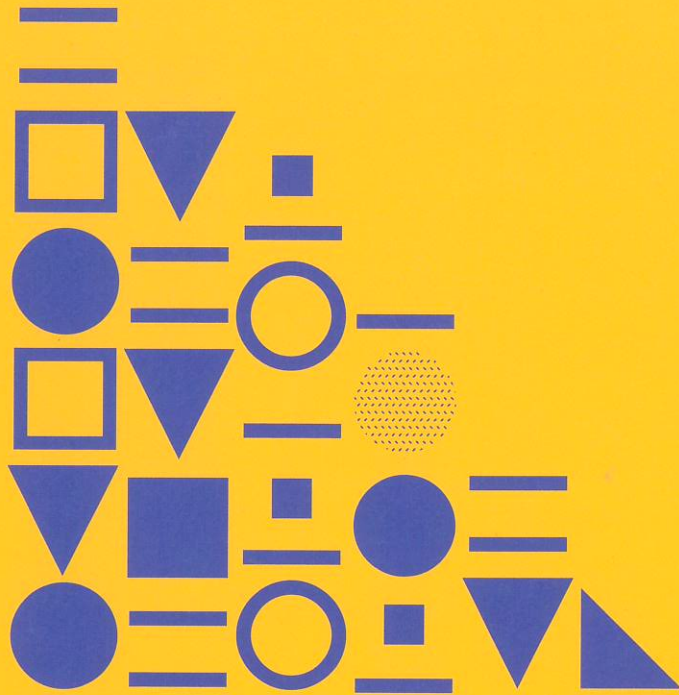


# 2019 Jeonju International Awards

전주세계무형유산대상



**for Promoting  
Intangible  
Cultural Heritage**

**September 27, Fri. 10:00-16:30**

Jeonju Hanbyuk Cultural Center

## 2019 Jeonju International Awards

The “Jeonju International Awards for Promoting Intangible Cultural Heritage” aims to recognize good safeguarding practices of intangible cultural heritage (ICH) and to encourage the proliferation of values of ICH such as social cohesion, cooperation, and cultural diversity for the future development of the global community. The awards are given to individuals, groups, institutions, NGOs, and to those who have made substantial contributions to promoting ICH.

**for Promoting  
Intangible  
Cultural Heritage  
(JIAPICH)**

Jeonju City which established the “Jeonju International Awards for Promoting ICH” took the initiative to transmit, safeguard, and promote ICH around the world as the local government. Jeonju is a cultural city with rich ICH resources compared to other cities. The identity of the city comes from creativity based on Korean old tradition and culture, which shows the same context as UNESCO spirit of safeguarding ICH.

Jeonju City is proud to set another milestone in the field of ICH by enacting the awards. The awards are towards the universal values of humanity transcending nation, ethnic, religion, or gender. Jeonju wishes the awards to play a role in the harmony of the global community, the development of human culture, and the sustainable development of ICH.

Jeonju believes that its intangible cultural heritage left by forefathers can be a valuable asset in the 4th industrial revolution era. Far from regarding ICH as merely old and obsolete, Jeonju is trying to transform it into the digital heritage and move on to a smart city. Jeonju has always been at the forefront for the safeguarding ICH opening a new era even in the age of advanced science and technology.

The awards have gained great positive feedbacks from around the world. Forty-eight applicants from thirty-six different countries applied for it, which was off to an encouraging start.

“Jeonju International Awards for Promoting ICH” will continue to honor the contributors to the safeguarding of ICH and its transmission. Jeonju anticipates that the awards become the lighthouse of hope for all ICH holders, groups, and individuals who are striving to safeguard ICH.

## OPENING REMARKS



We sincerely welcome all of you to the “Jeonju International Awards for Promoting Intangible Cultural Heritage” held in Jeonju, the traditional cultural capital city of Korea.

Jeonju is a hub for many intangible cultural heritages that have blossomed throughout the city based on its long history and rich tradition. As a city with a traditional Korean style and taste, we are constantly striving to develop and pass on Pansori, Hanji, Hanok, Korean food, and other traditional crafts.

The “Jeonju International Awards for Promoting Intangible Cultural Heritage” launched for the first time this year is designed for those who have contributed to the safeguarding and promotion of ICH. To protect our traditional culture that is so often overlooked and disappearing and to revitalize communities, the awards aim to praise the individuals, groups, and communities that have devoted their precious time and efforts.

Many people from 36 countries applied for the awards, and we carefully selected the finalists. I am very pleased to be able to take this opportunity to reward their hard work through the awards.

