

PRESS RELEASE

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## UNESCO Announces the 2007 SEAL of Excellence Handicraft Products in East Asia

**Beijing, 28 September 2007** – An international panel of judges and experts in design, marketing and handicraft production gathered in Beijing from 17 – 18 September 2007 to judge the East Asian submissions for the 2007 *UNESCO Seal of Excellence for Handicrafts* (referred to as the 'SEAL').

With 105 submissions received from 3 participating countries in East Asia (Mongolia, the People's Republic of China, the Republic of Korea), the judging panel spent two full days in Beijing, China examining a diverse range of handicrafts, with entries ranging from traditionally woven textiles to ceramics and silverware.

Submissions were reviewed against 5 criteria. Besides the exceptional high quality of craftsmanship, which represents judging criteria excellence, the handicraft products must fulfill as well all other 4 criteria: authenticity, innovativeness, eco-friendliness and marketability in order to be qualified for the SEAL. Therefore, 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 also critically assessed in the judging process.

A total of 16 handicrafts have been awarded with the SEAL (Mongolia: Nil, the People's Republic of China: 7, the Republic of Korea: 9) and are listed below. The handing-over ceremonies of SEAL certificates for each SEAL product to the producers will take place in Hangzhou China on 1 November 2007.

### The Seal of Excellence

The SEAL 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.

After the successful pilot in the above sub-regions, the SEAL programme was introduced into East Asia for the first time in 2006. Countries participating in the area include Mongolia, the People's Republic of China and the Republic of Korea. Since then the SEAL has become a UNESCO global priority programme for handicrafts.

The programme aims to encourage craft-workers to use traditional skills and materials in their handicraft production, so as to ensure the continuation of traditional knowledge and the preservation of cultural diversity in the region.

Submissions are reviewed against five key criteria including excellence, authenticity, innovation, eco-friendliness and marketability. By recognizing such attributes in craftsmanship, the programme sets quality standards, raises international awareness and strengthens market potential and demand for Asian handicraft products.

For those interested in supporting or learning more about the development and preservation of the handicraft sector, please contact the UNESCO office directly. More information on the Seal of Excellence is available on the programme website: [www.unescobeijing.org/](http://www.unescobeijing.org/)

## 2007 UNESCO Seal of Excellence

### East Asia SEAL Products

From 105 submissions 16 products were awarded the SEAL:

<b>Mongolia:</b>
No SEAL

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

<b>Republic of Korea:</b>			
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, Kyungki-do	Ceramics
6	Bow Styled Wooden Tray in the Shape of Inkstone	<i>Gun-Sun Kim</i> Gagudawoon, 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