

2020 전주세계무형유산대상 온라인 시상식

2020 Jeonju International Awards for Promoting Intangible Cultural Heritage Online Ceremony

Sep. 18th^{FRI} 2020

20:30 KST [GMT +9:00]

11:30
GMT

06:30
MST, Mexico City
[GMT -7:00]



18:30
VST
[GMT +7:00]



The City of Jeonju invites the world to our second annual Jeonju Awards! Join us in celebrating the world's Intangible Cultural Heritage Online Ceremony. Save the date! September 18th, 2020 20:30 KST [GMT+9:00]



▶ Jeonju City



▶ CICS IN KOREA

2020 Jeonju International Awards for Promoting Intangible Cultural Heritage Online Ceremony

The 2020 JIAPICH Online Ceremony will be taking place on YouTube.

This year's finalists whom have shown model safeguarding and transmission practices of Intangible Cultural Heritage are: ASAMA of Burkina Faso, NGO Impacto of Mexico and Hieu Duc Vu of Viet Nam were nominated to be the 2020 JIAPICH Finalists.

It is our hope that all of you watching this Online Ceremony will support and recognize the winners' hard work and their efforts in safeguarding and promoting Intangible Cultural Heritage beyond time and space. City of Jeonju welcomes everyone to our Online Ceremony!



**Friday 18 September 2020 20:30,
The awards ceremony will be held on YouTube.**

- 1 Search for 'Jeonju', 'CICS IN KOREA' YouTube channel name
- 2 Click on 'Jeonju International Awards for Promoting Intangible Cultural Heritage Online Ceremony'
- 3 Watch the awards ceremony

The 'Jeonju International Awards for Promoting Intangible Cultural Heritage' was established to discover exemplary cases of Intangible Cultural Heritage safeguarding activities, to establish social solidarity and identity through Intangible Cultural Heritage, and to develop an international community for the future.

PROLOGUE

The Jeonju Award is given to individuals, organizations, local communities, institutions, and non-governmental organizations (NGOs) who have led exemplar in the transmission and safeguarding of Intangible Cultural Heritage and contributed to vitalizing the community. By enacting the "Jeonju International Awards for Promoting Intangible Cultural Heritage," Jeonju selects contributors who have worked hard to protect and promote Intangible Cultural Heritage and commend their hard work and indomitable spirit. We hope that this meaningful award, which took its first step in 2019, will gain international reputation and become a prestigious award.

SIGNIFICANCE

The "Jeonju International Awards for Promoting Intangible Cultural Heritage" is an international award prepared by Jeonju, the city of traditional culture. City of Jeonju, a local government, took the initiative in establishing this meaningful award for the transmission, safeguarding and promotion of Intangible Cultural Heritage around the world. Jeonju is a cultural city with many unique Intangible Cultural Heritage, and the identity of the city is looking for creativity based on old traditions, called "Beopgo Changsin". The same is true of UNESCO's spirit of protecting Intangible Cultural Heritage.

Jeonju City is promoting the field of Intangible Cultural Heritage by enacting the "Jeonju International Awards for Promoting Intangible Cultural Heritage" The award and prize carry symbolic gesture towards those that have committed themselves to the protection and proliferation of ICH regardless of borders of nations, ethnicity, religion, and gender. Jeonju, a local city, is the center, and has taken a leading role in promoting global harmony, human culture, and sustainable development of ICH for the future. Jeonju City believes that through the precious Intangible Cultural Heritage left by our ancestors, we can become a leader in the era of the 4th industrial revolution. Rather than just seeing it as old and outdated, we are trying to move toward a smart city by raising the Intangible Cultural Heritage to a digital archive. Jeonju City has taken the lead in opening a new era by realizing the value of Intangible Cultural Heritage early in the era of advanced science and technology.

The Jeonju International Awards for Promoting Intangible Cultural Heritage, started in 2019, received 48 applications from 36 countries around the world in 2019 and 39 applications from 27 countries in 2020. The geographical distribution of applicants spread across the five oceans and six continents. The number of applications from all across the world and the enthusiastic responses from ICH community has made this award possible. Jeonju City will continue to honor the achievements of those who have contributed to the safeguarding and transmission of Intangible Cultural Heritage through JIAPICH. We want to become the beacon of light for Intangible Cultural Heritage holders and groups who were sailing alone in the vast darkness. Jeonju wishes to hold the hands of the ICH community and give the spotlight to those that are striving to safeguard ICH.

