

## **The Fellowship of Masters: Economical Challenges and Policies of Cultural Heritage**

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(Summary)

The article is an analytical attempt in investigating the cultural policy in Bulgaria after 1944. The main accent is put on the Zadruga na maystorite na narodni hudozhestveni zanayati (Fellowship of Masters of Folk and Art Crafts – FMFAC), established in 1967 as one of the main instruments of preserving and development of traditional crafts production in the country. FMFAC is studied, on the basis of plentiful documents and public records, not only in the context of cultural policies, but also according to the main principles of centralized socialist economy.

**Keywords:** crafts, policy, ideology, consumption, market, Fellowship of masters

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