

An Roth – Cumann na nInnealtóirí

Nuálaíocht Inbhuanaithe agus Oideachas Innealtóireachta

Fionnbarra Ó Brolcháin



22 Bóthar Cluaidhe
Baile Átha Cliath 4

Cén Treo?



*“Two roads diverged in a yellow wood,
And sorry I could not travel both....”*

- **Robert Frost [1874-1963]**

“In order to get on the road toward modernization, is it necessary to jettison the old cultural past which has been the raison d’être of a nation?....Whence the paradox: on the one hand, it has to root itself in the soil of its past, forge a national spirit, and unfurl this spiritual and cultural revindication before the colonialist’s personality. But in order to take part in modern civilization, it is necessary at the same time to take part in scientific, technical and political rationality, something which very often requires the pure and simple abandon of a whole cultural past....There is the paradox; how to become modern and to return to sources....”

- **Paul Ricoeur [1913-2005]**

Acmhainní Nuálaíochta

	Paraidím Thionsclaíoch e.g., Earraí Monaraithe Loighic ['Fíricí']	Paraidím Athghiniúnach e.g., Na Meáin Dhigiteacha Spiorad ['Scéalta']
Cuspóir an Gheilleagair	<ul style="list-style-type: none"> • Ag Déanamh Stuif • Fás 	<ul style="list-style-type: none"> • Ag Déanamh Ciall • Forbairt
Coincheap an Gheilleagair	<ul style="list-style-type: none"> • Réasúnacht • Neamhspléachas • Eagraíocht mar Inneall • Éifeachtacht, Costais • Smacht • Maorlathas • Ollmhaitheas • Cainníocht • Gearrthearma 	<ul style="list-style-type: none"> • Mothúcháin, Féiniúlacht, Aeistéitic • Ag Braith ar a Chéile, Idirghaol Comhoibrithe • Eagraíocht Bheo • Muinín, Eispéireas • Foghlaim, Rannpháirtíocht • Fóirne Féineagraithe • Riachtanas • Cáillíocht • Fadtearma
Foghlaim	<ul style="list-style-type: none"> • Faoi ['learning about'] 	<ul style="list-style-type: none"> • Chun Bheith ['learning to be']



Tomhaltóirí

Keeping it real



"I am looking for products and brands that are real, authentic and honest, because I know I can trust what's in them and where they come from"

✓ As the recession struck, brands that had stood the test of time and remained true to their values became points of stability and comfort amongst the turmoil. But as life has settled into new routines the meaning of authenticity is changing.

✓ The past has to have modern relevance to maintain its meaning and value; genuine benefits need to lie behind the origins or craftsmanship that is used in their making. Provenance or sourcing need to deliver unique or distinctive product attributes.

✓ Locality and seasonality are becoming increasingly important; and are seen as a way of accessing products at their best whilst protecting local interests.

✓ The sub-trends for Keeping it Real are;

- ✓ **Back to Basics** – adopting traditional approaches and skills to meet today's needs
- ✓ **Celebrating Tradition** – taking the best tradition and heritage to meet modern tastes
- ✓ **Craftsmanship** – there is a rising interest in the people and artisan skills behind products
- ✓ **Behind the Scenes** – Transparency is now a mark of quality and trust
- ✓ **Passion for Place** – We are seeing a growing interest origin as a mark of quality and trust
- ✓ **Embracing the Seasons** –growing interest in consuming seasonal produce



Impleachtaí Léinn

"The trouble with purely utilitarian education is that it is not utilitarian enough."

- Jacques Maritain [1882-1973]

Fiúntas

Trasfhoirmiú
[Transformation]

Eagna [Wisdom]

Inspioráid

Tuiscint [Understanding]

Eolas [Knowledge]

Ealaín/Cultúr
+
Eolaíocht

Faisnéis [Information]

