

WCC Craft City Evaluation Visits from March – July,2015

I. INDIA

1. MAMALLAPURAM : Evaluation for the title of WCC Craft City for “Stone Carving ”

Evaluating Date: March 12, 2015

Jurors: Dr.Ghada Hijjawi-Qaddumi - President of WCC-APR, Kuwait

Ms.Ruby Ghuznavi – Advisor of WCC-APR, Bangladesh

Dr. Kevin Murray-Vice President of South Pacific sub-region, Australia

The Jurors visited Mamallapuram on March 12th,2015, for evaluating the city as “WCC Craft City for Stone Carving”. They were accompanied by Ms. Usha Krishna-IPP of WCC, and members from CCI, as well as high government officer Dr.Santosh Babu and his team from Tamil Nadu State, and Archaeological specialists from Mamallapuram. Presentations on Mamallapuram history and current crafts activities were made, as well as visits to the Archaeological Sites, and Training Center Workshops were organized.

Mamallapuram was designated by UNESCO, in 1984 as World Heritage Site. Mamallapuram in Tamil Nadu, has a population of 16,000. The beginning of stone sculpturing started in Mamallapuram in the 6th century by creating temples in the form of caves started in simple form to reach later, by time, the heights of sophistication.

The Jurors visited the following places in Mamallapuram:

1. The Shore Temple Complex, which is a square four (4) storeys temple with an octagonal crown. It is the earliest structural temple of Tamil Nadu built of stone.
2. A group of 5 temples scooped out and sculpted entirely from rock like the amazing Pancha Pandava Rathas standing as monolithic structures. The process of carving the temples started from the top. These structural temples of diverse styles and architectural splendour were first introduced to the world.
3. The Varaha Cave Temple carved of granite, which is the most sophisticated of the cave temples as displayed in its pillars, relief sculptures on the wall panels, etc.
4. The Arjuna Penance, a gigantic open-air bas-relief sculpture which depicts the story of the Great Penance and the descent of the Ganges River from the Himalayas.
5. The Sculpture Park where a number of masterpieces are displayed.
6. A few workshops of Master Carvers.

7. The Tamil Nadu Institute of Architecture and Sculpture established in 1975 started with offering Diploma programmes, and in 1980 launched a programme of (4) four years' degree. Subsequently, formally trained graduates enter the stone carving field, whereby the output is increased, especially after the sculptors have been provided with the modern technological tools.
8. The (Government) Sculpture Training Center set up by the government in 1957, offering a 4-year certificate course.
 - a. Over 500 workshops with more than 2000 sculptors, (population is 16,000) are currently engaged in creating art with stones.
 - b. Today, use of stone apart from hard granite, like soap stone, green stone, serpentine stone and marble are popular.
 - c. The market for stone sculptures has grown beyond temples and religious icons to secular figures and large ornamental and decorative pieces, panels and large statues.
 - d. The patrons of stone carving in Mamallapuram range from Corporates, architects, interior designers and individuals from India and abroad. Often, art objects are made to order.
 - e. The jurors interacted with master sculptors, artisans, students, professors, entrepreneurs at the Government college of Architecture and Sculpture, at an Art Studio of Modern Art, and at two workshops in the nearby villages.

**To view photos: Kindly visit “WCC-APR Website- photo gallery-WCC-APR Events-
“WCC Craft City Evaluation visits from March-July 2015”-“MAMALLAPURAM,
Chennai-India, March 12,2015”.**

2. JAIPUR : Evaluation for the title of “WCC Crafts City”

Evaluating Dates: April 22-24, 2015

Jurors: Dr.Ghada Hijjawi-Qaddumi (President of WCC-APR), Kuwait
Ms.Usha Krishna (Immediate Past President of WCC), India
Ms.Raja Fuziah Binti Raja Uda (Past President of WCC-APR & Present Advisor of WCC-APR), Malaysia

Jaipur, the first planned city in India, was built around 1727. It is culturally rich and architecturally beautiful.

It is a center for multi crafts, such as: metal, wood, textile, stone, painting, etc. with various techniques and surface ornamentation.

It has continued with its centuries old traditions to relate to the modern day consumers and markets.

