

# JIAPICH

Jeonju International Awards for  
Promoting Intangible Cultural Heritage  
<https://jiapich.org>

**The Center for Intangible  
Culture Studies (CICS)**

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Host



Feel Korea in  
Jeonju

Organizer

**CICS**

UNESCO Accredited NGO  
The Center for Intangible Culture Studies

**Sep.24.2025**  
**10:00**

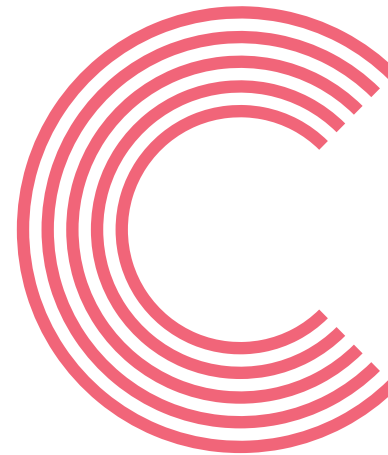
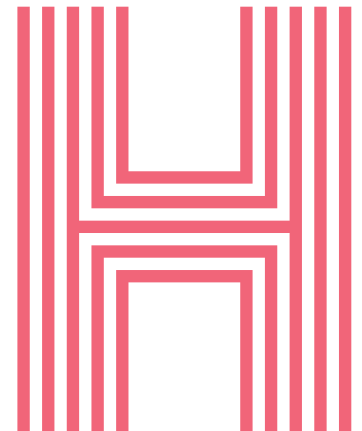
GMT+9 Korea Traditional  
Culture Center

**PROGRAM**



**2025 Jeonju  
International Awards  
for Promoting  
Intangible Cultural  
Heritage**

**One and Only  
International ICH Awards**



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# Program

Time	Program	
9:40-10:00	Welcome Performance	Jeonju Drangon Flag Dance
10:00-10:02	Seating and Moderator Introduction	<b>Kim Hyungkun</b> Professor at Gyeongkuk National University
10:02-10:05	Cultural Relay Promo Video – Part 1	The World cheers for Jeonju's bid for the 2036 Summer Olympics (Games of the XXXVI Olympiad)
10:05-10:20	Opening Address	<b>Woo Beomki</b> Mayor of the Jeonju City
	Welcoming Address	<b>Nam Kwanwoo</b> Chair of the Jeonju City Council
	Congratulatory Address	<b>Yim Dawnhee</b> Member of the Korean Academy of Sciences
		<b>Yun Soonho</b> ICH Division Director of the Korean Heritage Service
		<b>Park Gyuri</b> Acting Director-General of the ICHCAP
10:20-10:35	Award Ceremony	
10:35-10:50	Performance 1	Woosuk University Taekwondo Demonstration Team
10:50-10:55	Cultural Relay Promo Video – Part 2	Message from our Ambassadors at Larger for the 2025 JIAPICH ceremony
10:55-11:10	Acceptance Speech	<b>Wayang Sasak Puppetry School</b> Indonesia <b>Iepé</b> Brazil <b>Keshet</b> NGO Israel
11:10-11:20	Jury Commentary	<b>Amareswar Galla</b> Professor at the Kalinga Institute of Social Sciences
11:20-11:40	Performance 2	<b>Wayang Sasak Puppetry School</b> Indonesia
11:40-12:00	Closing	
12:00	Lunch	

The Jeonju International Awards for Promoting Intangible Cultural Heritage (JIAPICH hereinafter) was established to recognize exemplary Intangible Cultural Heritage (ICH hereinafter) safeguarding practices around the world. The JIAPICH is a Jeonju City initiative that fosters cultural diversity and social cohesion for the development of our world's ICH. This prestigious award is presented to individuals, organizations, communities, institutions, and non-governmental organizations (NGOs) that have achieved outstanding accomplishments in the transmission and safeguarding of ICH and have made significant contributions to community revitalization. Through JIAPICH, the City of Jeonju seeks to honor the passion and indomitable spirits of those who have devoted themselves to the safeguarding and promotion of ICH.