Through the “Jeonju International Awards for Promoting ICH,” I hope that many people will be able to share the values of ICH and to succeed and develop ICH continually. Furthermore, I look forward to promoting the status of our city Jeonju worldwide; the city of traditional culture and the city of ICH through this ceremony, and I anticipate that the awards will be able to contribute to the safeguarding and revitalization of ICH all over the world.

I sincerely congratulate all those who will receive the honor of the awards today, and I ask for your continued support of the cultural assets that are intangible cultural heritage and for the sharing of its values. Thank you very much.

September, 2019  
Seungsu Kim / Mayor of Jeonju City

## WELCOME REMARKS



I sincerely congratulate and welcome all of you to the “2019 Jeonju International Awards for Promoting Intangible Cultural Heritage.” Jeonju city is where traditional customs and contemporary styles integrate. Once again, welcome to Jeonju.

I would like to first congratulate Contact Base, which provides support to artists and communities that safeguard Indian traditional arts and carry out activities of building capacity. Congratulations to the Heritage Foundation of Newfoundland and Labrador of Canada, which is engaged in many activities to safeguard ICH as well as collecting local history data in the area. Lastly, congratulations to Professor Ahmed Skounti of Morocco for his contribution to the drafting of the UNESCO Convention for the safeguarding of ICH and the development of discussions on the sustainable development of ICH.

The transmission and safeguarding of ICH that encompasses various knowledge, technology, performing arts, and cultural expressions is essential to today's society. Communities and groups through their constant interactions with the environment, nature, and history have constantly recreated these values. ICH deserves to be protected and this is the very value that all the generations should put their efforts together.

In this sense, the “Jeonju International Awards for Promoting ICH” is very meaningful to us as organizations and individuals which dedicated to the safeguarding of ICH are all awarded here today.

I am also very pleased to hear that 48 applications from 36 countries for the awards were submitted and to be able to discuss the future direction of various entities in the ICH field throughout the awards ceremony.

We hope that Jeonju City plays a big role in encouraging and supporting the good practices of the safeguarding of ICH. Once again, I would like to express my deepest gratitude to all who have contributed to this event. I wish nothing but the best for all of you in attendance today and wish the “Jeonju International Awards for Promoting ICH” a great deal of progress and success.

September, 2019  
Byungsul Park / Chairman, Jeonju City Council

## CONGRATULATORY REMARKS



First, I would like to congratulate the winners of the “Jeonju International Awards for Promoting ICH”: the Contact Base of India, the Heritage Foundation of Newfoundland and Labrador in Canada, and Professor Ahmed Skounti of the Moroccan National Institute of Archeology and Heritage Sciences. I am happy that the awards recognize and honor the awardees' contribution to the development and safeguarding of ICH.

I was a jury member of the first UNESCO Intangible Heritage 'Arirang Prize' from 2001 to 2005. I remember what I expressed about the prize to UNESCO: “Korea has experienced in safeguarding many disappearing ICHs by implementing the human cultural property system in 1962 to protect them from the changes under the circumstances of industrialization, urbanization, and westernization. The Korean government enacted the 'Arirang Prize' to share this experience of safeguarding Korea's ICH with other countries. The Korean government has made it clear that the prize goes to those who have made significant contributions to the safeguarding of ICH including the Living Human Treasures regardless of country, race, religion, gender, or age.”

The UNESCO Intangible Heritage 'Arirang Prize' under the adoption of 'Masterpieces of the Oral and Intangible Heritage of Humanity' was no longer practiced as the 2003 Convention for the Safeguarding of ICH passed and exercised in 2006. I was disappointed to hear that the 'Arirang Prize' was no longer to be awarded. So, the news of the enactment of the “Jeonju International Awards for Promoting ICH” delighted me a lot. I would like to express my deepest gratitude to Mayor Seungsu Kim and Jeonju citizens, whose great interest in safeguarding and developing of ICH has made it possible to host the awards.

I can say the greater significance of the awards lies that the awards were enacted by the local government, not by the central government. ICH is based in and around local communities, and each municipality is closer in relations to ICH rather than the central government is. I believe this also represents the spirit of the UNESCO Convention for the safeguarding of ICH. In the future, I hope everyone who cares about ICH gathers wisdom and makes good efforts in making the awards contribute greatly to the development of ICH around the world and become one of the most respected and honored international awards.