The Jurors visited the following places in Jaipur:

1. **a.** The “CITY PALACE”, which reflects the Rajput, Mughal and European architectural styles. There is a museum and traditional kharkanas (workshops) where the Jurors witnessed the traditional method of craft practices and processes from the different schools of Rajasthan. This place is patronised by the Royal family of Jaipur. The Jurors met Princess Diya Kumari, who manages the Palace Museum.
- b.** The Palace Museum to view the Textile Gallery. Here, the Jurors saw centuries old heritage pieces being preserved in pristine condition.
2. Retail stores like Anantaya and Kagzi, run by craft entrepreneurs – students who have passed out of Craft & Design institutes and have started their own units. They employ traditional craftsmen and give them design inputs.
3. **a.** In the outskirts of Jaipur the Jurors visited many individual units involved in various crafts as well as many workshops such as those in Sanganer known for hand block printing, handmade paper making and blue pottery.
- b.** The Jurors visited Bagru, another suburb of Jaipur, well known for its mud-resist printing with natural dyes.
- c.** The Jurors visited Dileep Enterprises in Bagru, a large exporter who has successfully integrated technology and design intervention to create appealing products for the contemporary market.
4. The Jurors visited the Indian Institute of Crafts & Design (IICD), which is a Public Private Partnership model with the Rajasthan Government and a private enterprise. IICD’s goal has been to create leaders in the craft sector who will support positive transformation in the craft community. Apart from IICD, there are other schools teaching crafts, like the Indian Institute of Gem & Jewellery and the Rajasthan School of Arts. Private enterprises and large business units also give apprentice training to youngsters.

5. Meeting with the Chief Minister of Rajasthan, the Industries Minister, and the Secretaries of various departments, the Jurors witnessed the true enthusiasm and concern for the welfare of the craftspersons and preservation, sustenance and development of crafts. Tourism and Crafts play a very important part in the economy of the State. For instance, the Jurors visited a textile park known as Jaipur Bloc, a sizable common facility centre, established by the Government of Rajasthan for the promotion of crafts as a sustainable industry.
6. The patronage of the Crafts sector is being given by the Government Institutions like IICD, Public Private Partnerships, the Royal family, NGOs, Private enterprises, Craft entrepreneurs, Craftspeople and the public.

To view photos: Kindly visit “WCC-APR Website- photo gallery-WCC-APR Events- “WCC Craft City Evaluation visits from March-July 2015”- “JAIPUR, Rajasthan-India, April 20-24,2015” .

II. CHINA :

1. BEIJING :

Evaluating Dates: May 24-30, 2015

Jurors: Dr.Ghada Hijjawi-Qaddumi (President of WCC-APR), Kuwait
Dr.Alberto de Betolaza, President of WCC Latin America
Ms.Linda Tacke, Representative of WCC North America
Ms.Beatrice Kaldun, Head and Representative of UNESCO Office Dhaka
Ms.Dinara Chochunbaeva, Vice President of WCC-APR
Ms.Manjari Nirula, Vice President of WCC-APR

May 25,2015: The Jurors visited the China Arts and Crafts Design, Research, Development and Trade Center in Beijing, where they were welcomed by Mr.Zhou Zhengsheng, Chairman of CNACGC. A field trip to China Arts Construction & Decoration Co.Ltd., BG Gemological Institute, Precious Metals, Sinogem, Oriental Art Museum, China Goalmark Treasure House followed by a business lunch hosted by the Deputy Managing Director, CNACG-Ms.Zhang Hong. The Chairman of CNACGC, Mr.Zhou Zhengsheng hosted a dinner at the close of our stay in Beijing, on 25th May,2015.

May 26,2015: In the morning the Jurors visited China Arts & Crafts Exchange, as well as the Ivory Crafts Factory.

In the afternoon the above Jurors departed to Fujian Province for final evaluation of the Cities of **Hui’an and Dehua**, where they were joined by:

1. Mr.Edric Ong, Senior Vice President & Vice President of South East Asia (WCC-APR)
2. Dr. Kevin Murray, Vice President of South Pacific (WCC-APR)

In both cities, the intensive visits to workshops, vocational training institutions, a pottery class at a primary school, the museums, the masters' galleries and workshops, even the archaeological sites and the street exhibits, gave the Jurors the chance to indulge in the core of the crafts activities taking place in the two cities.

The comprehensive well-organized working visit programme arranged for the Jurors, highlighted the enthusiasm of the people and the various facets of the government's role in supporting the Crafts Sector, whether in the form of its high recognition of the Chinese dedicated prosperous masters, and the creation of the cultural awareness among the citizens in the form of vocational institutions, schools, workshops, museums, kilns (ancient & contemporary), etc. All reflect its intense involvement in this important socio economic and touristic sector.

2. HUI'AN : Evaluation for the title of "WCC Crafts City for Stone Carving":

Hui'an city is known for its stone, wood and ivory carving. It was awarded the honorary title as "Stone Carving City of China". Stone carving is developing rapidly and is selling locally to 100 countries and regions abroad.

