

# AR STÒRAS GÀIDHLIG

Sgrùdadh-cùise: An Lanntair



**Tha an rannsachadh o chionn ghoirid air luach na Gàidhlig mar so-mhaoin eaconamach is shòisealta, a' sealltainn dhuinn eisimpleirean air ciamar a bhios gnìomhachasan, iomairtean sòisealta, agus coimhearsnachdan a' cleachdadh Gàidhlig, agus de cho cudromach sa tha i ann an conaltradh, amasan sòisealta agus coimearsalta. Tha an sgrùdadh-cùise seo a' taisbeanadh ciamar a tha Lanntair ann an Steòrnabhagh a' cleachdadh Gaelic mar so-mhaoin.**

'S e Ionad Ealain a th' anns An Lanntair a tha a' gabhail a-steach ealain lèirsinneach agus gnìomhach, prògram foghlaim, taigh-dhealbh, bàr is taigh-bidh. Tha e a' fastadh 30 neach-obrach làn-ùine agus 18 air stèidh pàirt-ùine no ràitheil, a' faighinn maoin eachadh bunait bho Alba Cruthachail agus taic bhliadhnail bhon ùghdarras ionadail, agus tha teachd-a-steach aige de bheagan a bharrachd air £1millean.



Tha luchd-obrach An Lanntair dhen bheachd gur e feairt air leth cudromach a th' anns a' Ghàidhlig mar phàirt den obair aca agus tha iad a' cleachdadh soidhnichean dà-chànanach, agus Gàidhlig aig an deasg-aghaidh, aig taisbeanaidhean, aig cuirmean sònraichte, agus tro stuthan Gàidhlig a tha ri reic. Tha An Lanntair cuideachd a' cleachdadh Gàidhlig air cuid de na sanasan a tha iad a' cur a-mach, a' creidsinn gur e 'buannachd air leth mòr' a th' ann ann an raon de dhiofar dhòighean, bho bhith a' diofarachadh na tha iad a' tabhann, gu bhith a' cur ri faireachdainn an luchd-cleachdaidh mu an cuid cinnteachd ann a bhith a' ruith Ionad Ealain ann an àite a tha cho làidir a thaobh na Gàidhlig. Nam beachd-san bha Gàidhlig sa coimhearsnachd na fheart dheatamach ann a bhith a' stèidheachadh An Lanntair, agus bha e na phàirt den amasan bho thùs, agus tha fhathast, cultar na Gàidhlig a riochdachadh. àrdachadh agus a mheas. Tha iad a' creidsinn gu bheil follaiseachd

na Gàidhlig nan cuid obrach a' tabhann bhuanachdan is chothroman do luchd-amhairc, luchd-cluiche, luchd-ealain, luchd-cleachdaidh agus dhan raon foghlaim. Tha iad an dòchas gum bi e comasach dhaibh na tha iad a' dèanamh tro mheadhan na Gàidhlig a leudachadh san àm ri teachd; 's dòcha tro bhith a' cleachdadh dòighean digiteach no eile agus stuthan tasglainn no tùsail, lèirsinneach no claisteach, a thabhann ann an dòigh nas ruigsinneach do bhuidheann-cleachdaidh nas fharsainghe.

Aig an àm a chaidh an rannsachadh a dhèanamh, am measg nan taisbeanaidhean bha cruach mònachd air a chuairteachadh le, agus a' mealadh, briathrachas Gàidhlig is innleachdas co-cheangailte ri gearradh na mònachd – pàirt chinnteach de chruth-tìre Innse Gall. Tron seo, b' e an amas cultar na Gàidhlig a mhealadh is a chomharrachadh agus coimhead air dòighean ùra air ath-

mhìneachadh a dhèanamh air. Ged a bha a' Ghàidhlig air fhighe a-steach dhan taisbeanadh – leis na ballachan air an còmhach le eadar-theangachadh de bhriathrachas co-cheangailte ri gearradh na mònachd, b' e am beachd fhèin "Nach smaoinicheadh taigh-tasgaidh sam bith air seo a dhèanamh gu siorraidh bràth" agus bha iad a' creidsinn gun robh an dòigh-obrach aca a' tàladh luchd-tadhail air sgàth a chinnteachd agus mar a bha cùisean air am bogadh ann an traidisean beò. Mar ionad ealain tha iad a' creidsinn gur e aon de na dreuchdan a th' aca crìochan an deasbaid a ghluasad agus gu bheil, air a cleachdadh mar seo, a' Ghàidhlig na so-mhaoin co-cheangailte ri bhith a' tàladh luchd-tadhail.

A rèir An Lanntair, tha a' Ghàidhlig a-nis air a faicinn mar phàirt a tha tòrr nas proifeiseanta de dh'ealain is de chultar na, 's dòcha, a bha fìor roimhe.

#### Air fhoillseachadh le Iomairt na Gàidhealtachd 's nan Eilean.

Airson an aithisg uile agus foillseachaidhean eile, thigear gu [www.hie.co.uk/gaelic](http://www.hie.co.uk/gaelic)

Airson tuilleadh fiosrachaidh air An Lanntair, thigear gu [www.lanntair.com](http://www.lanntair.com)

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An Lantair staff believe Gaelic is a very important aspect of their work and they use bilingual signage, and Gaelic at the front desk, in exhibitions, in specific performances, and through Gaelic products for sale. An Lantair also employ Gaelic on some of their external advertising believing that it is a 'major benefit' in a whole range of ways, from differentiating what they offer, to enhancing the customer's feelings of their authenticity in running an Arts Centre in such a profoundly Gaelic location. In their view Gaelic in the community was a critical factor in the setting up of An Lantair, it being and remaining a part of their original mission to represent, promote and celebrate Gaelic culture. They believe the presence of Gaelic in their work offers benefits and

opportunities for audiences, performers, artists, consumers and the education sector. They hope it might be feasible to expand what can be done through the medium of Gaelic in future: possibly through the use of new digital or other platforms making archive and source material, visual and audio, more available and accessible to a wider audience. At the time of this research, one of the current exhibitions at An Lantair was of a peat stack which was surrounded by, and celebrated, Gaelic vocabulary and artefacts associated with peat cutting – an authentic part of the Hebridean landscape. Through this, the aim was to celebrate and promote Gaelic culture and look at new ways to re-interpret it. Although Gaelic was embedded in this –

the walls being covered with translations of peat cutting vocabulary their view was that "A museum would never have thought of doing this in a hundred years" and they believe that this approach attracted visitors due to its authenticity and grounding within living tradition. As an arts centre they believe that one of their roles is to push the boundaries of the debate, and that used in this way Gaelic is an asset in terms of attracting visitors. According to An Lantair, Gaelic is now seen as a much more professional part of arts and culture than might have been the case previously.

**Published by  
Highlands and Islands Enterprise.**

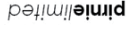
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For more information on An Lantair visit [www.lantair.com](http://www.lantair.com)

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The recent research into the economic and social value of Gaelic as an asset, highlights some key examples of how businesses, social enterprises and communities are using Gaelic, and its significance, in fulfilling their communication, commercial and social objectives. This case study demonstrates how An Lannair in Stornoway use Gaelic as an asset.

An Lannair is an Arts Centre incorporating visual and performing arts, an education programme, cinema, retail, bar and restaurant. It employs 30 full-time and 18 part-time or seasonal staff, receives foundation funding from Creative Scotland and annual support from the local authority, and has a turnover of just over £1 million.



Case study: An Lannair

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