

## Pasto, COLOMBIA

### Pasto, Creative City of the World

The cultural background of the South, recognized in the artistic tradition that identifies Pasto, positions the city once again in the national and international context by being designated in 2021 by UNESCO (United Nations Educational, Scientific and Cultural Organization) as a Creative City in the field of crafts and folk art.

Diverse craftsmanship transforms and combines natural resources. The handicrafts typical of this southern land are works that become unique pieces of great value. They involve a holistic process of elaboration, from the inspiration to the finished piece by combining not only the artisan's feelings but also the learning of ancestral techniques that allow the preservation of legacy.



## Creative Lines Crafts

- Wood fretwork
- Lutheria
- Technique in “Tamo” veneer
- Metalwork
- Jewelry
- Leatherwork
- Paper gluing (Carnival)
- Grass Varnish
- Leather embossing
- Cabinetmaking
- Ceramics
- Weaving
- Woodturning
- Wood carving
- Pottery
- Jewelry



## Popular Arts



### ***Carnival of Blacks and Whites of Pasto***

The Carnival of Blacks and Whites of Pasto is the Intangible Cultural Heritage of Humanity, where the imagination of artisans, artists, dancers, theater performers, sculptors, painters, managers, and entire families converge, making this popular festival a tangible manifestation of Pasto's creativity. It transcends the craft technique to transform the raw material Mopa-Mopa into wonderful unique works. This is a magical process in which artisans design and apply their technique to decorate wooden pieces with fine sheets of color.



### ***Strengthening the Centro Empresarial Escuela de Artes y Oficios as a Center for Creative Entrepreneurship***

Located in the heart of Pasto, the Centro Empresarial Escuela de Artes y Oficios seeks to consolidate its position as an epicenter of creative entrepreneurship. Despite the abundant craft and cultural richness that defines the municipality, it has faced increasing threats over time due to the lack of platforms that facilitate the transfer of knowledge to new generations.

Therefore, it is imperative to create these platforms as a vital tool for the preservation of our traditions.

Hence, it is important to promote training spaces as places for the transmission of knowledge and opportunities for entrepreneurship with a focus on business education.

Encouraging entrepreneurs to think creatively and develop unique solutions to current challenges is aligned with the action plan “Pasto Ciudad Creativa en Artesanía y Artes Populares 2021-2025,” in which the strengthening of the “Centro Empresarial Escuela de Artes y Oficios” is a cornerstone to transfer technical knowledge to new generations and provide them with entrepreneurial skills. Thus, the cultural wealth of the municipality becomes a sustainable source of income and transformation.

## **Creative Cultural Agenda**

The great variety of cultural and artistic manifestations make Pasto a city with a lively cultural offering that fuses traditions and knowledge in different manifestations and activates economic dynamics as an axis of local development.

The cultural events held in Pasto are as follows:

- Onomastic San Juan de Pasto–June 2023
- Carnival Square
- Carnival of Blacks and Whites of Pasto
- Onomastic San Juan de Pasto
- Holy Week
- International Theater Festival
- Peasant Music Festival
- International Film Festival of Pasto FICPA
- Galeras Rock
- Pasto Jazz World Music
- San Juan de Pasto Art Salon
- International Music Trios Competition

- International Comic Convention
- Mercartesano
- Cultural Heritage Week
- Artisan Carnival
- Art, Crafts and Design Fair

Pasto, a city of artisans, finds its strength in the innate talent of its artists, culture, managers and creators, whose value has made it possible to receive this designation.

It is and will be everyone's commitment to give it sustainability through good governance practices and cooperation among the actors that enhance creativity as raw material, heritage of our ancestors.

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(Focal Point of Pasto)