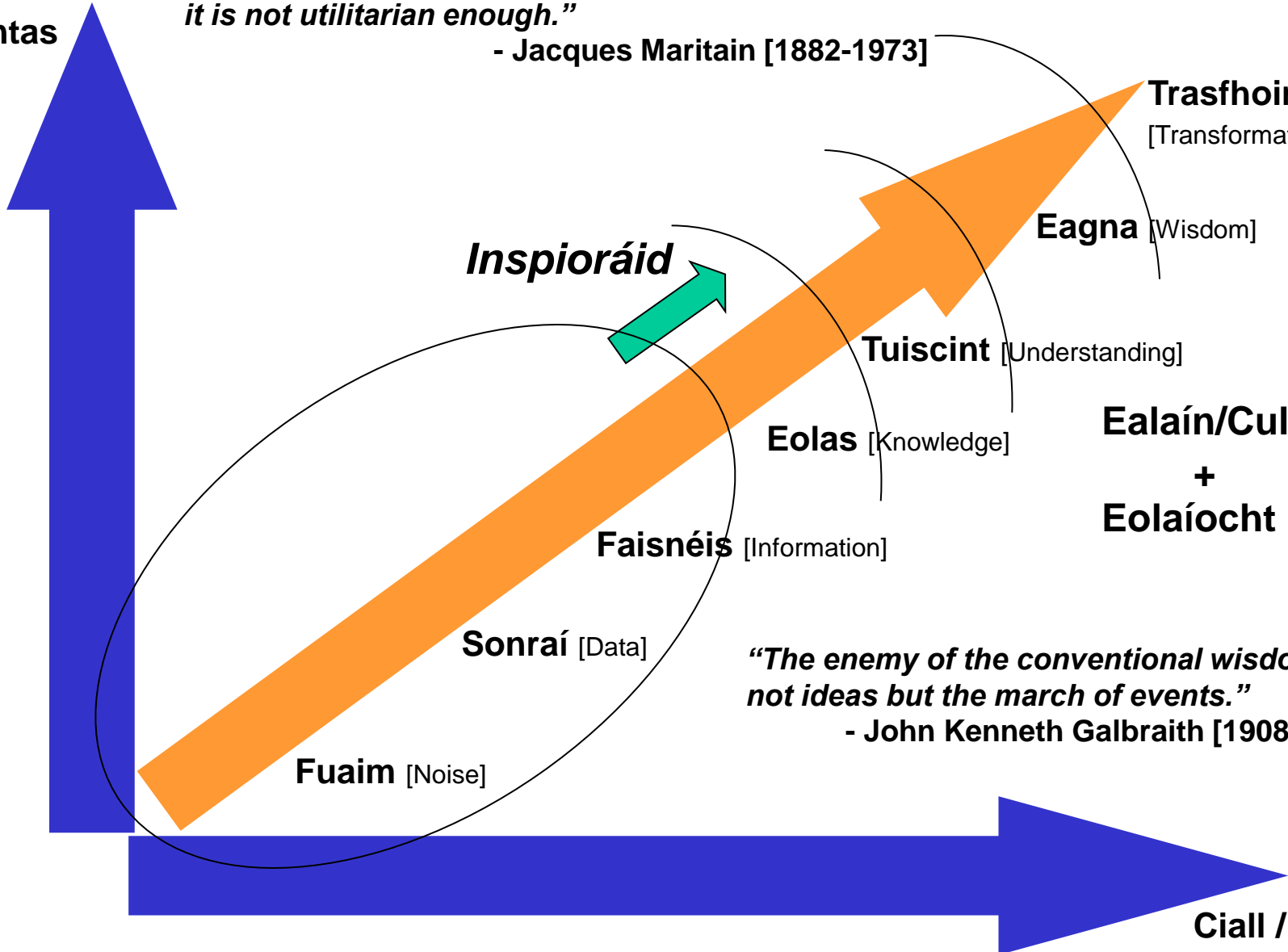
Sonraí [Data]

"The enemy of the conventional wisdom is not ideas but the march of events."

- John Kenneth Galbraith [1908-2006]

Fuaim [Noise]

Ciall / Brí



Ceachtanna ónár Sinsir

- Athbheochan na hÉireann [1880-1920]
 - féinchabhair, idéalachas, cuimhne, spiorad tírghrách,..
 - Conradh na Gaeilge [*Douglas Hyde, Eoin Mac Néill*]
 - Cumann Lúthchleas Gael [*Michael Cusack*]
 - An Comharchumannachas [*Horace Plunkett, Æ, An tAth. Tom Finlay*]
 - Amharclann na Mainisteach [*W.B. Yeats, Lady Gregory*]
 - Eolaíocht an Nádúir/Stair an Dúlra [*Robert Lloyd Praeger*]
 - Sean Van Vocht [*Alice Milligan, Anna Johnston*]
 - innealtóireacht
 - *“A cultured person has been described as one who knows everything about something and something about everything. This description is generally applicable to the engineer.... We cannot train apprentices as mere machinists or producers of a single specific article in quantity.... They must be made to understand that a machine is not a mere contrivance of dead material, that it is, in fact, all but a living organism, a thing of motion and vitality, to be regarded with respect and manipulated with intelligence.”*
 - **Earnán de Siúnta/Ernest Edwin Joynt [1874-1949]**

Dúshlán is Deis!

