

# ichLinks

## Building an Integrated ICH Information-Sharing Platform in the Asia-Pacific Region

### Project Outline

- **Title:** ichLinks, Building an Integrated ICH Information-Sharing Platform Project
- **Duration:** from 2020 - continue (long-term project)
- **Main Activities:** developing the ichLinks system and share the ICH-related information through the ichLinks with the participating members

### Background

The International Information and Networking Centre for Intangible Cultural Heritage in the Asia-Pacific Region under the auspices of UNESCO (ICHCAP) is a UNESCO Category 2 Centre established in 2011 in the Republic of Korea.

Our primary role is to safeguard intangible cultural heritage (ICH) through the key functions: information and networking. In light of this, we have been developing and supporting projects and activities directed toward safeguarding ICH in the Asia-Pacific, to enhance the information sharing and network building.

Through many years of running projects and activities, ICHCAP has recognized the need for an integrated online platform where Member States can share their ICH information and resources through a common space.

### Objectives

This project is to build an integrated online platform, ichLinks, to collect, share, and utilize the ICH information and contents among the Asia-Pacific Member States. The online platform's activation will lead to creating offline networks and events using the shared ICH content.

## What is ichLinks?

ichLinks is an online platform that hosts a wide range of ICH information and contents shared by and with Asia-Pacific Partner Organizations, with enhanced information search, browse, and management features. Anyone interested in ICH such as researchers, practitioners, and policymakers can easily locate ICH information and content shared through the ichLinks. They can also use ICH information and content to promote their cultural heritage and create socio-economic opportunities.

## Roles and Responsibilities

Key actors and stakeholders indicated below shall assume the following roles and responsibilities within the framework of ichLinks.

- **ICHCAP** shall assume the following roles and responsibilities.
  - Develop and operate the ichLinks system
  - Invite and designate Partner Organizations
  - Provide technical and financial supports to the Partner Organizations
  - Develop and apply the database linking system with the Partner Organizations
  - Provide personnel training on the operation of ichLinks system
  - Develop new ICH contents and share on the ichLinks
  
- **Partner Organizations** shall be, in principle, a single organization in charge of collecting and maintaining ICH information in each Member State. They shall represent and serve as a channel of communication between ICHCAP and their Member States by implementing the follows.
  - Provide ICH information and contents to be shared on ichLinks
  - Develop ICH digital contents and upload them on ichLinks
  - Operate ICH programs and events using the shared data on ichLinks
  - Perform networking activities with other Partner Organizations through the ichLinks
  
- **Executive Committee** will be made up of the representatives of Partner Organizations when the project expands, and more Partner Organizations are participating. The roles of the Executive Committee are as follows.
  - Deliberate on matters necessary for the efficient operation of ichLinks
  - Make suggestions for the improvement of ichLinks system
  - Seek countermeasures against system errors
  - Submit opinions regarding Partner Organization undesignation

## Benefits for Partner Organizations

- **Promote your ICH elements, publications, and related events**

The ichLinks will be a common space where you can promote your ICH elements, publications, and related events to the worldwide audience. You can share any kind of promotional videos, photos, or audios related to your ICH, which help the audience better understand and enjoy your ICH. You can also promote any kind of ICH news and events, such as festivals, performances, exhibitions, and international conferences, where people can get involved.

- **Easily get the ICH-related information of other countries in the Asia-Pacific**

You can access to the ICH stakeholder's information, such as contact information of the list of government, experts, researchers, NGOs, institutions, or practitioners in the Asia-Pacific region. This will only be opened to the ichLinks members. You can also freely access and download the photos, videos, publications that other Partner Organizations have shared.

- **Build networks with other Partner Organizations**

The sharing of online contents can create a new network. The exchange of academic information and experts can lead to academic conferences and seminars where people from related fields gather to share ideas and knowledge. You can also communicate with other partners through ichLinks and develop collaborative projects together.

- **Boom up the ICH-related market in your country**

You can use the ichLinks platform to boom up the ICH market in your country. For example, you can promote your countries' ICH-related tourism area, which will lead to more people interested and visit the place. You can also improve your traditional craftsmanship and introduce a website where people can buy them so the communities can get the economic benefits.

## ICHCAP's Supports

ICHCAP may provide various supports for each partner's needs as follows. The details for supports will be discussed with the Partner Organization when they are designated.

