

# Muslin Festival 2016 - Discussion Session

7th February

0930 – 1700 hrs

Bangladesh National Museum

## Authenticity and Creativity in the Development of Traditional Handicrafts



United Nations  
Educational, Scientific and  
Cultural Organization

**Beatrice Kaldun**

Head and Representative  
UNESCO Office in Dhaka



# What are Handicrafts

- ❖ Not a raw material
- ❖ Not an industrial product
- ❖ An expression of the human spirit in material form
- ❖ The skills of the artisan – craftsmanship

# What defines Handicrafts

- ❖ Cultural context of craft production
  - Learned skills
  - The environment of the culture
- ❖ Authenticity and excellence are the key to quality handicraft
- ❖ Creativity and innovation

# Role of the Government supporting the Crafts Sector

Mapping cultural assets

Intellectual property

Facilitating networking and information flow

Preserving and maintaining traditional knowledge

Developing skills and capacities

Creating an Enabling Environment

Introducing conducive legal frameworks

Developing financing sources and guaranteeing its accessibility

Supporting emergence of a local market and access to international market

# Key role of government in unlocking the potential of crafts

Employment

Social  
Inclusion

Poverty  
Reduction

Heritage  
Preservation  
and Promotion



# UNESCO's normative actions

❖ *Convention on the Protection and Promotion of the Diversity of Cultural Expressions (2005)*

❖ *Convention for the Safeguarding of Intangible Cultural Heritage (2003)*

❖ **Recommendation on Cultural Diversity (2001)**

❖ **Recommendation on Folklore (1989)**

❖ **Recommendation Concerning the Status of the Artist (1980)**

❖ **Convention of the Universal Copyright (1952;1971)**

❖ **Florence Agreement (1950)**



## *Convention for the Safeguarding of Intangible Cultural Heritage (2003)*

### Safeguarding - Development - Promotion

The practices, representation, expressions, as well as the knowledge and skills, that communities, groups, and in some cases, individuals recognize as part of their cultural heritage. Also known as **living cultural heritage**, is manifested via the following mediums:

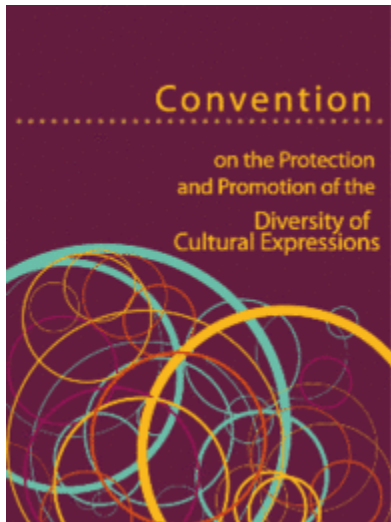
- i. oral traditions and expressions, including language as a vehicle of the intangible Cultural Heritage
- ii. performing arts
- iii. social practices, rituals and festive events
- iv. knowledge and practices concerning nature and the universe
- v. **traditional craftsmanship**



## *Convention on the Protection and Promotion of the Diversity of Cultural Expressions (2005)*

### Main Goal:

Recognize the specific nature of cultural goods and services as vehicles of identity, values and meaning



Defines:

**“cultural content”**  
as the symbolic meaning, artistic dimension and cultural values that originate from or express the uniqueness and plurality of cultural identities.

Recognizes: **Artist’s central role** in nurturing the diversity of cultural expressions.





