



PROGRAMA DO
ARTESANATO
PARAIBANO

CRAFT PROGRAM OF PARAÍBA

The **Craft Program of Paraíba (PAP**, in Portuguese Language Initials), established by government decree in 2003, is an initiative to promote the craft industry in Paraíba as an economic sector generating opportunities, employment, and income. Additionally, it serves as a strategy for the cultural preservation of the typical and traditional craftsmanship of artisans in our state.



CURATORSHIP OF PARAÍBA'S CRAFT

Linked to the State Secretary of Culture, the Curatorship of Paraíba's Craft was created by **Government Decree No. 24,840 on February 6, 2004**, to support PAP's actions. The curatorship consists of **7 volunteer researchers**, all experts in topics related to crafts and folk art, affiliated with state and/or federal institutions supporting PAP. The curators aim to analyze, classify, and register artisans from the state, issuing the **National Artisan Card accordingly**.



CRAFT REFERENCE CENTER OF PARAÍBA

In addition to being the administrative headquarters of **PAP**, the Craft Reference Center is a universal service unit for artisans, housing a mini-auditorium, a meeting room, a training room, an office for artisans, and the **Curatorship of Paraíba's Craft**. Artisans can be informed, guided, trained, and registered in the program, including obtaining their **National Artisan Card**, all in one place. The Center is located in a fully restored historic house on Odon Bezerra Street, No. 99, in the traditional Tambiá neighbourhood, in João Pessoa Downtown.



CRAFT REFERENCE CENTER OF RENAISSANCE LACE (CRENÇA, IN PORTUGUESE LANGUAGE INITIALS)

CRENÇA is a historic building in the city of Monteiro, in the countryside region called "Cariri Paraibano", completely restored and set up as a showcase for the local production of **"Renda Renascença" (Renaissance Lace) crafts** by women lace makers from the five municipalities of the Local Productive Arrangement (Camalaú, Zabelê, São Sebastião

do Umbuzeiro, São João do Tigre and Monteiro).

It has also become a tourist and cultural attraction in the Cariri region.

Its innovative management model shared between lace makers and partners (**CONARENDA, Sebrae, Municipalities, and the State Government of Paraíba**), is noteworthy for generating local development in an integrated and sustainable way, significantly improving the involved lace makers' quality of life. **CRENÇA** also houses the **LABIN Cariri (Permanent Laboratory of Innovation and Design)** for competitive craftsmanship. Recently, Monteiro received the Geographical Identification seal from INPI (National Institute of Industrial Property) and was recognized as the World City of Renaissance Lace by the World

Craft Council and the Renaissance Lace Productive Arrangement, a tradition already considered an intangible and cultural heritage of Paraíba.



JANETE COSTA MUSEUM OF PARAÍBA'S CRAFT

Opened in 2005, the museum is a cultural building and tourist attraction housing the most significant collection of Paraíba's craft, with over a thousand pieces from all regions of the state. Visitors can explore the lives and works of the most talented artisans and popular artists from Paraíba in various typologies such as fibres, ceramics, wood, threads, lace, embroidery, popular toys, Flandres, metals, etc. It is a pleasant, airy, well-set, and planned space by the renowned architect from Pernambuco, **Janete Costa**, who passed away in 2008. In homage to her, the museum's name was incorporated. The museum, located in a historic and listed mansion on **Independence Square (a bucolic project by architect Hermenegildo Di Lascio, with the contribution of landscaper Burle Marx - 1922)** next to the City Museum of João Pessoa, is a tourist spot and a must-visit for those exploring João Pessoa. The structure includes permanent exhibition rooms, **Café Terraço Goretti Zenaide**, and administration. In its beautiful garden at the back of the mansion, there are the store, the temporary exhibition room Mestra Zefinha de Pitimbu, the Ariano Suassuna Library, the meeting and training room, and the Friends of the Museum Association. The museum operates following the guidelines of the International Council of Museums.



PERMANENT LABORATORY OF INNOVATION AND DESIGN (LABIN IN PORTUGUESE LANGUAGE INITIALS) - COASTAL VERSION

The Permanent Laboratory of Innovation and Design for competitive craftsmanship, Coastal version, operates in a room at **CRAP** in João Pessoa, the state capital and a city member of **UNESCO's Creative Cities Network for crafts and folk art**. The laboratory is an innovative experience in Paraíba involving various partners (**Sebrae, João Pessoa City Hall, UFPB, UFCG, and the State Government**) planning intervention actions to improve the processes and artisanal products along the entire coastline of the state.



CRAFT FAIRS OF PARAÍBA

The “**Salão do Artesanato Paraibano**” (Craft Fairs of Paraíba) are two annual events. The first takes place in January, in **João Pessoa**; the second, in June, in **Campina Grande**. They both take advantage of tourist flow during the peak season in the state capital, the summer, and the “**Maior São João do Mundo**”; (Largest Saint John Festival) in the city well known as “**The Queen of Borborema**”, in winter. It has been 20 years of success for the largest showcase of artisanal production in the state. Many emergent and anonymous artisans from remote locations are highlighted, promoted, and valued through these fairs. Besides selling their products, artisans immerse themselves in a shared experience with their professional peers and customers, truly transforming their perceptions of processes and products, always aiming to do more and better.



The 37th Craft Fair of Paraíba – “**Quilombo: Arte à Flor da Pele**” (Quilombo: Intense Art) the latest version held in João Pessoa, featured over 500 exhibitors, including artisans and manual artists, along with typical gastronomy and cultural performances. The Craft Fair of Paraíba has become a culturally explosive event already incorporated into the tourism and folklore calendar of the Brazilian Northeast. It's an event that treats the artisan as an entrepreneur, the protagonist of their own story, and an icon of traditional wealth deserving full support and encouragement.





CRAP / Curatorship / LABIN

Address: 99 Odon Bezerra Street - Tambiá - João Pessoa-PB.

In-person service: **Monday to Friday, from 9 am to 5 pm.**

Online service:

✉ artesanato.adm.pap@gmail.com

📷 [@artesanatopap](https://www.instagram.com/artesanatopap)

🌐 www.pap.pb.gov.br

📞 +55 83 99141-4468

REFERENCE CENTER OF RENAISSANCE LACE AND CRAFT

Address: 61 Desembargador Feitosa Ventura Street – Center - Monteiro-PB.

In-person service: **Daily, from 9 am to 12 pm and from 2 pm to 6 pm.**

📷 [@rendasdocariri](https://www.instagram.com/rendasdocariri)

📞 +55 83 99693-1289

JANETE COSTA MUSEUM OF PARAÍBA'S CRAFT

Address: 56 Independence Square – Center - João Pessoa-PB.

In-person service: **Tuesday to Sunday, from 9 am to 5 pm.**

Online service:

📷 [@museudoartesanatoparaibano](https://www.instagram.com/museudoartesanatoparaibano)

📞 +55 83 99921 8811



GOVERNO DA PARAÍBA



SECRETARIA DE ESTADO
DO TURISMO E DESENVOLVIMENTO
ECONÔMICO



City of Crafts and Folk Arts
Member of the UNESCO
Cities Network since 2017



SECRETARIA DE
DESENVOLVIMENTO
ECONÔMICO E
TRABALHO



MINISTÉRIO DO
EMPREENDEDORISMO, DA MICROEMPRESA
E DA EMPRESA DE PEQUENO PORTE