September, 2019

Dawnhee Yim / Member, The National Academy of Science, Republic of Korea /  
Former Jury Member, UNESCO Intangible Heritage Arirang Prize

## TRIBUTE



Master Uisik Lee paid special tribute to the 2019 Jeonju International Awards for Promoting ICH. The frame of the plaque is made of wood of Korean nut pine called Hongsong, which last long generations without twist. The color from nature such as soil, stone, lacquer, etc is lacquer-painted on the frame inlaid with mother-of-pearl. The plaque created by his artistic soul wishes to go beyond not only Jeonju and the country Korea but also the world promoting intangible cultural heritage around the world.

### Uisik LEE

Lacquerwork master artisan  
Jeonbuk Intangible Cultural Property No. 13

### Biography

- 2013~ Affiliate Professor, Traditional Arts and Crafts at Korea National University of Cultural Heritage
- 2006 Awarded 'Munhwajang', Man of Jeollabukdo Proud Jeonbuk person
- 1999 Selected as a New Knowledge Worker of Korea, Awarded the Jeollabukdo Governor's Citation
- 1998 Designated as Jeonbuk Intangible Cultural Property
- 1991 First president of the Association of Jeollabukdo Tradition Crafts Artisans

### Awards

- 1990~ Awarded the Trade and Industry Minister's Award at National Crafts Competition and others

### Exhibition

- 2018 “Constancy & Change in Korean Craft 2018” Exhibition at the Triennale di Milano Design Museum, Italy
- 2014~2015 “33 modern and contemporary artisans of Korean lacquerwork inlaid with mother-of-pearl” Exhibition at the Korean lacquerwork inlaid with mother-of-pearl Museum
- 2008 Lee Ui Sik Dried Lacquer Works Exhibition at the Leo Gallery, Seoul
- 2008 Lee Ui Sik Lacquer Painting Exhibition at the Kyoto Cultural Museum, Japan

India ● Contact Base

Contact Base is working domestically and internationally to safeguard the traditional art of India. Due to rapid changes in lifestyle of India, the skills in art and craft, traditional knowledge on nature are not recognized as employable skills in conventional developmental paradigm. To empower the tradition bearers to develop micro economies based on traditional art and craft skills, Contact Base is helping them with the initiative 'Art for Life.' Contact Base is accredited to the UNESCO 2003 ICH Committee (since 2010) and is in Special Consultative Status with UN ECOSOC (since 2013). It has partnership with UNWTO to promote responsible cultural tourism. Initiated in 2004, Art for Life has led to revitalization of 30+ art and craft traditions of eastern India and socio economically empowered 28000+ families of folk dancers, singers, theatre groups, storytellers, mat weavers and crafts persons. Contact Base is also working for collecting inventories and transmitting tradition. Contact Base has won the Bihar Innovation Forum II award (World Bank supported) for Art for Life model as a good practice in non-farm sector (2014) and UNWomen Mastercard Award for Best Community Outreach Project (2011).



Team members of the Contact Base

Review

All of us at Contact Base ([www.banglanatak.com](http://www.banglanatak.com)) are honored, delighted and grateful as the recipients of the Jeonju International Awards for Promoting Intangible Cultural Heritage for our Art for Life initiative. The award indeed honors more than 25000 tradition bearers who are dedicated to the cause of ensuring sustainability and viability of intangible cultural heritage. Art for Life aims to revive and revitalize cultural capital for socio-economic empowerment of the tradition bearers. It strengthens skill transmission and direct access to traditional knowledge and culture. Habitations of tradition bearers develop as hubs of heritage education and creative enterprise. The artists enjoy direct market linkage. A globalized world opens up opportunities for new markets and audiences and thus young people take more interest to pursue traditions. Recognition of Art for Life model as a best practice gives us much encouragement and enthusiasm. We hope the award will give greater recognition to culture as a driver and enabler of sustainable development. Art for Life demonstrates how safeguarding of cultural heritage is effective for rural development. This is possible due to strengthened community identity and pride, creation of alternative livelihood and reduction of out migration. The women traditions bearers are empowered as they enjoy greater mobility and income. We sincerely appreciate the JIAPICH Program for taking this critical and very important initiative of identifying and disseminating good practices for safeguarding ICH.