May 27,2015: The Jurors visited the following places:

- a. Kaicheng Vocational School,
- b. China Carving Arts Workshop of China-Hui'an,
- c. Huichong Road with Stone Sculptures on both sides of (the longest stone-art display corridor in the world),
- d. the Studio of a Master Sculptor - Xin Xiaoping,
- e. Shixing Stone Company,
- f. Haoxiang Stone Group,
- g. Dingli Art Gallery,
- h. Chongwu Ancient Town.

May 28,2015: Quanzhou Kaiyuan Temple (East and West Pagodas), and the Luoyang Bridge.

In the afternoon a meeting was arranged with the Governor, Mayor, Jury Members, Experts and Masters from Hui'an.

Dinner with the Mayor and the organizing team.

To view photos: Kindly visit "WCC-APR Website- photo gallery-WCC-APR Events- "WCC Craft City Evaluation visits from March-July 2015" - "Hui'an, China, May 27-28,2015".

3. DEHUA : Evaluation for the title of “WCC Crafts City for Ceramics”:

Dehua county is one of the China’s major ceramics producing areas. It was awarded the honorary title of “Ceramics City of China”. Dehua is also known for its “White Procelain”.

May 29,2015: The Jurors visited the following places in Dehua:

- a. Ceramic Museum,
- b. Quanzhou Industrial Arts Vocational College,
- c. Phoenix Ceramics,
- d. Shangsi Primary School,
- e. Shunmei Group Ceramic Culture and Life House,
- f. Blanc de Chine exhibition hall,
- g. Hongyi Ceramics,
- h. Duobotang Cultural Development Co., Ltd.

Dinner with Experts, Country Leaders and few Masters.

May 30,2015: In the morning we visited the

- a. Qudougong Ancient Kiln Site,
- b. Yueji Kiln,
- c. Yunyu Porcelain Store,
- d. Xiefa Guangyang Co.Ltd.

Dinner with Experts, Country Leaders and few Masters.

May 31,2015: In the morning a meeting was arranged with the Governor, Mayor, Jury Members, Experts and Masters from Dehua.

Dinner with a group of Experts, the Mayor and the Dehua County Leaders.

To view photos: Kindly visit “WCC-APR Website- photo gallery-WCC-APR Events- “WCC Craft City Evaluation visits from March-July 2015” - “DEHUA, China, May 28-31,2015”.

May 31,2015: Special Meetings for WCC-AISBL and WCC-Asia Pacific Region:

- a. In the afternoon a meeting with WCC-AISBL President and Secretary General was held to discuss WCC Award of Excellence and other important issues regarding General Assembly.
- b. The WCC meeting was followed by a WCC-APR Special Board Meeting held to discuss a number of APR projects.

III. IRAN

1. ISFAHAN : Evaluation for the title of “WCC Craft City”

Evaluating Dates: June 11, 2015

Jurors: Dr.Ghada Hijjawi-Qaddumi - President of WCC-APR, Kuwait

Dr.Marwan Abu Khalaf – Manager of Heritage Research-Society of Inash Al Usra, Palestine

Dr. Omid Shiva - Counselor of Handicrafts Islamic Republic of Iran, Iran

The Evaluation Committee including the above Jurors left from Tehran to Isfahan on June 11,2015, where they were received by ICHTO Deputy in the Province of Isfahan and other experts and dignitaries.

Before starting their tour of evaluation, the Jurors attended the Celebration of honoring Creative Craft masters and the acknowledgement of a diseased young Craft master who revived the Zaribaff (brocade weaving). It was a grand celebration attended by the Governor of Isfahan Province, the Mayor of Isfahan, the Chair of the Chamber of Commerce, the Deputy of ICHTO in Isfahan Province and the Deputy in Isfahan City. A presentation of several handicrafts in Isfahan was displayed, and publications were distributed. Immediately after the Celebration, the Jurors were accompanied by a group of experts and officials in a detailed comprehensive tour.

Before visiting the famous 16th C. Maidan established by Shah Abbas (the Safavid), known at present as Maidan Khumaini, the core of all Isfahan crafts and antiques, the Jurors visited a private metal workshop. The Jurors met the owners and the craftspersons where they witnessed the process of production with the minutest techniques

In the Maidan, a huge number of workshops and galleries of artisans gather together. Craftspeople in the city are specialized in different crafts such as silverware, enameled metal, ceramics, carpet and textile weaving, etc. Moreover, there is in the Maidan, a large bazaar of hundreds of shops selling Iranian handicrafts.