- **Purchasing necessary equipment and system**
- **Financial support for personnel expenses**
- **Training for IT personnel**
- **Co-development of ICH digital contents**
- **Support for organizing local ICH events**

## **2020 – 2021 Expected Schedule**

- Designate the Partner Organizations: July 2020
- Sign MOU with the Partner Organizations: August 2020
- Request sample data to the Partner Organizations: August 2020
- Receive applications for support: September 2020
- Sign contract and budget support: September – October 2020
- Receive the sample data from Partner Organizations: November 2020
- Edit and upload the sample data on the ichLinks: December 2020
- ICHCAP's ICH data migration to ichLinks: September – December 2020
- Specially curated contents are uploaded on ichLinks: December 2020
- Data correction and technical troubleshooting: January – March 2021
- Prototype of ichLinks are launched: March 2021
- ichLinks launching ceremony: April – June 2021 (by each country)
- ichLinks Executive Committee is organized and first meeting: September 2021

## Target Information



**Information on country-specific ICH elements** including their photographs, videos, audio files, and descriptions



**Academic resources on ICH** including related books, papers, reports, proceedings, etc.

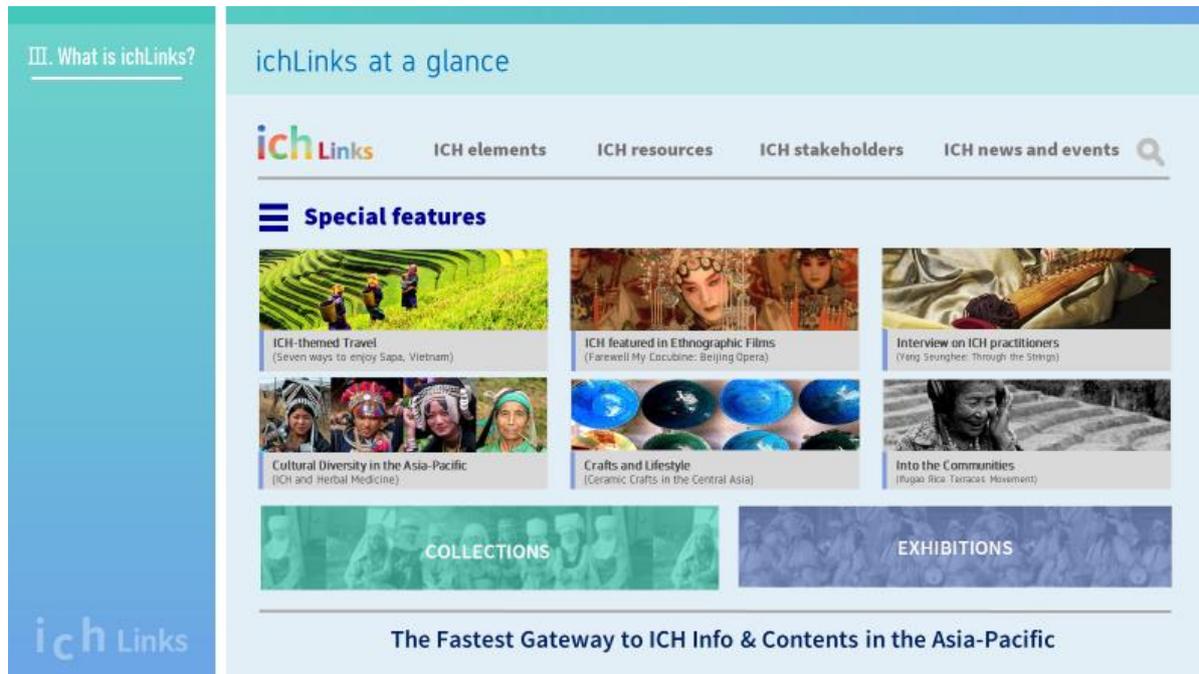


**Information on ICH stakeholders** including government agencies, professional institutions, NGOs, experts, etc.



**ICH-related events and news** including festivals, performances, exhibitions, academic conferences, seminars, related news, etc.

## Sample contents to be curated on ichLinks



III. What is ichLinks?

ichLinks at a glance

ichLinks ICH elements ICH resources ICH stakeholders ICH news and events

**Special features**

- ICH-themed Travel (Seven ways to enjoy Sapa, Vietnam)
- ICH featured in Ethnographic Films (Farewell My Concubine: Beijing Opera)
- Interview on ICH practitioners (Yang Seunghee: Through the Strings)
- Cultural Diversity in the Asia-Pacific (ICH and Herbal Medicine)
- Crafts and Lifestyle (Ceramic Crafts in the Central Asia)
- Into the Communities (Rugab Rice Terraces Movement)

COLLECTIONS EXHIBITIONS

The Fastest Gateway to ICH Info & Contents in the Asia-Pacific

Service page example 1

III. What is ichLinks?

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Minimum Components

Basic Info & Contents

Curated Info & Contents

Collections & Exhibitions

ich Links

## ② Basic Info & Contents – a. ICH elements

ICH elements
Oral traditions
Performing Arts
Social practices/rituals
Knowledge and practices
Traditional craftsmanship
🔍