Opening Address



We sincerely welcome all of you to the “Jeonju International Awards for Promoting Intangible Cultural Heritage Online Ceremony” held by the City of Jeonju, a traditional City in South Korea that has cherished Intangible Cultural Heritage. The City of Jeonju is rich in spirit, skill, and Intangible Cultural Heritage that has been passed down from previous generations. Jeonju’s cultural assets include: Hanok (traditional Korean house), Hanji (traditional Korean paper), traditional Korean food, and Pansori (traditional Korean musical story telling), showcases the ‘most beautiful’ cultural assets of Korea.

The “Jeonju International Awards for Promoting Intangible Cultural Heritage” marks its second year in awarding those who have contributed to safeguarding and revitalizing Intangible Cultural Heritage around the world. Even in difficult times due to the pandemic, many people from 27 countries participated, and the finalists were decided after careful examination. Intangible Cultural Heritage is alive and breathing by our side as there are countless people who have spared their time and efforts despite difficult conditions in safeguarding the disappearing Intangible Cultural Heritage. We are very pleased to be able to express our gratitude for their hard work.

Through the “Jeonju International Awards for Promoting Intangible Cultural Heritage” it is our hope that many people will share the value of Intangible Cultural Heritage and contribute to the safeguarding and activation of Intangible Cultural Heritage. Jeonju, a city full of Intangible Cultural Heritage, will also play a major role in the transmission and development process Intangible Cultural Heritage. We sincerely congratulate all those who have received the honor of the award, and ask for your continued participation in protecting our precious Intangible Cultural Heritage around the world.

September 1, 2020

Seungsu Kim
Mayor of Jeonju

Welcome Address



We sincerely welcome all of you who have joined us in celebrating the 2020 Jeonju Awards Online Ceremony. Congratulations to Mr. HIEU DUC VU, who took the lead in protecting the Intangible Cultural Heritage of ethnic minorities by collecting and exhibiting the material cultures of the Muong people. Congratulations to ASAMA, in preserving the traditions of the Burkina Faso people, Congratulations to NGO IMPACTO, who are committed to strengthening the social solidarity in the Chiapas Highlands through the revitalization of Intangible Cultural Heritage in the region. In addition, I would like to express my special gratitude to those who received the application for the Jeonju World Intangible Heritage Awards with great interest in the safeguarding of Intangible Cultural Heritage.

Intangible Cultural Heritage is a cultural product created through the process of constant re-creation by humanity over a long period of time. It can be said to be the crystallization of the experiences gained by communities or individuals constantly interacting with the environment, nature, and history given to them. In the modern society where capitalism prevails, it will be of paramount importance to protect and pass on Intangible Cultural Heritage, which is the collection of human history and experiences that cannot be converted into material values.

In this respect, I think that JIAPICH platform, which highlights the value of Intangible Cultural Heritage to the fullest, is a very meaningful platform that raises an alarm for the social trend that pursues only material matters. We hope that Jeonju City will continue to play a major role in encouraging and supporting exemplary safeguarding activities of the World Intangible Cultural Heritage. Jeonju City Council will also help Jeonju City to become a hub for Intangible Cultural Heritage. Finally, I would like to express my gratitude to all the people involved in their hard work to prepare for this event, and I sincerely wish the endless development of the Center for Intangible Cultural Studies (CICS) which hosted today's event.

September 1, 2020

Donghwa Kang
Jeonju City Council Chair

Congratulatory Address



The Jeonju International Awards for Promoting Intangible Cultural Heritage is celebrating its second year. This year, 39 organizations or individuals from all over the world applied. I would like to express my sincere congratulations to the winners of Viet Nam's Hieu Duc Vu, ASAMA Conservation Society of Burkina Faso, and the Mexican NGO Impacto, who were selected through rigorous and fair assessment from the jury of internationally renowned in the field of Intangible Cultural Heritage.

