seeing with young eyes

Third sub-regional Southeast Asian teacher training workshop on using art to teach about World Heritage

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Introduction to Cultural Mapping and Interpretation of a Site

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Cultural Mapping

*Cultural mapping* has been recognized by UNESCO as a crucial tool and technique in preserving the world's intangible and tangible cultural assets.

It encompasses a wide range of techniques and activities from community-based participatory data collection and management to sophisticated mapping using GIS (Geographic Information Systems).
Why mapping?

Heritage Management  
Tourism Development

Land-use Management  
Socio-economic Development
Who maps?

Community members of all age groups and professions (male and female) including

- Traditional knowledge and memory holders
- Future stakeholders

Involvement of the whole community
Role of Teachers

Teachers as facilitators to impart mapping methodology
Mapping what?

① GEOGRAPHIC FEATURES

- Monuments
- Historical sites
- Waterfalls
- Mountains
- Rivers
- Caves
Mapping what?

② MEANING

• Values
• History
• Festivals
• Elders’ knowledge
• Folktales
Mapping what?

③ TRADITIONS

• Lifestyles
• Gastronomy
• Crafts producers
What is a map?
Geographical maps

Epicenter of 26 December Earthquake, Magnitude of 9.0 on Richter Scale
Charts as maps to present complex information
Mapping of a process

Kuih Kapek
(Chinese New Year Cookies)

½ kg rice flour
½ kg sugar
15 eggs
Santan (3 coco nuts)

Mix flour, sugar and eggs with santan until batter is smooth. Add enough water and mix until batter is neither too thick not too thin. Using a ladle, pour batter onto mould. Press the mould and place on pit stove until the edges of the wafer turn light brown. Trim the edges before peeling it off the mould. Then fold it into half twice, and keep in an airtight container when cool.
Mind Maps

Intangible Cultural Heritage

Culture Spaces

Cultural Diversity

Cultural Industries

Crafts and Fashion

Geographic

Ritual

Virtual

Dance

Crafts

Healing

Records

Books

Media

Audiovisuals
How to map?

Defining what is to be mapped and why

Selecting data to collect

Creating of a database and coding system

Linking the data with a map
Mapping Tools & Techniques
Mapping Tools & Techniques

Recording stories, tales
Mapping Tools & Techniques

Dynamic mapping

- Plants for medical use
- Crafts
- Food
- Movement of animals
Outputs

- Description
- Table
- Inventory
- Website
- Leaflet
- Board
Mapping as a tool for interpretation

Cultural mapping

Understanding physical heritage and intangible cultural heritage
How to communicate mapping results related to cultural sites?

On-site interpretation

• Visitor centres
• Signage
• Guided tours
• On-site activities

Off-site interpretation

• Classroom interpretation
  • Electronic media
    • Radio
    • TV
    • Internet
• Interpretation on paper
  • Maps
  • Brochure
  • Books
Aim of interpretation

communicate significance and value of site to

- local communities,
- local and international visitors,
- non-visitors

in meaningful and enjoyable ways.
Community-based Cultural Mapping

- Identification & documentation of cultural resources
- Effective cultural resource management
- Community development
- Intergenerational dialogue
- Transmission of local knowledge systems

Community Need → Community Involvement → Community Empowerment

Preservation of Culture
Community Participation & Empowerment

Stakeholder consultation

Active Community participation