**Synopsis:** Having settled in Gruffy, a small village on the slopes of the Bauges Mountains, in Haute-Savoie, Amandine has made a living out of her pottery for almost 5 years. Working alone in her shop, adorned with handmade porcelain bowls and luminaries, it is difficult to imagine how she manages to live from her crafts. But the world of pottery is much more cooperative and organized than it may look.

- **Redeem Equipment - Artisanry to fight pollution**

**Length : 5min07**

**Synopsis :** Founded by two craftswomen from the village of Passy, in the French Alps, Redeem Equipment is a company that recovers discarded items from factories in the valley, in order to create sporting equipment. Pauline Calandot and Irène Marcotti created this company to prevent these materials from being burnt in the valley's incinerator, which dangerously pollutes the air over their village.

- **Dominique Chambriard - Defending a regional craft by uniting amongst artisans**

**Length : 4min50**

**Synopsis :** Dominique Chambriard works in a cutlery shop in the city of Thiers, in Auvergne, where he sells and restores knives of all kinds. He is one of the 55 members of the “LE THIERS®” cutler Brotherhood, which protects a knife design that is typical from the region. This brotherhood allows the cutlers of Thiers to showcase their skills without being imitated by industrial producers

- **The Canuts - An age-old struggle for decent work**

**Length : 4min32**

**Synopsis :** Philibert Varenne runs the “Maison des Canuts”, a museum dedicated to the history of these silk weavers who made Lyon world famous in the 19th century. He guides us through the Croix Rousse neighborhood, where the Canuts lived most of their struggles for fairer work conditions and recognition of their skills.

- **Les Hirondelles - The alliance of artisanry and fashion**

**Length : 4min18**

**Synopsis :** Founded by 3 entrepreneurs in Annecy, "Les Hirondelles" is a fashion brand that creates clothes using industrial production scraps, sewn back by artisans from regional workshops. Looking to diminish the ecological footprint of their production, they only work with partners within a radius of 800 km around Annecy. Still a budding company, they hope to contribute to the transformation of clothing production practices.

- **Fibr'ethik – Handicrafts to regain self-confidence**

**Length : 3min09**

**Synopsis :** In a valley of Savoie, people in vulnerable situations regain self-confidence through artisanry. The Fibr'ethik workshop, established in Saint Pierre d'Albigny, is a handicraft workshop where people rediscover their skills and regains a rythm that allow them to re-enter the job market. As they create purses, bags and other accessories using discarded promotional tarpaulins, these people are often surprised with what they can create with their own hands.