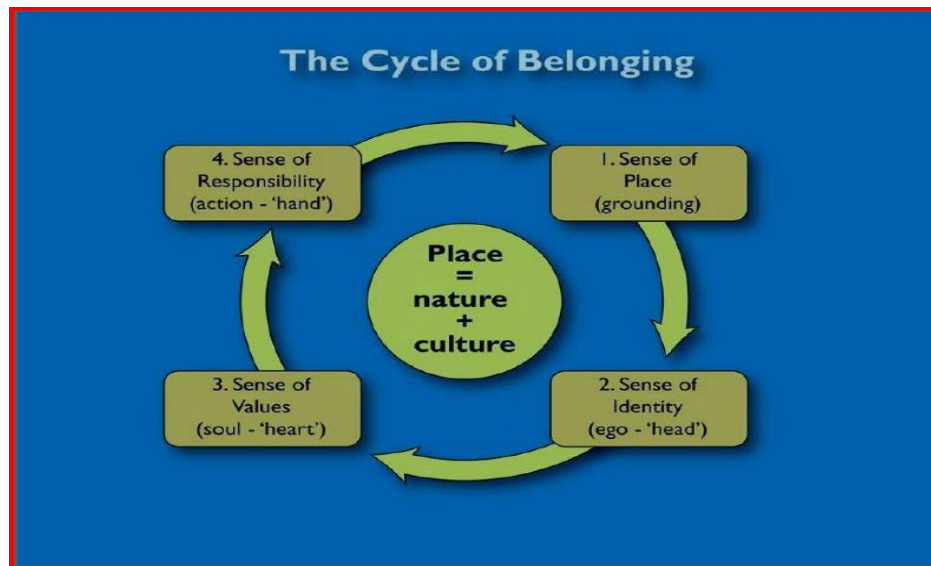
- 20 SMEs in Éirinn le haghaidh gach 1,000 Duine
 - ½ meán an EU
- 300 Tairgeoirí Speisialta Bia in Éirinn
 - ⅛ an Nua-Shéalainn
- 50 Táirgeoirí Cáis Teach Feirme in Éirinn
 - ½ an Ísiltír
- 3% SMEs in Éirinn sa Déantúsaíocht
 - ⅓ meán an EU
- 10 Printísigh in Éirinn le haghaidh gach 1,000 Fostaí
 - ¼ an Ghearmáin; ⅓ an Danmhairg
- 40 Comhluchtaí Meiriceánacha
 - ⅔ d'easpórtáil & 3% d'fhórsa oibre na hÉireann
- 4,000 Comhluchtaí Éireannacha ag Easportáil
 - 30,000 sa Danmhairg

“The provincial has no mind of his own; he does not trust what his eyes see until he has heard what the metropolis - towards which his eyes are turned - has to say on any subject....The parochial mentality on the other hand is never in any doubt about the social and artistic validity of his parish...In Ireland we are inclined to be provincial not parochial, for it requires a great deal of courage to be parochial.”

- Patrick Kavanagh [1904-1967]

