

SOCIAL INCLUSION OPPORTUNITIES

# INTANGIBLE HERITAGE

*collection of ideas*

## FESTA DE LA MARE DE DÉU DE LA SALUT



The Festivity of “Mare de Déu de la Salut” in Algemés is participated with a lot of inhabitants of this town. It has been celebrated since the XVIII century. During the two days (7th and 8th of September), different dances and groups take part in the street, in a festivity that was declared as UNESCO heritage "Masterpieces of the Oral and Intangible Heritage of Humanity" in 2011. It is one of the most popular street activities in the valencian regions, Almost 1,400 people participate in the street performances (theatre, music, dance) in two processions. “The involvement of the town’s inhabitants is the foundation for the continuity of this celebration” (UNESCO).

### TARGET GROUP

Woman, young and elder people, long term unemployed people

# Social Opportunities

Thousands of people are visiting the village of Algemesi during this festivity, so during these days a lot of people are hired in restaurants, coffees, hotels, rental apartments, photographers, video makers,... The rest of the year, there is also an economic activity linked to the festivity as "all costumes, ornaments and accessories are handcrafted, and the dances and musical scores are passed from generation to generation". It is a festivity organised and preserved thanks to the associations and the participations.

<https://bit.ly/2XqTvdS>

<https://bit.ly/3otYvtP>



This social fabric was of great help during Covid-19 pandemic. as shown by the campaigns. "Stay at Home" (Queda't a casa) held by the Dancing Group "bolero Vell" of Algemesi, Algardins, Els Tornejants d'Algemesí, l'Escola de "tabal i dolçaina" Emtid Algemesí, la Societat Musical d'Algemesí, els bastonets, els volants, and other ritual dancers and local photographers.

A social media campaign was launched with the purpose to raise awareness about the importance of follow the obligation of stay at home. Use of masks and social distance, held by "Nanos i Gegants" de BERCA Grup de danses d'Algemesí, la Muixeranga d'Algemesí i la Nova Muixeranga d'Algemesí