Jeonju holds the largest number of ICH elements in Korea, reflecting the pride and affection its citizens have for their traditions. This spirit of the people of Jeonju resonates with the 2003 Convention for safeguarding ICH, and the city has established this award to take a step closer to the tradition bearers who face challenges in today's rapidly changing society.

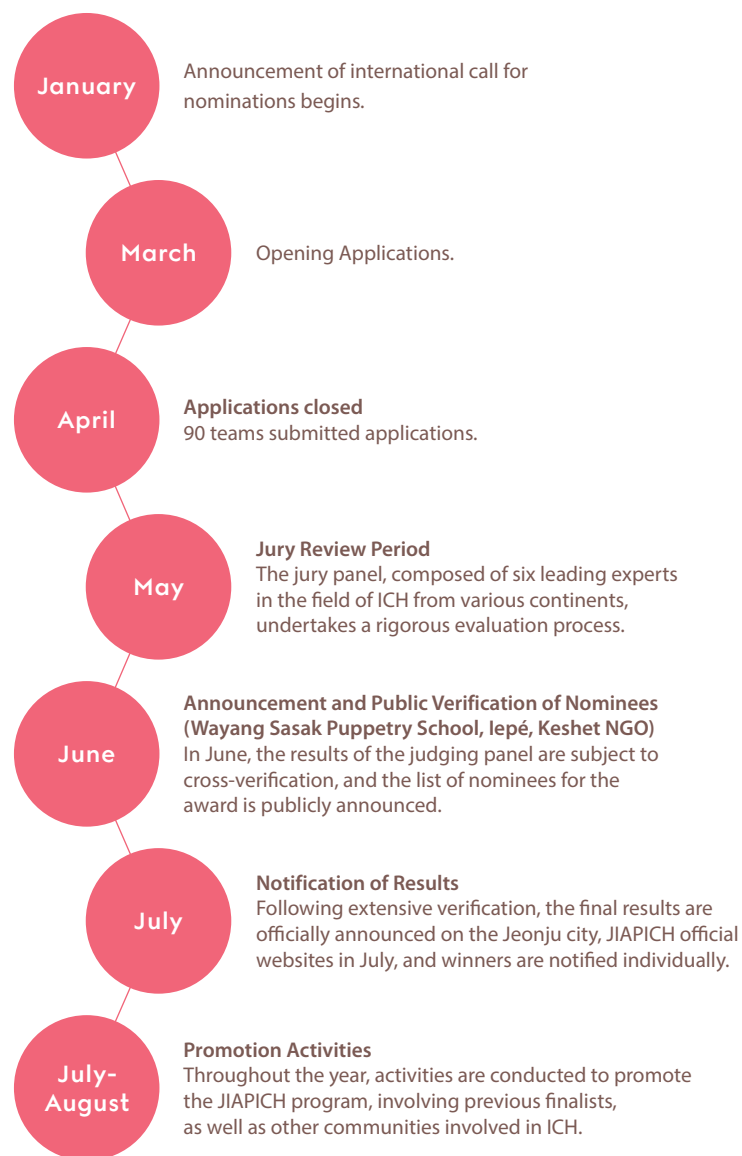
This year marks the 7th anniversary of the award. To honor those who have devoted themselves to the universal values of humanity—transcending the boundaries of nation, ethnicity, religion, and gender—Jeonju has prepared a prestigious prize accompanied by a significant monetary award. This leading award ceremony is proudly held in Jeonju, an ancient city with a thousand-year history, to promote global harmony, the advancement of human culture, and a sustainable future. The intergenerational transmission of our heritage is grounded in the ICH accumulated over the centuries. The delicate ICH that surrounds our daily lives should not be just a relic of the past but as a driving force for inspiration and a reflection of our cultural identity for the next generation.

The 2025 JIAPICH ceremony marks the seventh edition of the award since its inaugural event in 2019. The global influence that JIAPICH has accumulated over the years is difficult to measure; however, its growing prominence is evident. With the number of finalists increasing annually—reaching a total of 21 by this year—and with each passing year, JIAPICH is increasingly mentioned in the same context as UNESCO-related gatherings. Some have even described it as the “Oscars” of the ICH community.