Bauls in the international festival Sur Jahan

Canada ● Heritage Foundation of Newfoundland and Labrador (HFNL)



Dale Jarvis with community

Newfoundland and Labrador is the easternmost province of Canada. It's a province with a rich intangible cultural heritage, with both indigenous populations, and a settler population of predominantly English/Irish ancestry. HFNL developed a variety of training programs and community-based workshops to introduce the concept of ICH and to provide practical training. Since then, HFNL has organized several festivals, coupled

with work to inventory and promote ICH. In 2014, HFNL was accredited as a non-governmental organization by UNESCO (ITH/12/4.GA/6). The ICH Office at HFNL has achieved through policies that support initiatives to celebrate, record, disseminate and promote ICH and help to build bridges between diverse cultural groups within and outside Newfoundland and Labrador. One of its broad initiatives is the ICH Inventory, a repository of collected ethnographic material, including audio interviews, oral histories, video interviews, events and practices recordings, photographs, ephemera, and print materials, such as maps, drawings, architectural floor plans of vernacular buildings. HFLN has won the Manning Award for St. John's [HERE]SAY Project in recognition of excellence in the Public Presentation of Historic Places (2011). The ICH Office nominated Mummering to the Provincial Historic Commemorations Program (2011). It was nominated Traditional Games of Newfoundland and Labrador to the Provincial Historic Commemorations Program (2015). It has received an Honourable Mention for Canada's Governor General's History Award for Excellence in Community Programming (2018).

Review

This prestigious international award, 'Jeonju International Awards for Promoting Intangible Cultural Heritage,' recognizes a major commitment by the province of Newfoundland and Labrador, our communities, tradition bearers, and our team at the Heritage Foundation of Newfoundland and Labrador (HFNL) in safeguarding and building capacity to celebrate our intangible cultural heritage. It is a great honour to be given this award, and we are very pleased to accept. For the past decade, HFNL has been working to safeguard the rich and diverse cultural traditions at the very heart of our province. Most recently, we have been working to assess the current viability of traditional heritage crafts. This award will allow us to document crafts at risk of being lost, and to compile information about each craft and its practitioners. This in turn will allow us to create opportunities for tradition bearers to demonstrate and teach their skills, passing those skills on to the next generation. We are earnestly grateful for the recognition of our work, and thank the judging committee of the 2019 Jeonju International Awards for Promoting Intangible Cultural Heritage, and the City of Jeonju for their support. On behalf of our Chairperson and our Board of Directors, thank you very much!



Participants at an oral history program at Admiralty House Museum, Mount Pearl

Morocco ● Ahmed Skounti

Mr. Ahmed Skounti is a professor in Anthropology at the National Institute of Archaeology and Heritage Sciences (INSAP, Rabat, Morocco). He contributed to the drafting and adoption of the 2003 ICH Convention during the intergovernmental meetings in 2002 and 2003. He actively participated to the drafting of the Operational Directives of the Convention since 2006. He is a facilitator of the 2003 Convention since 2011. He is currently contributing to the UNESCO capacity-building programme in many countries, mainly in North Africa, Sub-Saharan Africa and the Middle East. He assists some of the States Parties in this region with designing policies in the field of the intangible cultural heritage (Morocco, Sudan and Tunisia). He is contributing a lot to the development and sustainability of ICH on the regional level and on the international level.



Ahmed Skounti

Review

I am happy to be one of the winners of the Jeonju International Award for the Promotion of Intangible Cultural Heritage in its first edition. First, I express my gratitude to the city and people of Jeonju for their commitment to the safeguarding of the intangible cultural heritage worldwide. Second, I would like to thank the members of the JIAPICH Jury. Third, I would like to congratulate the two co-winners: Contact Base from India and Heritage Foundation of Newfoundland and Labrador from Canada. When the results were announced, I felt honoured and glad. For me, it is a timely recognition of my commitment towards the safeguarding of the intangible cultural heritage on the local and national and international level. During the two past decades, I witnessed the extraordinary expansion of the international and national efforts in this field. I am confident about the future of the safeguarding as the communities, groups and individuals are more and more involved in the ICH system. I hope that the intangible cultural heritage will help with the resolution of the main challenges that humanity is facing such as conflicts, climate change and sustainable development.



UNESCO ICH Crafts Workshop in Taroudant, Morocco, February 2019

Chau Dance



Chau dance is a vibrant, colourful and vigorous form of dance drama emerging from martial practice. Chau dance was inscribed in the UNESCO Representative List of Intangible Cultural Heritage of Humanity in 2010. The stories enacted by Chau dancers were mainly sourced from the epics of Ramayan and Mahabharata. The dancers wear ornate and elaborate masks made of clay and paper mache. Around 308 craftspersons in 115 families at Charida village in Purulia is engaged in making Chau masks which are also collected as home decor items. At present, there are around 450 Chau groups in Purulia where 13,000 artists are practising this folk dance. (<http://hipamsindia.org/community/purulia-chau/>)



Biren Kalindi

Folk Artist, Contact Base

Biren Kalindi is a very talented Chau Dance and Natua Artist who has equal skill in playing instruments, singing as well as a well dancing. He learned the tradition from the legendary artist Hariram Kalindi. Biren is also a very reputed trainer in his own community. From 2005 onwards he is running his own Chau-Natua group. He has showcased his talent at UK, Switzerland, China, France, Singapore, Germany, Japan, Lithuania and Bangladesh.