Dúchas & Nuálaíocht

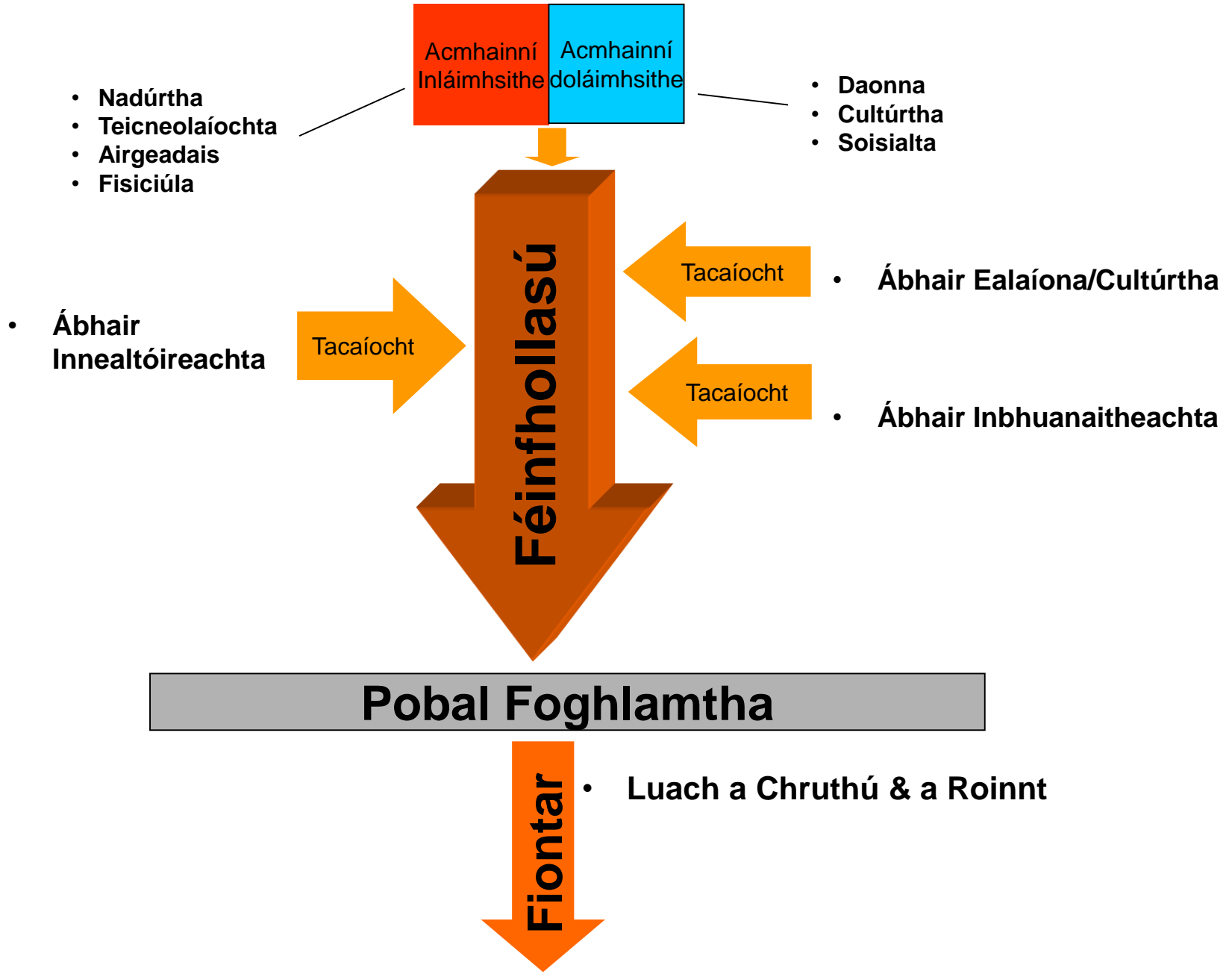
- Braitheann ár dtodhchaí nuálaíoch as:
 - daoine ag machnamh (agus ag mothú!) difriúil
 - macnamh go domhanda ach fréamhaithe i bhféiniúlacht chultúrtha
 - *milieux* a chothú atá fíréanta, sainiúil, uathúil,....
 - tréithe an iarchoilíneachais (náire, ciontacht,...) a dhíbirt
- Na hacmhainní is luachmhaire: tá siad neamhinste
 - tiomáinte ag mórtas dúthaí ('*sense of place*')
 - leanúchas, cuimhne, inbhuanaitheacht, imfhios, iomláine,,...