Since 1962, the Korean government has had experiences in dealing with the disappearing traditional cultures. It enacted a law to protect traditional cultures by implementing an Intangible Cultural Property Protection Act. This was due to the traditional culture of Korea rapidly disappearing because of industrialization, westernization, and urbanization. 41 years later, UNESCO passed the Convention for the Safeguarding of Intangible Heritage in 2003 to protect the rapidly disappearing of each country's traditional culture in a globalized world. The Korean government has made many contributions to UNESCO's Intangible Heritage policy. According to the decision of the 142nd Executive Committee in 1993, the "Living Human Treasures" act, which is Korea's intangible heritage protection act, which established human cultural heritage, and UNESCO World Intangible Heritage has shown a lot of interest, including the "Arirang Award" from 2001 to 2005.

The founding of Jeonju International Awards for Promoting Intangible Cultural Heritage is significant in many ways. I believe that this is the most important event that Korea has shown to contribute to the development of Intangible Cultural Heritage. Furthermore, The significance of the Award is perhaps in the fact that the local government contributed in founding the Award. The base of Intangible Cultural Heritage is in communities, which are closely linked to local government advocating for the proliferation of Intangible Cultural Heritage. Therefore, Jeonju International Awards for Promoting Intangible Cultural Heritage willingly adopts the spirit of the 2003 UNESCO Intangible Cultural Heritage Convention. Jeonju is a representative city of Korean traditional culture. I would like to express my deepest gratitude to the Jeonju Mayor Seung-soo Kim and the citizens of Jeonju who have shown interest in safeguarding and proliferation of Intangible Cultural Heritage and wish the best for the future of Jeonju International Awards for Promoting ICH.

September 1, 2020

Dawnhee Yim

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

Finalists



ASAMA of Burkina Faso

ASAMA is a non-profit association with a pan-African vocation. ASAMA was originally created in 1995 by a group of students convinced and concerned about the future of masks threatened by the numerous vices and excesses of modern society (neglect, abandonment, etc.) and wishing to support the societies of traditional masks in order to safeguard this heritage in danger. It was legally recognized as a non-profit organization by the Government of Burkina Faso in 1996.



Its primary mandate is ① to promote research and assist in the safeguarding, promotion and preservation of African mask traditions, ② to urge and facilitate the cooperation between governments, national and international organizations and individuals interested in the preservation of traditional masks and mask performances, and ③ to drive governments to develop preservation policies of their mask traditions and fight against the looting of the cultural resources.

ASAMA is led by two councils which are the 'Board of the Fund for the safeguarding of masks' and the 'Council of the Institution'. ASAMA is accredited to the UNESCO Intergovernmental Committee for ICH since 2012 and has been elected as a member of the Evaluation Body for 2019-2022. One of the main activities of ASAMA is the International Festival of Masks and Arts of Dédougou (FESTIMA) which is held every two years since 1996 with the participation of many countries, particularly African and European countries. The 15th edition of the festival was held from 29 February to 7 March 2020. ASAMA is also continually active in research projects as well as the promotion of masks in West Africa (inventories, training, sensitization for heritage safeguarding, and supporting conservation).





HIEU DUC VU of Viet Nam



Mr. Hieu Duc Vu's principal strategy in the process of the creation and development of the museum has been to work in close collaboration with local Muong people, notably for the safeguarding and promotion of their ICH such as rituals, traditional cultural practices and performances. More concretely, the activities of Mr. Vu's museum are composed of i) the research, identification and documentation, ii) revitalization, iii) transmission and education and iv) promotion of the Muong people's ICH including traditional medicine. One of his important activities is the fund-raising, which is indispensable to run a private museum. "The research, identification and documentation" includes the collection of artifacts, cultural practices related to traditional food and dishes, dressing, farming, and irrigation as well as documentations such as books and photos. Concerning the "revitalization, transmission and education", the museum assists revitalization of traditional techniques and materials necessary for the production of ICH craftsmanship and music such as: Knitting, carpentry, weaving, gong music and folk songs. The Museum/ Cultural space also provides support to practitioners and artisans to perform rituals in the community life. Mr. Vu restored traditional gathering house for revitalization of traditional rituals and practices, traditional instruments such as gongs, old textiles to encourage revitalization of festivities and rituals.