Much has been written and said on the city of Isfahan, which enjoys a long deep-rooted history. Being connected with cities on the famous silk road, gave an opportunity to Iranian good, like textiles, carpets, etc., to have an active presence in overseas markets. Since then, it has set up a number of workshops and has become a center of multiple crafts being practiced for generations, such as miniature arts, metal engraving, marquetry, wood engraving, enamel, brocade weaving, and carpets etc. The glory of the city has not faded until today.

The city is full of museums and architectural monuments embodying marvellous crafts like ceramic, glass, metal and wood works.

The government is aware of the historical and cultural importance of Isfahan. It supports the Handicrafts Sector, being a good source of tourism, and, hence, forms an important component of the country's GDP.

The government support is mostly represented by the Iranian Cultural Heritage, Handicrafts and Tourism Organization (ICHTO), which provides all sorts of support to sustain the well-being of craftspeople in the form of : education, training, marketing, employment, health insurance and social security plans, etc.

Courses of training are offered for all types of crafts, such as velvet weaving, brocaded silk weaving (zaribaff), carpet and rug weaving, papier maché, ceramics, lacquer, enamel, gold threading and many others. There is still the practice of traditional education, apprenticeship and domestic family training, especially in villages.

Creativity and innovation are encouraged, and modern trends are adopted without sacrificing the rich deep-rooted traditions.

To view photos: Kindly visit “WCC-APR Website- photo gallery-WCC-APR Events- “WCC Craft City Evaluation visits from March-July 2015” - “ISFAHAN, IRAN, June 11,2015”.

2. TABRIZ : Evaluation for the title of “WCC Craft City for Carpets”

Evaluating Dates: July 1-3, 2015

Jurors: Dr.Ghada Hijjawi-Qaddumi - President of WCC-APR, Kuwait

Ms.Usha Krishna - Immediate Past President of WCC, India

Dr. Omid Shiva - Counselor of Handicrafts Islamic Republic of Iran, Iran

Tabriz was the capital of the Iranian territory in earlier times, and is now the capital of East Azerbaijan Province. Dating back to 4500 years, Tabriz is considered as the cradle of culture, art, science and civilization dating back to over 4,500 years.

By virtue of its location right on the Silk Road, Tabriz has been exposed to different cultures and over a period of time, has emerged as a meeting point of East and West. Tabriz is also home to various other crafts, as well. Carpet weaving is the mainstay of the people of Tabriz. There are

more than 100,000 carpet weavers in Tabriz, who are supported by another 200,000 people engaged in peripheral activities aiding carpet making.

Tabriz is the most important and biggest carpet producing city of Iran and the world, playing an important role in the development and creativity of traditional arts and carpets.

Higher Education and Research on carpet weaving is provided in the faculty of carpet weaving in the Islamic Art University of Tabriz, the building of which was originally a leather factory. It plays a vital role in ensuring that the finest traditions of carpet making are passed on to the next generation. In fact, some of the faculty of the University, who have dedicated their whole life to perfecting the techniques of carpet weaving, are more than ready to teach the students in other parts of the world, too.

The University offers B.A and M.A programmes which cover all areas of carpet making, including raw materials, dyeing, design and management. One of the fascinating pieces in the University Museum, executed by the students is a complete Qur'an, the script of which is woven on both sides.

The Faculty for Natural Dyes is extremely impressive due to its excellent work of extensive testing of natural dyes. The right equipment and the collected amount of valuable data can be used by the Natural Dye industry all over the world.

The Jurors visited the weaving workshops and units producing carpets, and saw both men and women engaged in the weaving of excellent carpets. They saw the different weaving techniques in these workshops, including the different kinds of knots such as Sumak, Turk or Giurd knots, etc. As well, the Jurors saw different sizes ranging from a small tableau of 40 x 50 cm to 20-30 meters, all woven in beautiful colors ranging from 100-350 shades, and executed within 2 to 4 years, or more.

The Jurors visited the Roofed Bazaar, which is the largest covered market in the world. It has a huge separate section for carpets.

Tabriz also has a City Museum showcasing not only carpets, but also other crafts practised in Tabriz. A new Carpet Museum is under construction and will be finished within 2 years from to date. It is built exclusively to showcase the history and variety of carpets being produced in Tabriz and other centers in Iran.

**To view photos: Kindly visit “WCC-APR Website- photo gallery-WCC-APR Events-
“WCC Craft City Evaluation visits from March-July 2015” - “TABRIZ, IRAN, July 1-
3,2015”.**