**By Domains - Oral Traditions & Expressions**



**Baqsi,**  
Uzbekistan



**Dondang Sayang,**  
Malaysia



**Khon, masked dance drama,**  
Thailand



**Uyghur Muqam of Xinjiang,**  
China



**Tradition of Vedic chanting,**  
India



**Nôgaku theatre,**  
Japan

**By Regions/Countries-Southeast Asia-Indonesia-Performing Arts**



ESTUPPA Indonesia

<b>Name</b>	<b>Tari Bali Dance</b>
<b>Name(Engl)</b>	The nine Balinese dance
<b>Country</b>	Indonesia
<b>Domain</b>	Performing Arts
<b>Description</b>	The nine Balinese dance were initially a desire from the central government to propose traditional Balinese practices that were actually traditional Bali. Since there are so many Balinese dances, nearly thousands of those who are sacred, semi-sacred, and entertainment including new creations dance, naturally experience difficulties.

Member States' ICH elements on their national/regional inventories

Service page example for ICH elements

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Basic Info & Contents

Curated Info & Contents

Collections & Exhibitions

ich Links

## ② Basic Info & Contents – b. ICH Resources

ICH Resources
Books and Publications
Thesis and Dissertations
Reports
Meetings and Proceedings

Intangible cultural heritage in modern contexts

🔍

**Search Results for Books and Publication (1,092 results)**



**Traditional Medicine: Sharing Experiences from the Field**

In 2017, ICHCAP, as a UNESCO category 2 center in the cultural heritage field, started the Living Heritage Series to promote traditional knowledge and cultural diversity. In this, the first book in the series, ICHCAP teamed up with #HeritageAlive to share...



**Traditional Food: Sharing Experiences from the Field**

ICHCAP published the book, Living Heritage Series – Traditional Food in collaboration with the ICHVIGO Forum's #HeritageAlive. The Living Heritage Series is a serial publication on regional/national transmission and safeguarding of intangible...

**Search Results for Meetings and Proceedings (354 results)**



**2019 Sub-regional Meeting for ICH Safeguarding in South Asia**

The 2019 Sub-Regional Meeting for Intangible Cultural Heritage Safeguarding in South Asia: ICH in Education: Towards Joint Collaboration for Promoting ICH in Formal and Non-Formal Education jointly organized by ICHCAP and UNESCO Dhaka ...



**Proceeding: International Symposium on Intangible Heritage along the Maritime Silkroad**

On 13 September 2018, experts of the Asia-Pacific region gathered to discuss maritime topics. Organized and hosted by ICHCAP and the National Research Institute of Maritime Cultural Heritage, the symposium, in two sessions, allowed ...

Publications, reports and academic resources from 35 Asia-Pacific countries

Service page example for publications

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ich Links

## ② Basic Info & Contents – c. ICH Stakeholders

ICH Stakeholders

Governments      Research Institutes      NGOs      Experts

Cultural heritage research institute in Vietnam

Search Results



**Vietnam Museum of Ethnology**  
The Vietnam Museum of Ethnology was established by the state as a social academy institute and is included in the national museum system in Vietnam. The establishment process of the Vietnam Museum of Ethnology was carried out in the 1980s while Vietnam was facing deep post-war difficulties. On 24...



**Cultural Heritage Association of Vietnam (CHAV)**  
The Cultural Heritage Association of Vietnam is a socio-occupational association, assembling Vietnamese organizations and individuals with occupations or passion for cultural heritage and protecting and promoting cultural values. It aims to meet people's increasing demand for building and developing ...

Individual Page



Name	Vietnam National Institute of Culture and Arts Studies (VICAS)
Local language	Viện Văn hóa Nghệ thuật quốc gia Việt Nam
Country	Vietnam
Category	Research Institute
Establishment	1971
Objectives	To research and build scientific basis for the Ministry of Culture, Sport, and Tourism to form strategies, build structures and policies, and improve state management on culture, family, physical training, sport, and tourism
Introduction	Established on April 2, 1971, as the Institute of Arts, after a number of name changes, the Vietnam National Institute of Culture and Arts Studies (VICAS) adopted its current name pursuant to Decision No 2397/QĐ – BKH/TTLĐ, on September 3, 2013, by the Ministry of Culture, Sports and Tourism (MOCST).
Major Activities	For many years, VICAS has been one of Vietnam's leading institutions in theoretical research and cultural policy development. It participated in the development of...

