



WORLD CRAFTS COUNCIL-ASIA PACIFIC REGION AWARD OF EXCELLENCE FOR HANDICRAFTS 2018

Patronage:



PRESS STATEMENT

15 October 2018

**The Awardees of WCC Asia Pacific Region
Award of Excellence for Handicrafts 2018 For Five Sub-Regions:
West Asia, Central Asia, South Asia, South East Asia and East Asia
(South Pacific did not participate)**

The WCC Award of Excellence for Handicrafts for the year 2018 has been granted to 215 submissions from a total of 510 entries in the Asia Pacific Region from 5 (five) sub-regions.

The WCC Award of Excellence for Handicrafts aims to encourage artisans to produce handicrafts that use traditional skills, patterns and themes in an innovative way, to ensure the continuity and sustainability of these traditions and skills so as to set quality standards, raise international awareness and strengthen the promotional potential for handicraft products to enable them to compete in the global market and automatically increase the welfare of the craftsmen.

The range of submissions was highly diversified including woven and embroidered textiles, natural fibers, ceramics, wood carvings and inlay, metal work, stone carving, glass and other materials. The total of 510 submitted products originated from the five sub-regions of WCC-Asia Pacific Region, namely : **West Asia** (Iran, Kuwait, Oman, Saudi Arabia), **Central Asia** (Kazakhstan, Kyrgyzstan, Tajikistan, Turkmenistan, Uzbekistan), **South Asia** (Bangladesh, India, Nepal, Pakistan, Sri Lanka), **South East Asia** (Indonesia, Laos, Malaysia, Philippines, Thailand), and **East Asia** (China).

West Asia Subregion:

The jurying committee of experts met in Tehran-Iran between 5-7 August, 2018. The jurying committee comprised of: Ms. Marzieh Torkamanian - Director General of Development and Promotion Bureau in the Department of Handicraft and Traditional Arts of Iranian Cultural Heritage, Handicrafts & Tourism Organization (ICHTO) from Iran, Ms. Vida Tavahodi - the Advisor to the Deputy of Handicraft and Traditional Arts of ICHTO and the Representative of WCC-APR Vice President of West Asia subregion from Iran, Mr. Ahmed Saleh al-Farisi - the

Representative of Chairperson of the Public Authority of Crafts Industries of Sultanate of Oman / WCC-APR Vice- President of West Asia subregion from Oman, Dr. Ali Saleh Alnajadah - Member of WCC-APR & Associate Professor of Interior Design at College of Basic Education-Public Authority for Applied Education and Training from Kuwait, and Dr. Anying CHEN - Associate Professor & Supervisor Chair of Department of Art History in Academy of Arts & Design, Tsinghua University from China.

South Asia Subregion:

The jurying committee experts met in the Crafts Council of India Office, Chennai-India between 14-15 August, 2018. The jurying committee comprised of: Ms. Manjari Nirula - WCC-APR Vice President of South Asia subregion from India, Ms.Usha Krishna - Past President of WCC-International and WCC-APR Advisor from India, Ms.Gita Ram - Chairperson of Crafts Council of India from India, and Mr.Jacob Mathews - CEO of Industree Craft Foundation from India.

Central Asia Subregion:

The jurying committee experts met in the Art Museum, Bukhara-Uzbekistan between 16-18 August,2018. The jurying committee comprised of: Ms.Aizhan Bekkulova - WCC-APR Vice President of Central Asia subregion from Kazakhstan, Mr.Edric Ong - WCC-APR Advisor from Malaysia, and Ms.Shirin Melikova - Director of Azerbaijan Museum from Azerbaijan.

East Asia Subregion:

The jurying committee experts met in Qingdao-China on 23 August, 2018. The jurying committee comprised of: Dr.Kevin Murray - WCC-APR Senior Vice President and Vice President of South Pacific Subregion from Australia, Dr.Richard Englehardt - WCC-APR Advisor from Thailand, Mr.Edric Ong - WCC-APR Advisor from Malaysia, Mr. Gao Yang, Director of Household Products Design, City Design School, Central Academy of Fine Arts from China, and Ms. Hou Huizhe - Advisor of China Arts and Crafts Association from China.

South East Asia Subregion:

The jurying committee experts met in the Ministry of Education and Culture in Jakarta-Indonesia between 24-28 September, 2018. The jurying committee comprised of: Dr.Joseph Lo - WCC-APR Advisor from Singapore, Mr.Richard Englehardt - WCC-APR Advisor from Thailand, Mr.Edric Ong - WCC-APR Advisor from Malaysia, Dr. Rahardi Ramelan - Technology and Society Indonesian Batik Foundation from Indonesia, Ms.Laila Tyabji - Founder of Dastkar and legendary craft activist from India.

The international experts in all subregions systematically observed and judged the submissions according to four (4) main key criteria: excellence, authenticity, innovation, and marketability, all essential attributes for outstanding craft creations along with the 2 (two)

pre-conditions that are awareness and respect for the environment (eco-friendly) and also social responsibility (fairness).

The programme, formerly known as the Seal of Excellence for Handicrafts, was established in South-East Asia since 2001 by UNESCO and the ASEAN Handicraft Promotion and Development Association (AHPADA). It was expanded to South Asia in 2004, to East Asia in 2006 and West-Central Asia in 2005, and West Asia in 2014.

The awardees will receive certificates in November and will be promoted through the WCC networks and other programmes. The certificate can be used as a promotional tool (for a specific product or product line only) to attest the quality and authenticity of the awarded product.



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