The safeguarding of ICH of the Muong community, which is one of the most important minority groups of Viet Nam, has a strong social impact in whole society of Viet Nam. The issue of the preservation of minority cultures has been one of the most sensitive political topics in Viet Nam. The activities of Mr. Vu's "Museum of Muong Cultural Space" could be considered as model activities for the safeguarding minority peoples of ICH, which would result in assisting the minority groups to affirm their cultural identity leading to the establishing of a harmonious cultural diversity of the whole nation.





IMPACTO of Mexico



Impacto is a non-governmental organization (NGO), officially named Proyecto Impacto Consultores, Asociación Civil, founded in San Cristóbal de Las Casas, Chiapas, México in June of 2012. It has been active primarily in the textile sector, but, more recently has expanded to work in other sectors of activity in the Highlands region of Chiapas, such as coffee production. Since its foundation, Impacto has received grant funding from the Kellogg Foundation for its Textile Program. Its membership has grown rapidly, increasing from 25 Mayan artisan women at the time of its foundation in 2012 to 700 women in 2019, and has expanded to cover all the Highlands of Chiapas (a region marked by extreme poverty). Impacto has been primarily concerned with training women in local textile craftsmanship, in promoting their work and in finding markets for the arts and craft produced by these artisan women. In 2015, Impacto was instrumental in the nomination of San Cristóbal de Las Casas as Creative City UNESCO of Crafts and Folk Art, in collaboration with the local government.



Impacto was created in order to reduce poverty and inequality in Mexico beginning with the state of Chiapas. The main focus is to increase incomes for people living in the communities of the Highlands of Chiapas, primarily indigenous women involved in textile production. Special attention is given to education, gender equity and social communication, in order to improve quality of life of the people living in these communities. Intangible cultural heritage is not an end in itself, but a means to sustainable development, to gender equality, to protecting copyright of traditional weaving techniques and motifs, and to the general well-being of the local indigenous populations. Impacto creates the links between those who produce the goods and conscientious consumers, thus generating sustainable development in the state of Chiapas.

Online Program

Time	Online Ceremony
20:30~	Opening Address Seungsu Kim, Mayor of Jeonju City
	Welcome Address Donghwa Kang, Jeonju City Council Chair
	Congratulatory Address Dawnhee Yim, Member of National Academy of Science, Republic of Korea/ Former Jury Member, UNESCO Intangible Heritage Arirang Prize
	JIAPICH Progress Report Hanhee Hahm, Director of CICS
	Awarding the Finalist Nominees Seungsu Kim, Mayor of Jeonju City
Finalists	ASAMA of Burkina Faso
	HIEU DUC VU of Viet Nam
	IMPACTO of Mexico
	Closing Ceremony



Tribute to the Maker of JIAPICH Plaque



Uisik Lee

Lacquerwork master artisan

Jeonbuk Intangible Cultural Property No.13

Uisik Lee, the Lacquerwork master artisan, intangible cultural property of Jeollabuk-do, showed his craftsmanship and produced a special plaque for the 2020 Jeonju International Awards for Promoting Intangible Cultural Heritage. The plaque is made of Korean pine nut called Hongsong, that can withstand time as it can be passed down to generations without distortion. In addition, plaques were painted in colors obtained from nature, such as the color of soil, stone, lacquer, and decorated with Najeon [seashell ornament]. The plaque created through his artistic spirit will spread beyond Jeonju and Korea to shine a light on the world's Intangible Cultural Heritage.

Biography

2013~	Affiliate Professor, Traditional Arts and Crafts at Korea National University of Cultural Heritage
2006	Awarded 'Munhwajang', by Jellabukdo
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
1990	Awarded the Trade and Industry Minister's Award at National Crafts Competition

Exhibition

2018	"Constancy and 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 Workd Exhibition at the Leo Galley, Paju
2008	Lee Ui Sik Lacquer Painting Exhibition at the Kyoto Cultural Museum, Japan

**Center for Intangible Culture Studies (CICS)
Secretariat of the 2020 JIAPICH**

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