Jagannath Kalindi

Folk Artist, Contact Base

Jagannath Kalindi of Purulia is a proficient artist in Chau and Natua Dance. Trained by his elder brother Biren Kalindi, Jagannath has also learned to play traditional percussion instruments and over time became an ace dancer performing the brilliant Natua and Chau. He has performed in Germany and Lithuania.

Gayageum sanjo



Solo Gayageum sanjo performance

Master Songja Ji is the holder of 'Gayageum sanjo in the Style of Song Geumyeon.' 'Gayageum sanjo in the Style of Song Geumyeon' is a leading solo performance in Korean traditional music. It has a feature of flexibility that makes the music sound various depending on the experience and artistic expression of the performer. Master Songja Ji will play Gayageum sanjo in the Style of Song Geumyeon followed by Arirang, a popular Korean folk song.



**Songja Ji**

Jeollabukdo Intangible Cultural Property No. 40/ Representative, the Seong Geumyeon School Preservation Society



**Man Choi**

Theatrical Director, Gwangyang Traditional Music Orchestra/ Prof. Jeonnam State Univ.

**Part 1 Awards Ceremony | Venue: Hanabyuk Performance Theater**

10:00~10:30	Registration
10:30~10:50	Open Remarks   Seungsu KIM Mayor, Jeonju City
	Welcome Remarks   Byungsul PARK Chairman, Jeonju City Council
	Congratulatory Remarks   Dawnhee YIM Member, the National Academy of Science/ Former Jury Member, UNESCO Intangible Heritage Arirang Prize
10:50~11:20	Congratulatory Performance
11:20~11:30	Progress Report of the JIAPICH   Hanhee Hahm Director, Center for Intangible Culture Studies
11:30~12:10	Awards Presenting   By Seungsu Kim, Mayor Jeonju City Ananya BHATTACHARYA Secretary, Contact Base, India Dale JARVIS ICH Development Officer, Heritage Foundation of Newfoundland and Labrador, Canada Ahmed Skounti Professor, National Institute of Archaeology and Heritage Sciences, Morocco
12:10~14:00	Lunch

**Part 2 ICH Frontiership : Colloquium | Venue: Hanabyuk Performance Theater**

14:00~16:10	Awardees & ICH experts & ICH holder Roger L. JANELLI Emeritus Prof, Indiana University, USA Dawnhee YIM Member, The National Academy of Science, Republic of Korea/ Former Jury Member, UNESCO Intangible Heritage Arirang Prize, Korea Jinsung YANG President, Association for Preservation of Pilbong Farmer's Music of Imsil/ Holder, Pilbong Famer's Music Donghwan CHOI President, Korea-Africa Association/ Steering Committee Member of UNESCO NGO Forum-Aisa/Pacific Region Kweongju HWANG Director, Bureau of Culture, Tourism and Sports	
	16:10	Closing Ceremony

**Outdoor Events | Venue: Norimadang (Front Yard)**

10:00~16:30	Exhibition & Hands-on experience of ICH Patachitra Performance By Susama Chitrakar, Indian traditional long scroll painter and storyteller, India Hapjukseon (Fan-making) Hands-on Experience By Dongsik KIM, National Intangible Cultural Property No.128, Republic of Korea Jihwa (Paper Flower) Hands-on Experience By Heera SHIN, Successor of the Gangeung Dano Gut of National Intangible Cultural Property No. 13, Republic of Korea Jeonju Yigangju (folk liquor) tasting By Junghyung CHO, Jeollabukdo Intangible Cultural Property No. 6/ Korean Food Grand Master No.9, Republic of Korea Hanji Paper Photo Exhibition By Yongwoon HWANG, Representative of the gallery ZISU:M, Republic of Korea Jeonju Future Cultural Heritage Exhibition By Horim KIM, Curator of CICS, Republic of Korea
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## OUTDOOR EVENTS

### Patachitra Performance, India

Indian traditional long scroll painting and storytelling

'Pata' means cloth and 'Chitra' means painting. Patachitra is a tradition of scroll painting and storytelling in West Bengal. The artists, called Patuas, paint stories in long scrolls and sing songs known as Pater Gaan as they unfurl the scrolls. The songs are of wide variety ranging from traditional mythological tales to stories based on modern Indian history and contemporary issues.