The city of Jeonju remains committed to recognizing and celebrating the achievements of those who have contributed to the safeguarding and transmission of ICH through the JIAPICH award. As JIAPICH continues to expand, its positive influence will not only enhance its own prestige but also reinforce Jeonju's status as a hub city for ICH on the global stage.

Jeonju City  
JIAPICH Secretariat  
The Center for Intangible Culture Studies (CICS)

## The 2025 Finalist Selection Process



## Opening Address

This is Woo Beom-gi, Mayor of Jeonju.

It is my great pleasure to welcome you all to the 2025 JIAPICH, held here in Jeonju, the representative city of Korea's traditional culture.

ICH is the most heartfelt homage to the graceful yet arduous cultural and artistic achievements of our ancestors, as well as to the traces of their lives. It carries an extraordinary power that transcends time and space—connecting past, present, and future, and evoking empathy and admiration across generations, regions, and the world.

The City of Jeonju has long strived to promote the value of ICH to the international community and to ensure its transmission. In particular, the JIAPICH was established to honor those who have dedicated themselves to safeguarding and revitalizing heritage. To date, it has built global prestige, with 339 entries from 92 countries.

All of these achievements have been made possible thanks to your interest, support, and love for ICH. I extend to you my deepest gratitude.

Looking ahead, Jeonju will continue to stand as a steadfast partner through the Jeonju International Awards, ensuring that the tireless efforts of those around the world who devote themselves to safeguarding, transmitting, and revitalizing ICH may shine even more brightly.

Finally, I extend my warmest congratulations to this year's esteemed laureates: IEPE of Brazil, Keshet NGO of Israel, and the Wayang Sasak Puppet School of Indonesia.

Thank you.

**Woo Beomki**

Mayor of the Jeonju City



## Welcome Address

This is Nam Kwan-woo, Chair of the Jeonju City Council.

It is deeply meaningful that the 2025 JIAPICH is being held here in Jeonju, a city that is reborn as a world-class cultural city grounded in a thousand years of history and cultural assets. I warmly welcome all of you who have come to Jeonju for this occasion.

Jeonju is a city that has preserved a long history and brilliant cultural heritage, and has played a significant role in safeguarding and transmitting humanity's precious ICH. Within the development of human civilization—advanced through records and safeguarding—ICH is a vital asset that enriches identity and cultural diversity. Yet, unlike tangible heritage, ICH has no physical form; while its value is great, its preservation and transmission present many challenges.

Therefore, we must devote continuous attention and effort to ensure that this heritage can be passed down intact to future generations, transcending time and space. I sincerely hope that today's Awards will serve as a place where cultures from around the world come together, reaffirming the value of ICH and widely sharing its importance.

ICH is the culmination of the knowledge, skills, and arts accumulated by communities, and it is a treasure that humanity as a whole must protect together. It is our collective duty to safeguard and transmit it across generations.

I look forward to continued global efforts for the protection and revitalization of ICH, and I hope that Jeonju will stand firmly at the heart of those endeavors. Thank you.

**Nam Kwanwoo**  
Chair of the Jeonju City Council



## Congratulatory Address

Distinguished guests,  
I am Yun Soonho, ICH Division Director of the Korean Heritage Service.

As autumn deepens, I sincerely congratulate you on the opening of the 2025 JIAPICH in Jeonju, a city where ICH truly lives and breathes.

I also extend my warmest applause to today's honorees. To all awardees—Brazil's IEPE, Israel's Keset NGO, and Indonesia's Wayang Sasak Puppetry School—my heartfelt congratulations.

Honorable Guests, ICH is not merely tradition. It is the soul and wisdom of our people, the very root of our identity. Passing it on to future generations is an obligation entrusted to us who live today.

This meaningful occasion has been made possible thanks to the dedicated efforts of Jeonju City in safeguarding ICH, as well as the care and support shown by everyone present here. If we continue to join our efforts, I am confident that we can open a greater path for the sustainable development and protection of ICH.

Finally, it is thanks to activists around the world, who have worked tirelessly to safeguard ICH in the midst of industrialization and urbanization, that we can stand here today. Once again, I extend my heartfelt congratulations to all awardees.

