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# **WORLD CRAFTS COUNCIL-ASIA PACIFIC REGION AWARD OF EXCELLENCE FOR HANDICRAFTS 2014**

**PRESS RELEASE**

**12th September 2014**

## **The Awardees of WCC Asia Pacific Region Award of Excellence for Handicrafts 2014 For Four Sub-Regions: South Pacific, West Asia, South Asia, and South-East Asia**

**Jakarta, September 2014 – The WCC Award of Excellence for Handicrafts has been granted to 114 submissions from a total of 253 entries in the Asia Pacific Region from 4 (four) sub-regions.**

This year, Indonesia has been given the opportunity to host the World Craft Council (WCC) Awards of Excellence for Handicrafts 2014. The National Crafts Council of Indonesia in cooperation with the Ministry of Trade of the Republic of Indonesia have dedicated their time and energy to ensure the successful running of the programme.

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 including so as to set quality standards, raise international awareness and strengthen the promotional potential for handicraft products to enable them compete in the global market and automatically increasing the welfare of the craftsmen.

The range of submissions was highly diverse including traditionally woven textiles, embroidery, natural fibers, ceramics, wood carvings and inlay, metal work, stone carving, and other materials. The total of 253 submitted products originated from the four sub-regions of WCC-APR, namely: West Asia (Kuwait, Lebanon, Iran, Palestine, Jordan, Oman), South Pacific (Australia), South Asia (India, Bangladesh, Sri Lanka, Bhutan) and South-East Asia (Indonesia, Malaysia, Laos PDR, Thailand).

The 7 (seven) Jury members as the international panel of experts, consist of Dr. Ghada Hijjawi Qaddumi-President of WCC-APR from Kuwait, Mdm. Surapee Rojanavongse-Immediate Past President of WCC-APR from Thailand, Mdm Manjari Nirula-WCC-APR Vice President of South Asia from India, Ms. Judith Chung-Tangs Retail Consultant from Singapore, Mr. Richard Engelhart- former UNESCO Regional Advisor for Culture in Asia and the Pacific from America, Mrs. Pincky Sudarman-Executive Vice President of Alun-alun Indonesia from Indonesia, and Mr. Edric Ong-Senior Vice President of WCC-APR from Malaysia. They are guided by 2 (two) facilitators, Mr. Edric Ong from Malaysia and Mrs. Yasmin Wirjawan from Indonesia.

The high standards of entries kept an international evaluation panel of experts in design, marketing and handicraft production busy for four days from August 18th to 21st, 2014 at the Ministry of Trade

of the Republic of Indonesia Building in Jakarta. The international panels of experts systematically observed and judged the submissions through 4 (four) key criteria of excellence, authenticity, innovation, and marketability, all essential attributes for outstanding craft creations with the 2 (two) pre-conditions that are awareness and respect for the environment (eco-friendly) and also social responsibility (fairness).

The successful 114 awardees are listed below. The awardees entries will be on display at the Ministry of Trade of Indonesia Main Building Auditorium on 8th September 2014 and at the upcoming International Exhibition in Dongyang, China for World Craft Council Golden Jubilee celebration during 18-22 October 2014.

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 2007, then the Award of Excellence for Handicraft programme continued from 2008-2012.

The awardees will receive certificates 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 a product.



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