



United Nations  
Educational, Scientific and  
Cultural Organization

Organisation  
des Nations Unies  
pour l'éducation,  
la science et la culture

Organización  
de las Naciones Unidas  
para la Educación,  
la Ciencia y la Cultura

Организация  
Объединенных Наций по  
вопросам образования,  
науки и культуры

منظمة الأمم المتحدة  
للتربية والعلم والثقافة

联合国教育、  
科学及文化组织

**UNESCO Bangkok**  
Asia and Pacific Regional Bureau for  
Education  
Cluster Office to Cambodia,  
Lao PDR, Myanmar, Singapore,  
Thailand and Vietnam

**UNESCO Office, Jakarta**  
Asia and Pacific Regional Bureau for  
Science  
Cluster Office to Brunei Darussalam,  
Indonesia, Malaysia, the Philippines, and  
Timor-Leste

## PRESS RELEASE

APRIL 2010

# Calling for applications: Award of Excellence safeguards traditional crafts skills in Southeast Asia

**Bangkok and Jakarta, April 2010 – Applications are now open for the 2010 UNESCO “Award of Excellence for Handicrafts” in Southeast Asia. Established to encourage craft-workers to use traditional skills and materials, the Award of Excellence programme (formerly known as the ‘SEAL’) aims to ensure the continuation of traditional knowledge and skills and the preservation of cultural diversity in the region.**

This year the Indonesian National AHPADA Secretariat (INAC) will be the lead agency for the 2010 evaluation cycle in close collaboration with the ASEAN Handicraft Promotion and Development Association (AHPADA) Regional Secretariat based in Bangkok, UNESCO Offices in Bangkok and Jakarta.

A panel of experts in design and handicraft production and promotion will meet in September 2010 in Jakarta, Indonesia to review submissions across a variety of craft categories; from household decorations to jewelry, musical instruments and fashion accessories. Craftspeople granted with the 'Award' will be presented with certificates in October 2010 and gain access to support and advice from UNESCO, AHPADA on capacity-building and promotional opportunities including national and international trade fairs.

This year's winning products will be invited for exhibition and sale in *Trade Expo* in Jakarta, Indonesia in October 2010.

The 'Award' originated in Southeast Asia through a partnership between the ASEAN Handicraft Promotion and Development Association (AHPADA) and the United Nations Educational, Scientific and Cultural Organization (UNESCO). The successful implementation of the 'Award' in Brunei Darussalam, Cambodia, Indonesia, Lao PDR, Malaysia, Myanmar, Philippines, Singapore, Thailand and Viet Nam has prompted further expansion throughout the rest of Asia, as well as in Latin America and Africa.

**Applications close on the 30 June 2010. All interested artisans and craft producers are encouraged to visit the website [www.unescobkk.org/culture/craftseal](http://www.unescobkk.org/culture/craftseal) or contact the partner organization to obtain an application form and further information.**



Organizer:  
Indonesian National AHPADA Chapter (INAC)  
Tel. +62-21-7252032, 33, 63 Fax: +62-21-7252062  
Email: [ahpadaikt@hotmail.com](mailto:ahpadaikt@hotmail.com) Web: [www.asephi.org/inac](http://www.asephi.org/inac)

Sub-regional Coordinating Partner:  
ASEAN Handicraft Promotion and Development Association (AHPADA), Bangkok  
Tel. (66-2) 02-656-1929 Fax: (66-2) 02-253-9889  
Email: [ahpadabkk@ahpada.com](mailto:ahpadabkk@ahpada.com) Web: [www.ahpada.com](http://www.ahpada.com)

Programme Coordinating Partner:  
Culture Unit, UNESCO Bangkok  
Tel: +66-2-391-0577 ext 509 Fax: +66-2-391-0866  
Email: [culture@unescobkk.org](mailto:culture@unescobkk.org) Web: [www.unescobkk.org](http://www.unescobkk.org)

Programme Coordinating Partner:  
Culture Unit of UNESCO office, Jakarta  
Tel: +62-21-7399818 ext 873 Fax: + 62-21-72796489  
Email: [Liste.Awardofexcellence.jakarta@unesco.org](mailto:Liste.Awardofexcellence.jakarta@unesco.org) Web: [www.unesco.org/jakarta](http://www.unesco.org/jakarta)



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**Hailaynaan  
Thailand**

*Pottery crocks with epaulet decoration were found in the ancient kiln at Baan Borsuak, Nan Province, Thailand, which flourished 750-1000 years ago. To promote and keep the ancient design, we imitated and reproduced this styled crocks.*

*Submitted by: Sirirat Jubjainay*

*72 Moo 2 T.Pongsangtong A.Mung Lampang, Thailand 52130*

*Tel. +66 54 336 385/ +66 817 520 928*

*[honorceramic@asia.com](mailto:honorceramic@asia.com)*



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**Batik Fractal  
Indonesia**

*Batik fractal pattern with contemporary style, generated by computer from traditional batik pattern rewritten in mathematical form.*

*Submitted by: Muhamad Lukman & Nancy Margried*

*JL. Jakarta Komplek Kota Kembang Permai Kav. 30, Bandung 40217*

*Tel. +62 229 262 7232/ +62 812 231 1611*

*[pxl\\_ppl@yahoo.com](mailto:pxl_ppl@yahoo.com)*