The Korean Heritage Service will continue to stand alongside you in ensuring the transmission and development of ICH.

Thank you.

**Yun Soonho**  
ICH Division Director of the Korean Heritage Service

Distinguished guests, and above all, the laureates of today,  
It is a great joy to share with you the news that the 2025 JIAPICH is being held in grand style, and that the three final laureates have been confirmed: the Indigenous Cultural Protection Organization IEPE of Brazil, the Bedouin cultural protection NGO Keshet of Israel, and the Wayang Sasak Puppetry School of Indonesia.

Today's award is not merely an honor, but the culmination of noble efforts to safeguard ICH and carry its vitality into the future. My heartfelt congratulations to you all.

I also wish to extend my deep gratitude and congratulations to Mayor Woo Beom-gi of Jeonju and all those involved, who established this award and have carried it forward to its seventh edition. In a world where many awards end as one-time events, Jeonju has steadfastly upheld the value of ICH for the past six years. I sincerely hope that this ceremony will continue to instill pride in the bearers and practitioners of heritage, and give them the courage to bring their traditions to a wider world.

The fact that Jeonju has become the center of the JIAPICH is a source of pride for us all. We recall how the "UNESCO Arirang Prize" once disappeared after a brief history. We know how difficult it is to sustain a global award. Yet Jeonju did not give up. Rather, together with JIAPICH, it has leapt forward—this year attracting twice as many applicants as last year. The name of Jeonju is shining ever more brightly on the world stage.

The Republic of Korea has been at the forefront of safeguarding ICH. For sixty years, we have built systems to ensure that traditions on the verge of disappearing could survive into the present. Thanks to these policies, programs, and the dedication of our people, today's roots of K-culture extend into traditional culture. Without such protection measures, we could not stand so confidently before the world with our traditions today. This is why our country can rightly be called a leader in ICH.

The strength of an advanced nation lies not only in its economy or technology. A truly advanced nation is one that safeguards its culture, embraces diversity, and allows it to bloom anew. Jeonju, through its cultural inclusiveness, has risen as a central city of ICH. Just as Rome, Florence, Paris, and New York once did, Jeonju too will grow into a cultural city of global attention, beyond Seoul itself.

Honorable Guests,

ICH is not merely a legacy of the past. It is a hope for the future and a source of wisdom for humanity to overcome conflict, war, climate crises, and social challenges. May today's ceremony remind us of that potential and serve as a new starting point for unity and cooperation among humankind.

Once again, I express my deepest gratitude to the laureates, the jury members, Mayor Woo, and all those who prepared this celebration. May today's festival become a great step not only for our traditions, but also toward a shared future heritage of humanity.

Thank you.

**Yim Dawnhee**

Member of The Korean Academy of Sciences  
Chair Professor at Dongguk University

Distinguished guests,  
On behalf of the ICHCAP, I extend my heartfelt congratulations on the convening of the 2025 JIAPICH.

Today's ceremony is a meaningful occasion to honor the dedication of individuals, communities, and organizations around the world who have devoted themselves to the safeguarding and transmission of ICH, while also promoting cultural diversity and strengthening social solidarity.

In particular, the laureates of this year's award—IEPE from Brazil, Keshet NGO from Israel, and the Wayang Sasak Puppet School from Indonesia—have safeguarded the identity and wisdom of their communities within diverse cultural contexts. Their commitment and tireless efforts clearly demonstrate the vitality and contemporary value that ICH continues to hold today.

ICH is not merely something to be kept in the past; it is a living asset that links the present with the future. Safeguarding languages and knowledge, arts and customs is an essential process in sustaining community identity and in establishing the universal values shared by humanity. Today's awardees have embodied this mission and made remarkable contributions to cultural diversity and sustainable development.

Jeonju, a city where ICH is richly safeguarded and transmitted, shares its values with the international community and conveys hope for the future through the Jeonju International Awards. The ICHCAP will also continue to do its utmost to strengthen communities and to build a peaceful and sustainable world through ICH.

In closing, I would like to express my deepest gratitude to the City of Jeonju, the Center for Intangible Culture Studies, and all those who have contributed to the preparation of this event. I sincerely hope that the 2025 JIAPICH will serve as a valuable opportunity to open a brighter future together through the power of ICH.

