



UNESCO SEAL of Excellence for Handicraft Products in East Asia

Excellent • Authentic • Innovative • Eco-friendly • Marketable

PRESS RELEASE

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UNESCO Presents the 2007 Seal of Excellence for Handicrafts in East Asia SEAL Awarding Ceremony for Chinese Products

Beijing, 31 October 2007 – 7 products from China have received the UNESCO SEAL of Excellence for Handicrafts. The producers of the products will receive a SEAL certificate for each product in a ceremony held in Hangzhou on 1 November 2007.

Established to encourage craft-workers to use traditional skills and materials, the SEAL looks to ensure the continuation of traditional knowledge and the preservation of cultural diversity in the region. Submissions are reviewed against five key criteria, incorporating excellence, innovation, authenticity, eco-friendliness and marketability. By recognizing such attributes in craftsmanship, the programme aims to set quality standards, raise international awareness and strengthen market demand for Asian handicraft products.

The programme was established in Southeast Asia in 2001 by UNESCO and the ASEAN Handicraft Promotion and Development Association (AHPADA) and was expanded to Central Asia (Kazakhstan, Uzbekistan, Kyrgyzstan, Tajikistan and Turkmenistan) and South Asia (Bangladesh, Bhutan, India, Maldives, Nepal, Pakistan and Sri Lanka) in 2004. Successful implementation of the SEAL has prompted further expansion and for the first time the SEAL has been launched in East Asia in 2006. The SEAL has become a UNESCO global priority programme for handicrafts in the same year.

The Seal of Excellence in East Asia --- China

China, Mongolia and the Republic of Korea are the current participating countries in the East Asia region. The programme was coordinated by the Mongolian SEAL Committee in 2006, and the China Arts and Crafts Association in 2007.

In the year 2006, a total of 31 products from Mongolia, the Republic of Korea and China received the SEAL of which 11 products were from China. In 2007, from 105 submitted products from the 3 countries, a total of 16 products received the SEAL, of which 7 are from China (the awarded products are listed below).

The judging panel spent two full days in Beijing, China on 17-18 September 2007 examining a diverse range of the 105 handicrafts submitted for this year, with entries ranging from traditionally woven textiles to ceramics and silverware. The ability of products in expressing their own cultural identity, the creativity of their designs, the environmental sustainability of materials being used and the potential of products for the world market were critically assessed in the judging process.

For those interested in supporting or learning more about the development of preservation works in the handicraft sector, please contact the UNESCO office directly. More information on the Seal of Excellence is available on the website: www.unescobeijing.org.

2007 UNESCO Seal of Excellence East Asia SEAL Products

From 105 submissions 16 products were awarded the SEAL:

Mongolia:
No SEAL

People's Republic of China:			
1	'Divine Tiger in Auspicious Clouds' Embroidery of Guizhou Shui People	<i>Zhenping Song</i> Hongyun Shui People All-Handcraft Set Embroidery Workshop, Dushan, Guizhou Province	Textiles
2	One-legged Dragon Tripod (Kui Dragon Ding)	<i>Furong Zhang</i> Xianglong Black Pottery Crafts Co. Ltd., Jinzhong, Shanxi Province	Ceramics
3	'Harmonious Tableware' Longquan Celadon	<i>Zhengcong Mao</i> Longquan Zhengcong Celadon Research Institute, Longquan, Zhejiang Province	Ceramics
4	Hibiscus 'Island Beauty' Collection	<i>James Tsai</i> Jingdezhen Franz Collection Ltd., Jingdezhen, Jiangxi Province	Ceramics
5	Peace Chengni Inkstone	<i>Tao Lin</i> Institute of Chengni Inkstone, Jiangzhou, Shanxi Province	Ceramics
6	'Crane and Pine Tree' Longevity Inkstone	<i>Kaijun Liu</i> Kai Jun Juque Inkstone Art Research Institute, Panzhihua, Sichuan Province	Stone
7	Northern Shaman Traditional Paper-cutting	<i>Yanshan Liu</i> Daqing Huicuiyuan Crafts Co. Ltd., Daqing, Heilongjiang Province	Other

Republic of Korea:			
1	Lotus Leaf Tea Set (for 5 people)	<i>Ju-Hyun Cho</i> Okryong-myun, Jeon-nam	Ceramics
2	White Clay Budoform Tea Pot	<i>Yeon-Sil Lee</i> Ansan-si, Kyungki-do	Ceramics
3	Jeju Pottery Gahina Tea Set	<i>Jeju Ceramic Center</i> Seogipo, Jejusi (Jeju Island)	Ceramics
4	'The Morning of Goguryeo' Aroma Lamp	<i>Sae-Youl Kim</i> DMS Studio, Seoul	Ceramics
5	White Porcelain Tableware Set	<i>Gee-Jo Lee</i> Vansangleegi, Ansong-si, Kyungki-do	Ceramics
6	Bow Styled Wooden Tray in the Shape of Inkstone	<i>Gun-Sun Kim</i> Gagudawoon, Goyang-si, Kyunggi-do	Wood
7	Traditional Fruit Tree Coarse Comb	<i>Sang-Geun Lee</i> Kongju-si, Chungchung-do	Wood
8	'Chil-bo' Lotus Flower Necklace & Earing Set	<i>Yong-Sook Know</i> Gongreung-dong, Seoul	Metal
9	Hand Painted Traditional Bang-pae Kite	<i>Deok-Ju Park</i> Chongno-gu, Seoul	Other