



Bogota, April 23, 2021

Mr.
Jaime Pumarejo
Mayor
Barranquilla

Dear Mr. Pumarejo:

I hope this letter finds you well. Artesanías de Colombia is the government's entity that works to promote craftsmanship in the country. It was created in 1964 with the sole purpose of boosting and supporting artisan families who through their work rescue techniques and preserve traditions.

Through inclusive development programs Artesanías de Colombia meets the demands of thousands of artisan families. We have 33 Innovation and Design Labs in all of the country's departments where we work with artisan communities using a methodology that starts at a human level, and includes co design, production and commercialization workshops.

With the experience of 57 years working with this creative and resilient sector, and almost a decade witnessing directly the enormous efforts and potential of Barranquilla's artisans, through their work in the Innovation and Design Lab in Atlántico, Artesanías de Colombia is pleased to endorse Barranquilla's application to UNESCO's Creative Cities Network for 2021, in the Crafts and Folk Art category.

Artesanías de Colombia has a deep commitment with Barranquilla and Atlántico's craft sector. We have worked alongside with both local and regional governments to strengthen the skills of the nearly 2.000 artisans registered in the department up until 2019.

We believe Barranquilla is at the forefront of creativity and culture and is known worldwide for its tradition, popular arts, artistic production, cultural events and innovative spirit. Barranquilla's Carnival is one of the most important popular events in Colombia, and in the world as its part of UNESCO's intangible cultural heritage list since 2003.

It is an honor for Artesanías de Colombia to second Barranquilla's application to UNESCO's Creative Cities Network for 2021 in the Crafts and Folk Art category, and we offer all the support to ensure a great experience around this city's crafts and folk art.

Ana María Fries
General Manager
Artesanías de Colombia