ICH-related public/private orgs, experts, and communities introduced

Service page example for ICH stakeholders

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Collections & Exhibitions

ich Links

## ② Basic Info & Contents – d. ICH News & Events

ICH News & Events

ICH News      ICH Events

ICH contest in the Asia-Pacific

ICH Event Search Results (234 results)



**Call for Applications: 2019 Asia-Pacific Youth ICH Storytelling Contest**  
ICHCAP is holding the 2019 Asia-Pacific Youth ICH Storytelling Contest from 15 July to 15 October...



**Call for Submissions for World Folk Film Contest**  
The National Folk Museum of Korea (NFMK) is holding the 2nd World Folk Film Contest to promote traditional folk culture conservation and creative ways in its transmission.



**Call for Applications: Youth Eyes on the Silk Roads Photo Contest**  
The International Photo Contest "Youth Eyes on the Silk Roads" taking place from 11 April to 15 July 2016, is organized within...

ICH News Search Results (131 results)



**Breaking the Glass Ceiling: One Somersault at a time**  
ICHCAP has announced the winners of the 2019 Asia-Pacific Youth ICH Storytelling Contest, which was held by the centre for three months from July 2019. Applicants from 19 countries submitted their photo essays and videos for the contest which had two categories (Young Practitioners and General Youth). ICHCAP selected winners for Grand Prize (1 person), Excellence Prize (1 person), Distinction Prize (2 persons), Special Award (3 persons), and Participation Prize in each category.

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ICH news and events from 35 countries are instantly shared through the platform

Service page example for news and events

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Collections & Exhibitions

ich Links

③ Curated Info & Contents

Special features – b. ICH featured in Ethnographic Films



**Peking Opera in the Farewell My Concubine**  
 The opera tells the story of Xiang Yu, the self-styled 'Hegemon-King of Western Chu' who battled for the unification of China with Liu Bang, the eventual founder of the Han dynasty. In the play, Xiang Yu is surrounded by Liu Bang's forces and on the verge of total defeat, so he calls forth his horse and begs it to run away for the sake of its own safety. The horse...

**'Farewell My Concubine': Remake of Peking Opera classic to debut in Beijing**  
 By Li Ping | chinadaily.com.cn | Updated: 2019-04-24 11:14



A new remake of Peking Opera classic Farewell My Concubine is expected to premiere for opera lovers in Beijing in late May.

A representative opera piece of the late Chinese theater mogul Mei Lanfang, Farewell My Concubine tells a love story based on the legend of Xiang Yu - the warlord of the ancient Chu Kingdom - and his beloved consort Yu.

Xiang lost a battle for the throne, and Yu committed suicide with his sword.

Zhang Huoding, one of the most popular Peking Opera stars in today's China, will take the opera makeover to the stage of the Chang'an Grand Theater on May 25 as the closing show of this year's Meet in Beijing International arts festival. Celebrated Peking Opera artist Gao Mukun will star as Xiang Yu.

For 48-year-old Zhang, it's a dream come true.

'It's always been my dream to play concubine Yu since I was learning Peking Opera in Tianjin in the 1980s, but I didn't get the chance.' Zhang said at a news conference in Beijing on Tuesday. 'I look forward to it very much and I hope the audience will like it.'

ICH elements featured in ethno-films are introduced with their socio-cultural context

Service page example for special featured 1

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Curated Info & Contents

Collections & Exhibitions

ich Links

③ Curated Info & Contents

Special features – d. Cultural Diversity in the Asia-Pacific



**Ethnic groups' cultural diversity in the East Asia**  
 East Asia's ethnic groups are primarily hunter-gatherers, whereas others practice transhumance (nomadic lifestyle), have been agrarian for millennia, or have adopted an industrial or urban lifestyle. Some groups or countries in Asia are completely urban; the largest countries in Asia with regard to population are the People's...

**Miao People**  
 The Miao are an ethnic group belonging to South China. Miao is a Chinese term and does not reflect the self-designations of the component groups of people, which include Hmong, Hmu, Xong (Doo-Xiong), and A-Hmao.

**Hmong People**  
 The Hmong people are an ethnic group in East and Southeast Asia. They are a sub-group of the Miao people, and live mainly in Southern China, Vietnam and Laos. They have been members...

**Kayan People**  
 The Kayan are a sub-group of Red Karen, Tibeto-Burman ethnic minority of Myanmar (Burma). Padaung is a Shan town for the Kayan Lahu (the group in which women wear the brass neck coils).

**Manobo People**  
 Manobo, the name may come from Mansaba from man (person or people) and aba (river), meaning river people. The first Manobo settlers lived in northern Mindanao, at present Manobo...

Various ethnic groups' cultural elements are vividly introduced to show rich cultural diversity

Service page example for special featured 2

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