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Author: Red Andaluza de Semillas  
 "Cultivando Biodiversidad"  
 Contact: [info@redandaluzadesemillas.org](mailto:info@redandaluzadesemillas.org)  
 Publisher: RAS  
 Link: [www.redandaluzadesemillas.org](http://www.redandaluzadesemillas.org)



## About CERERE:

Through a balanced, multi-actor network of researchers and communities of practitioners, the project promotes innovation by producing and disseminating accessible end-user materials and training products for farmers, food manufacturers, consumers, researchers and policy makers.

# CONTEMPORARY ART AND AGRICULTURE, TOOLS TO BUILD COMMUNITY, CREATE AWARENESS AND PROMOTE SUSTAINABLE AGRI-FOOD SYSTEMS.

## PROBLEM

As a consequence of the agro-industrial model, the work of farmers lacks of social recognition and autonomy. Seeds and chemical products companies together with the big distribution chains govern the patterns of food consumption of the whole society, setting aside producers' needs.

## SOLUTION

Educate and make society aware of the importance of re-politicizing consumption and building local and sustainable agri-food systems through the symbiosis between contemporary art and agriculture. Culturhaza (province of Córdoba) is a proposal that combines contemporary art and agriculture. They have their own agricultural production while using art as a communication and awareness tool.

## Outcomes

This type of initiatives creates spaces for alternative coexistence and promotes the construction of different ways to relate to the community.

In this context, the organization of activities related to contemporary art becomes a successful awareness tool.

## Practical Recommendation

Art as a communication tool is an attractive bet to get closer to citizens. It contributes to turn the trends of current consumption in order to promote sustainable agri-food systems that guarantee healthy food while respecting environment and producers' needs.

Through art and training and awareness activities it is possible to bring agriculture closer to

the people, to make visible the role of farmers as the link between the environment and society. Culturhaza is focused on agroecology and "Agrolandart", art on agricultural land. While taking care of soil and crops, they build vegetable sculptures, performances and social art, where they vary from facilitating amateur creation to making direct sales a transcendent action on behalf of people's, and planet's health. The consumption groups and the celebration of activities of coexistence and exchange of experiences strengthen the bonds of union between production and consumption. Thus, they generate different ways of relating with food and the productive sector, and build networks of exchange, trust and mutual support. In these relationships of proximity it is essential to establish criteria of trust, fair prices and co-responsibility.

## Evaluation and sharing of the results

Use the comment section on the CERERE website to share your experiences with other farmers, processors, retailers, advisors and scientists. If you have any questions concerning this Practice Abstract, please contact the author by e-mail.



## Project partners

The University of Reading (*United Kingdom*),  
 The University of Florence (*Italy*),  
 Rete Semi Rurali (*Italy*),  
 Réseau Semences Paysannes (*France*),  
 Institut National de la Recherche Agronomique (*France*),  
 The University of Helsinki (*Finland*),  
 The Irish Agriculture and Food Development Authority (*Ireland*),  
 Red Andaluza de Semillas (*Spain*),  
 Formicablu (*Italy*),  
 Organic Research Centre (*United Kingdom*),  
 SEGES P/S (*Denmark*),  
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 The University of Debreceni (*Hungary*).

## Further Information

Project website: <http://culturhaza.blogspot.com/>

Theme: Valorisation.

Keywords: contemporary art, local agri-food system, spelt, Agrolandart.

Crop: Escanda. Original from Asturias region, Escanda is the name given to three different species of wheat; Einkorn (*T. monococcum* ssp. *monococcum*), Emmer (*T. turgidum* ssp. *dicoccum*) and spelt (*Triticum aestivum* ssp. *spelta*); or the mix among them.

Country: Spain.

Related CERERE case study: Culturhaza: agriculture, spelt and contemporary art.

Languages: Spanish and English.

Year of release: 2018.