Samplaí Idirnáisiúnta

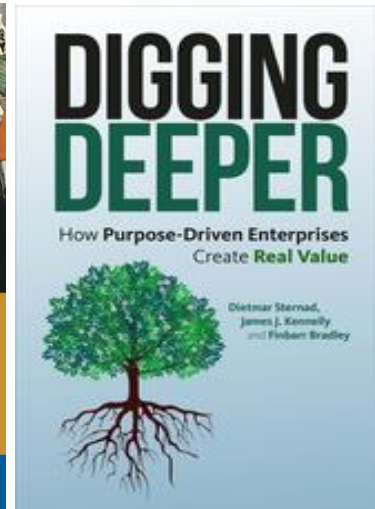
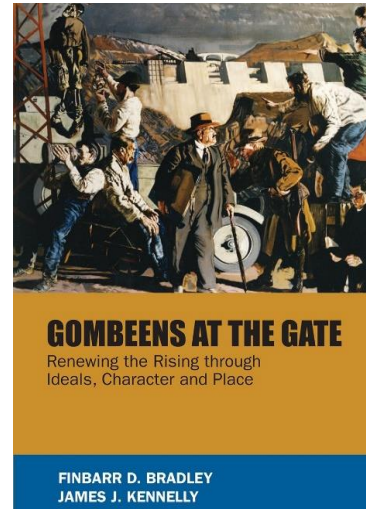
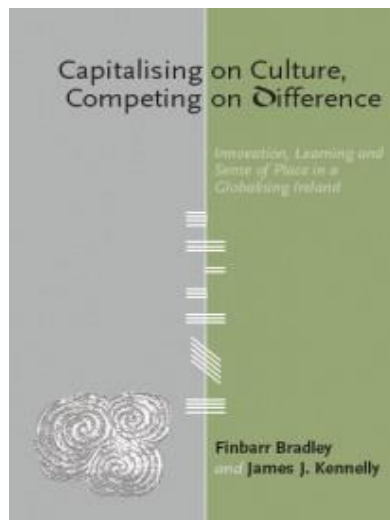
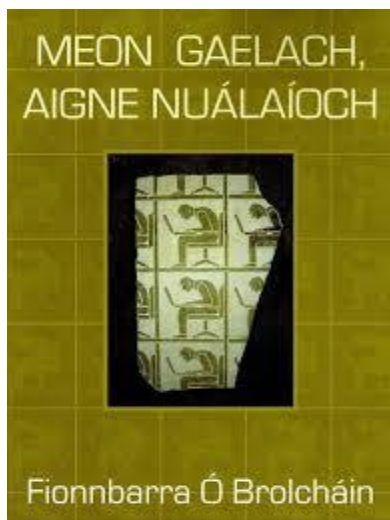
- “China has a desperate need of the past. It is really important to them to find something that is authentic – they want to go back to original roots.”
- New York Times [8 Samhain 2010]
- An Fhionlainn
 - féiniúlacht láidir, teanga uathúil, meas ar an nádúr
- An Danmhairg
 - gluaiseacht Grundtvig ‘ardscoil na ndaoine’ (*folkehøjskole*)
- An Fhrainc
 - cultúr mar bhunchloch an gheilleagair
 - **“The economy and culture: same battle!” - Jack Lang [1939 -]**
- An Iodáil
 - sainiúlacht [cócaireacht, faisean, dearadh]
 - **“(Italian manufacturers) do not look at the phenomenon of the ‘bandwagon’. Instead they detect the whispers of the current socio-cultural models, identify those feeble voices that are likely to get louder in the future, select from among them those whispers that best meet their own values, and help those voices become understandable and meaningful in a new product offering.” - Roberto Verganti [2003]**

Oideachas Innealtóireachta



Go Raibh Maith Agaibh!

“ (faoi Earnán de Siúnta): *Mar mhúinteoir, is ar éigin má rinne aon duine eile an oiread céanna leis an t-oideachas innealtóireachta a mhúnlú. Bhí tuiscint dhomhain fhealsúnach aige ar nádúr na hinnealtóireachta féin, agus chreid sé go bhféadfadh sí a bheith páirteach san iarracht Éire a athbheochan mar thír rathúil Ghaelach. Fear aislinge a bhí ann, a rinne a dhícheall innealtóirí na hÉireann a spreagadh chun a gcuid oibre a chur chun cinn mar ghné bheo láidir de shaol na hÉireann. Is fiú d’innealtóirí na hÉireann aird a thabhairt air agus iad ag dul i ngleic le dúshlan an lae inniu.*” - Rosanna Lyons [2015]



r-phost: info@finbarrbradley.ie
suíomh: www.finbarrbradley.ie