Thank you.

**Park Gyuri**  
Acting Director-General of the ICHCAP

Master Lee Ui-sik, a recognized holder of the intangible heritage of lacquerware, has crafted a special plaque for the JIAPICH, embodying the spirit of craftsmanship. This plaque, made from red pine, is designed to withstand the test of time, ensuring its preservation across generations. The red pine is adorned with natural pigments derived from elements such as soil, stone, and lacquer trees, and further embellished with mother-of-pearl.

The creation of this plaque reflects the artist's deep dedication, as he searched for colors in unknown stones and natural materials and collected mud from reed leaves along the riverbanks after the rain. This plaque, born from the artistic soul of the master, is destined to shine as a radiant symbol of the value of ICH, spreading its light from Jeonju and South Korea to the world.



**Master holder Lee Ui-sik**  
A bearer of intangible cultural heritage in the art of lacquerware

## Biography:

- 1991: Served as the inaugural President of the Jeonbuk Special Self-Governing Province Traditional Crafts Association
- 1998: Designated as the Holder of Intangible Cultural Heritage No. 13 in Lacquerware
- 1999: Recognized as a "New Knowledge Worker" of the Republic of Korea / Awarded a Citation by the Governor of Jeonbuk Special Self-Governing Province
- 2006: Awarded the "Cultural Prize" as a Proud Jeonbuk Citizen by Jeonbuk Special Self-Governing Province
- 2009-2012: Adjunct Professor in Traditional Wood Lacquer Craft at the Korean Traditional Culture Training Institute
- 2013- Present: Adjunct Professor in the Department of Traditional Wood Lacquer Craft at the Korea National University of Cultural Heritage

## Awards:

- 1990: Received the Minister of Trade and Industry Award at the Korea Crafts Competition, among many other accolades



# 2025 Jeonju International Awards for Promoting Intangible Cultural Heritage

Sep.24.  
2025  
10:00 GMT+9

Korea Traditional  
Culture Center



Host  Feel Korea in  
Jeonju

Organizer  CICS UNESCO Accredited NGO  
The Center for Intangible Culture Studies



## The 2025 JIAPICH Finalist Introduction

### SPWS (Wayang Sasak Puppetry School), Indonesia

Wayang Sasak Puppetry School (SPWS) was established in 2015 in response to growing concerns among artists and cultural practitioners about the decline of Sasak puppetry traditions in the Lombok region. The organization provides informal puppetry education for youth, moving away from the traditional family-based transmission model. The SPWS's doors are open to those that are interested in learning about becoming a puppeteer...opportunity to become a puppeteer through SPWS's open and inclusive training approach. The curriculum includes practical puppetry training, puppet music classes, and puppet-making workshops, and is offered across various communities and schools throughout the island of Lombok.

The school also safeguard key elements of Sasak puppetry such as performers, music, and centuries-old puppets through digital archiving. Notably, Sasak puppet music, distinguished by its use of seven traditional instruments, sets it apart from Javanese and Balinese puppetry traditions. Recordings of this music are made available as learning resources.

In addition, SPWS actively collaborates with NGOs to use Sasak puppetry as a medium for public awareness campaigns on key social issues such as environmental protection, anti-corruption, and the prevention of child marriage.





### lepé (Indigenous Research and Training Institute), Brazil

Since its establishment in 2002, the lepé Institute has developed various strategies to protect and strengthen the tangible and ICH of indigenous peoples. The institute supports the cultural and political empowerment of indigenous communities in Brazil, enabling them to manage their territories according to their own traditional governance systems and to achieve sustainable development and the realization of their rights.

As a leading example, lepé has implemented the safeguarding plan for the Kusiwa body painting and graphic art of the Wajäpi people, the first Brazilian element to be inscribed on the UNESCO Representative List of the ICH of Humanity. In addition, the Institute has published educational materials and dictionaries in the languages of various Indigenous peoples, including Wajäpi, Tiriyo, Katxuyana, Wayana, and Zo'é, thereby contributing to language safeguarding and the transmission of traditional knowledge.