(<http://hipamsindia.org/community/medinipur-patachitra-2/>)



Patachitra Performance  
by Susama Chitrakar

### Hapjukseon (Fan-making) Hands-on Experience, Republic of Korea

National Intangible Cultural Property No. 128

Hapjukseon (Hapjuk fan) is a Korean traditional Bamboo fan. Its name was given for the bamboo roots that are thinly cut and joined together. It is a representative traditional craftsmanship of Jeonju.

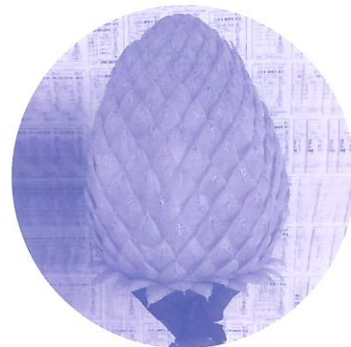


Dongsik KIM  
Fan-making master artisan

### Jihwa (Paper Flower) Hands-on Experience, Republic of Korea

Gangneung Danoje Festival  
National Intangible Cultural Property No. 13

Flowers made of colored paper (Jihwa) are set at the place of Gangneung Dano Gut (Korean shamanic ritual that includes traditional Korean shamanic performance art such as dance, music, song, dress, and ritual stories). God is believed to ascend on Jihwa. This sacred place is not actually for God but for rather human who pray with the hope of life.



Jihwa  
A lotus bud

### Jeonju Yigangju (folk liquor) tasting, Republic of Korea

Jeollabukdo Intangible Cultural Property No. 6  
Korean Food Grand Master No.9

Jeonju Yigangju (folk liquor) had a reputation as one of the three greatest liquor in the Joseon Dynasty. It was made within a family and ran as a family business. The families of the master Junghyung Cho has passed down a secret recipe to generations to generations and Yigangju has been revitalized by the master since 1991. Its name was given because it has gingers and pears in it.  
<http://www.leegangju.co.kr/eng/index.php>

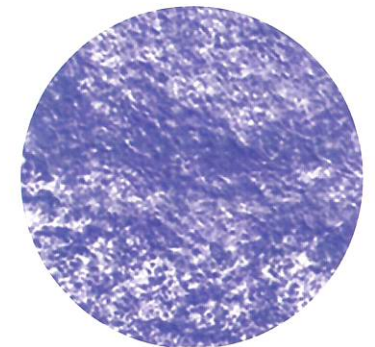


Junghyung Cho  
Korean traditional folk liquor master

### Hanji Paper Photo Exhibition, Republic of Korea

Patent No. 10-1451232

Photo Artist Yongwoon Hwang, the representative of the gallery ZISU:M has made it to present the new technology, which took years of research for the perfect printing photographs on the Korean traditional paper called Hanji. The naturally bumpy wrinkles of the Hanji surface add depth and texture to photographs. In addition, the breathing Hanji provides a warm radiance to photos, which is quite different from those printed on shiny, cold, ordinary photographic paper. Hanji-printed photos have a special feature of preserving the color in the photo for a longer period of time.  
<http://www.ezisum.com/>



A photograph printed in Hanji

### Jeonju Future Cultural Heritage Exhibition, Republic of Korea

Jeonju Future Cultural Heritage is a cultural movement that safeguards disappearing memories and heritage of the modern era by designating valuable spaces, events, people, scenery, and rituals that the majority of Jeonju citizens experience and remember.



Jeonju Future Cultural Heritage No. 9  
The old site of the Miwon Tower



Jeonju International Awards for Promoting Intangible Cultural Heritage

Center for Intangible Culture Studies

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Homepage of JIAPICH : [http://www.cics.center/jiapich\\_2019/](http://www.cics.center/jiapich_2019/)

Homepage of CICS : [www.cics.center/](http://www.cics.center/) [www.ichpedia.org/](http://www.ichpedia.org/) [www.ichngo.net](http://www.ichngo.net)

Homepage of Jeonju : [www.jeonju.go.kr](http://www.jeonju.go.kr)

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Research Center for Intangible Heritage and Information

錦 酒 梨 薑 酒  
이 주



zisu:m gallery  
광주포토문화공간