## *Convention on the Protection and Promotion of the Diversity of Cultural Expressions (2005)*

### Two-fold nature of creative industries

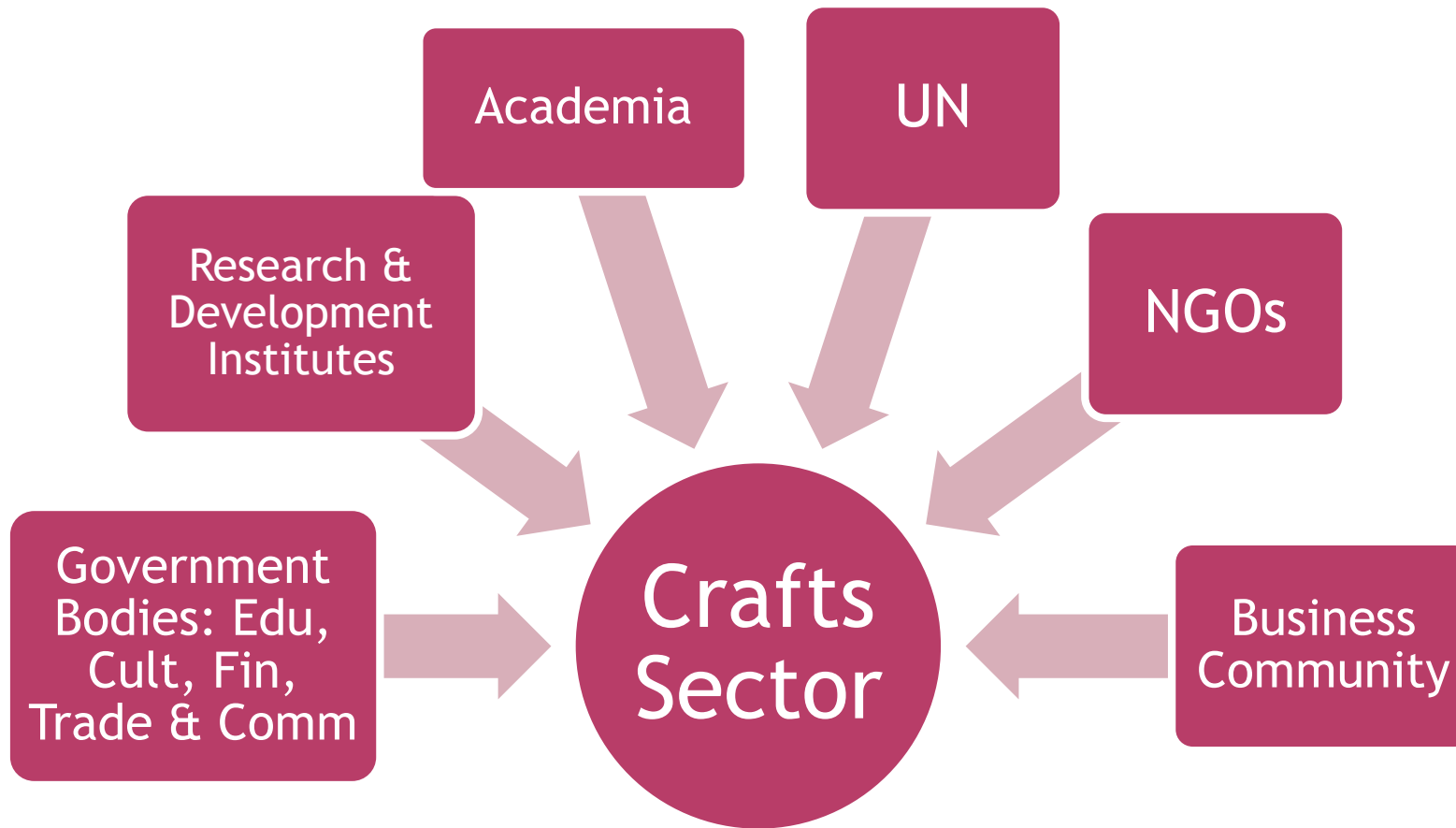
#### Social-cultural diversity

- Content
- Identify and value building
- Non-merchandise treatment

#### Economic development

- Production process
- Distribution mechanism
- Potential economies

# Platforms of Dialogue



**Necessity to build platforms of dialogues and links between civil society and governments**

# UNESCO's Support



## MDG Achievement Fund

China Culture and Development  
Partnership Framework



## Chinese Ethnic Minorities Participatory Artisan Survey and Needs Assessment Report

2009/2010

Leishan County, Guizhou Province &  
Longchuan County, Yunnan Province

# UNESCO's Support

## Artisan Survey and Needs Assessment

### Recommendations:

- To designate or create appropriate administrative department at local level to take ownership of all craft activities
- To establish flexible loan and financial system
- To support or establish trade associations or any other intermediary craft agencies, strengthen training provision, and to utilize current resources obtained from networking

# UNESCO's Support

## Artisan Survey and Needs Assessment

### Recommendations:

- ◉ **Professionalization** of craft occupations through establishment of skills quality framework linkages with creative industries
- ◉ To establish a professional **raw materials** distribution system
- ◉ To formulate and establish product **quality standards and certify crafts skills**, techniques, quality and origin
- ◉ To introduce professional guidance and collaboration to strengthen the **product development, design and packaging**

# UNESCO's Support

## Artisan Survey and Needs Assessment

### Recommendations:

- ◉ To enhance brand awareness and use publicity and promotion to build up brand images
- ◉ To revive ethnic culture, develop cultural tourism and give priority to local markets with secondary emphasis on non-local markets
- ◉ To strengthen urgent safeguarding measures through digital recording of endangered traditional crafts and artisans

# UNESCO's Support



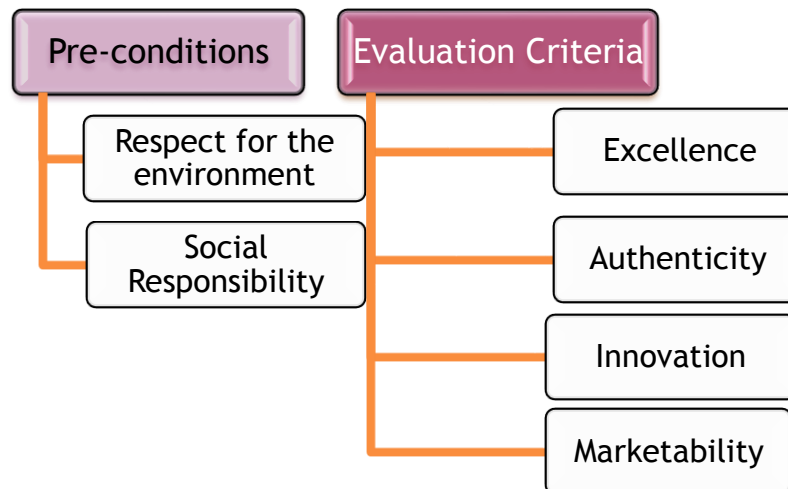
UNESCO AWARD OF EXCELLENCE FOR HANDICRAFTS Programme  
(2001-2013)

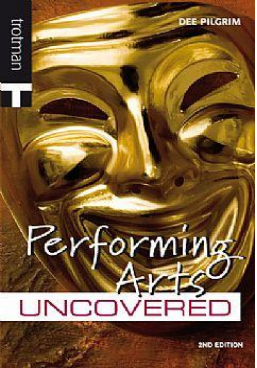
World Crafts Council Award of Excellence for Handicrafts  
Programme (since 2014).

Creativity

Quality

Value





Handicrafts as living heritage and cultural industries continue to grow steadily apace and have a determinant role to play in the future of culture.

*Thank you!*