In addition, lepé carries out activities to document and safeguard indigenous ICH, including their ways of doing, ways of knowing, ways of seeing, ways of exchanging, and ways of speaking. The institute also supports efforts to obtain official recognition of these cultural elements as ICH.



### Keshet NGO, Israel

Keshet NGO, established in 1999, is dedicated to safeguarding and transmitting the ICH of the Bedouin communities, a minority group residing in the Negev Highlands of Israel. The Bedouins, descendants of ancient semi-nomadic peoples, have formed semi-permanent settlements in the region, yet most of these villages remain unrecognized by the state and are excluded from public infrastructure and administrative services. Despite being officially considered unauthorized settlements, these communities continue to safeguard their unique ICH.

The organization is dedicated to the meticulous documentation, safeguarding, and revitalization of traditional Bedouin agricultural techniques and ecological knowledge, while promoting environmental responsibility within the region. It also supports culturally immersive sustainable tourism initiatives that allow visitors to gain a deeper understanding of Bedouin culture. In addition, Keshet runs intergenerational educational programs grounded in traditional ecological wisdom, craftsmanship, oral traditions, and community leadership.

Furthermore, Keshet NGO actively advocates for policy reform and the formal legal recognition of marginalized Bedouin settlements. These efforts contribute not only to the improvement of basic infrastructure and administrative systems, but also to the cultural legitimacy and political empowerment of Bedouin communities. Especially in the wake of the recent Gaza-Israel conflict, such initiatives have gained increased significance amid a more complex policy landscape.



It is a great honour to continue as a Jury member for the 7th edition of the JIAPICH and work with the CICS. A hearty appreciation for the Mayor of Jeonju for his ongoing support.

The awards are global and each year the breadth and depth of the applications have become more inclusive with a meaningful contribution to the dynamic and evolving discourse of intangible heritage. As someone involved first hand with the UNESCO 2003 Convention for the Safeguarding of Intangible Heritage since the time of its drafting, if you will, I would like to make three reflections about the significance of the JIAPICH Awards.

Firstly, the Convention was drafted with a framework that is open ended within the Operational Directives to build on the discourse of Intangible Heritage. I remember taking the floor in Paris during the drafting process and expressing the Global South concern that to define is to contain heritage that is living and dynamic as different from the 1972 World Heritage Convention focussed on authenticity and integrity. I also argued that the Nara Recommendation of 1994, I was the youngest member of the 28 people that worked on it, would be more applicable if the process of harmonisation of 1972 and 2003 Conventions and in fact all the UNESCO Conventions, is ensured. This process is a continuing challenge for UNESCO and its member states. JIAPICH awards contributes to the richness of heritage in all its manifestations and hence the much-needed harmonisation.

Secondly, safeguarding was a new concept introduced by the 2003 Convention. A member of the UNESCO Executive Board, the late Dr Kapila Vatsyayan from India argued that documenting that which is living is transliterating and freezing it in time. Safeguarding as a dynamic approach or process was introduced by her. It is a concept that was/is alien to most heritage practitioners and agencies that are drilled in the conservation capacity building of the World Heritage Convention. The 2003 Convention calls for Safeguarding Plans that are flexible and updated regularly. They require the centrality of community and groups in all processes of the instrument. Given no community is similar, the Plans are also contextual and diverse. JIAPICH awards over the past seven years illustrate the diversity of safeguarding planning honouring the First Voice of the communities as the primary stakeholders.

Thirdly, we must remember the voice of Koïchiro Matsuura, then Director-General of UNESCO, who was in Bamako, Mali, for the ceremony to proclaim the first Masterpieces of the Oral and Intangible Heritage of Humanity on May 18, 2001. It marked the culmination of UNESCO's efforts to recognise and safeguard intangible cultural heritage, which he described as vital "for creative expression and a driving force for living cultures". Two years later he led with the State Parties the adoption of the 2003 Convention. He was a strong advocate for the balancing of the Eurocentric hegemonic heritage of the Global North with that of the Global South. If the harmonisation of the UNESCO Conventions were to be pursued, the value of the 2003 Convention, a democratic instrument that places the primary stakeholder communities at the heart of post-colonial heritage discourse, would be appreciated better. In fact, as an example I refer to the positioning and awarding for the intangible heritage elements of World's Indigenous Peoples through JIAPICH. It is in the spirit of both the 2003 Convention and the 2007 UN Declaration on the Rights of Indigenous Peoples (UNDRIP). UN's Inter-Agency Support Group (IASG) on Indigenous People's Issues promotes the mandate of the UN Permanent Forum on Indigenous Issues within the United Nations system. UNESCO is the Co-Chair of the IASG - Call to Action: Building an Inclusive, Sustainable and Resilient Future with Indigenous Peoples, IASG, November 2020. It is the Reaffirmation by the UN of its commitment to support Member States in the promotion, protection and realisation of the rights of Indigenous peoples as envisaged in the UNDRIP.

There are many more significant outcomes from JIAPICH and commendable work of CICS. I once again applaud the Mayor of Jeonju and the JIAPICH Awards.

**Amwareswar Galla**  
Kalinga Institute of Social Sciences



## JIAPICH Finalists from Previous Year



2019  
Ahmed Skounti  
Morocco



2019  
Contact Base  
India



2019  
Heritage Foundation  
of Newfoundland and  
Labrador New Zealand



2022  
Anka Raic  
Bosnia and  
Herzegovina



2022  
NM Cordillera  
Philippines



2022  
Serfenta  
Poland



2020  
ASAMA  
Burkina Faso



2020  
Hieu Duc Vu  
Vietnam



2020  
NGO Impacto  
Mexico



2023  
Art for Refugees  
USA



2023  
Rural Development  
Fund  
Kazakhstan



2023  
Woodfordia Inc  
Australia



2021  
Dil Kumar Barahi  
Nepal



2021  
El Felze  
Italia



2021  
Shirinbek  
Davlatmamadov  
Tadzhikistan



2024  
ACAIP  
Colombia



2024  
Roya Taghiyeva  
Azerbaijan



2024  
The Foundation of  
Koble Mande Sud  
Cote d'Ivoire

The 2025 Jeonju International Awards for Promoting Intangible Cultural Heritage (JIAPICH) has been made possible through the vision, commitment, and generous support of distinguished partners, institutions, and individuals.

We extend our deepest appreciation to the Mayor of Jeonju City and the National Heritage Management Division of Jeonju-si, whose leadership and steadfast commitment to cultural heritage have been foundational to the continued success of JIAPICH.

We also sincerely acknowledge the esteemed embassies of Indonesia, Israel, and Brazil for their invaluable support throughout this year's program. In particular, we wish to express our gratitude to H.E. Marcia Donner Abreu, Ambassador of Brazil, for her honored presence at the ceremony.

Special recognition is owed to the Ambassador at Large, whose endorsement and tireless promotion elevated the global profile of JIAPICH. With their invaluable contribution, the 2025 program achieved an unprecedented milestone—attracting the largest number of applications from across the world, doubling last year's count.

Finally, we extend our heartfelt thanks to the following organizations and individuals for their continued encouragement, collaboration, and guidance (listed in alphabetical order):

Ahmed Skounti	Amareswar Galla	Aye Min Oo
Cha Boyong	Choi Donghwan	Choi Younghwa
Cristina Amescua	Gabriele Desiderio	Ghil'ad Zuckermann
Jeong Sungmi	Jessica Rossi	Jorijn Neyrinck
Jorge Gustavo Caicedo	Ki Leonce	Kim Eunjeong
Kim Mingyu	Kim Yonggu	

Korean UNESCO Accredited NGOs – WoMau (Ahn Junghwan),  
IMACO (Choi Woohyuk), Korea Heritage Agency (Kim Hyunsung)

Laurier Turgeon	Noriko Aikawa	On 'Kat' Kanya
Paulina Adamska, Łucja Cieślak, & Ula Szwed (Serfenta Association)		
Robert Baron	Sara Green	Saverio Pastor
SEDE Donatien	Tamara Nikolić Đerić	

Their dedication and expertise continue to inspire the global community in advancing the safeguarding and promotion of intangible cultural heritage.