

INTERNATIONAL COMPETITION FOR THE CREATION OF AN EMBLEM FOR TEHRAN ICH CENTRE

1. ORGANIZER

Regional Research Centre for Safeguarding Intangible Cultural Heritage in West and Central Asia, Under the Auspices of UNESCO (Tehran ICH Centre)

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Tehran ICH Centre was established on 10 November 2012. The geographical scope ascribed to Tehran ICH Centre includes 24 countries. These countries, in alphabetical order, are: Afghanistan, Armenia, Azerbaijan, Bahrain, Georgia, Iran, Iraq, Jordan, Kazakhstan, Kuwait, the Kyrgyz Republic, Lebanon, Oman, Pakistan, Palestine, Qatar, Saudi Arabia, Syria, Tajikistan, Turkey, Turkmenistan, the United Arab Emirates, Uzbekistan, Yemen.

According to the signed Agreement, as well as the Centre's Constitution, the major undertakings of the Centre are as follows: to promote the 2003 Convention and its implementation in West and Central Asia, to strengthen capacities and cooperation in the Region for identifying, inventorying, documenting and studying intangible Cultural heritage in order to contribute to its safeguarding, to further and coordinate scientific and technical studies aimed at developing, managing and evaluating safeguarding measures for intangible cultural heritage present in the Region, to reinforce capacities in States of the Region that are Parties to the 2003 Convention for actively participating in its implementation on the regional and international levels, in particular concerning shared intangible cultural heritage elements present in the territories of two or more of the States concerned.

Tehran ICH Centre as a Category 2 regional research centre has been established to fulfill the following undertakings and functions: to promote the Convention for the Safeguarding of the Intangible Heritage (the 2003 Convention) and its implementation in West and Central Asia, to strengthen capacities and cooperation over the region for identifying, inventorying, documenting and studying intangible cultural heritage in order to contribute to its safeguarding, to conduct research on intangible cultural heritage of the region, with special emphasis on common manifestations of this heritage, to identify and promote successful practices in the field of safeguarding intangible cultural heritage, and the like, And of course: to promoting peace and friendship, synergy, and sustainable development over the region.

2. COMPETITION OBJECTIVES

The center, in order to better represent the nature of its content, in its 2015 action plan, has decided to design, approve, and implement a permanent emblem, to be used, in keeping with the "UNESCO" and "Intangible Cultural Heritage" emblems, on all products, virtual media, printed materials, and video clips, as well as web pages, letters, envelopes, books, and publications. Under this call, Tehran ICH Centre invites all artists and

designers, including those involved in the graphics, to, having considered the guidelines that will follow, design and submit their works to the address specified in the call. The selected proposal, in compliance with all intellectual property rights of the designer, will be granted a special prize, in US dollars, and will be used as the official emblem of the centre. The Centre is, for the time being, using a temporary logo, which, along with some other related logos, has been represented under point 5 of this call.

3. DEFINITIONS AND CONSIDERATIONS:

3.1. Intangible Cultural Heritage or ICH (2003 Convention, article 2)

Definition: The “intangible cultural heritage” [ICH] means the practices, representations, expressions, knowledge, skills – as well as the instruments, objects, artefacts and cultural spaces associated therewith – that communities, groups and, in some cases, individuals recognize as part of their cultural heritage. This intangible cultural heritage, transmitted from generation to generation, is constantly recreated by communities and groups in response to their environment, their interaction with nature and their history, and provides them with a sense of identity and continuity, thus promoting respect for cultural diversity and human creativity.

Note: For the purposes of this Convention, consideration will be given solely to such intangible cultural heritage as is compatible with existing international human rights instruments, as well as with the requirements of mutual respect among communities, groups and individuals, and of sustainable development.

Manifestations

The “intangible cultural heritage”, as defined above, is manifested inter alia in the following domains:

(a) oral traditions and expressions, including language as a vehicle of the intangible cultural heritage (e.g. songs, lullabies, story-telling, communal labor songs, ...);

(b) performing arts (e.g. music, dance, traditional theatre, puppet-plays, painting, calligraphy, ...);

(c) social practices, rituals and festive events (e.g. festivals, processions, games, mourning ceremonies, weddings, ...);

(d) knowledge and practices concerning nature and the universe (e.g. traditional medicine, traditional architecture, traditional navigation systems, traditional methods of utilizing clean energy, traditional management systems, ...);

(e) traditional craftsmanship (e.g. traditional knowledge and skills of pottery-making, felt-making, textile-making, wood-work, metal-work, jewelry-making, musical instrument making, ...).

3.2 Category 2 Centres

Category 2 centres under the auspices of UNESCO are established and funded by Member States to contribute to the achievement of UNESCO’s objectives by way of global, regional, sub-regional or inter-regional activities. They are not legally a part of

the Organization, but are associated with it through formal agreements between UNESCO and the Member State hosting the centre. The centres are intended to serve as international or regional centres and poles of expertise or excellence to provide technical assistance and services to Member States, cooperation partners and also to the network of UNESCO field offices. The category 2 centres are expected to contribute directly to achieving the Strategic Programme Objectives or programme priorities and themes of the Organization, and specifically to UNESCO's programme results at the MLA level.

3.3 Safeguarding the Intangible Cultural Heritage

Safeguarding the intangible cultural heritage, in a brief description, means to provide the necessary groundings to promote it and make it possible to transmit from one generation to another. Accordingly, such measures as "identifying", "documentation", "research" and "promotion" can be regarded as safeguarding measures for ICH. In this connection, activities such as "awareness raising" and "capacity building" in relation to the meaning, status, and functions of the intangible cultural heritage are the key actions.

4. CRITERIA ON THE SELECTION OF THE BEST PROPOSAL

The best proposal would be the one that:

- ✓ is original
- ✓ enjoys an outstanding artistic, technical, and aesthetic expression;
- ✓ reflects one of the intangible cultural heritage aspects of the region in itself: motifs reflecting a shared ICH element of all, or a great majority, of the nations over the region are preferred;
- ✓ considers brevity as much as possible;
- ✓ enjoys compatibility with various media, and is capable of being represented in a variety of sizes and with different colours;
- ✓ enjoys compatibility in size and shape in accompaniment with UNESCO and ICH emblems;
- ✓ (If possible) while representing an intangible cultural heritage property of West and Central Asia, has common features, in form and content, with UNESCO Intangible Cultural Heritage emblem.

5. EMBLEMS OF UNESCO, INTANGIBLE CULTURAL HERITAGE, AND CATEGORY

2 CENTRES IN THE FIELD OF ICH

- UNESCO ICH / EMBLEM OF THE 2003 CONVENTION FOR THE SAFEGUARDING OF THE INTANGIBLE CULTURAL HERITAGE
- BULGARIA – REGIONAL CENTRE FOR THE SAFEGUARDING OF INTANGIBLE CULTURAL HERITAGE IN SOUTH-EASTERN EUROPE
- CHINA – INTERNATIONAL TRAINING CENTRE FOR INTANGIBLE CULTURAL HERITAGE IN THE ASIA-PACIFIC REGION (CRIHAP)
- JAPAN – INTERNATIONAL RESEARCH CENTRE FOR INTANGIBLE CULTURAL HERITAGE IN THE ASIA-PACIFIC REGION (IRCI)

- PERU – REGIONAL CENTRE FOR THE SAFEGUARDING OF THE INTANGIBLE CULTURAL HERITAGE OF LATIN AMERICA (CRESPIAL)
- REPUBLIC OF KOREA – INTERNATIONAL INFORMATION AND NETWORKING CENTRE FOR INTANGIBLE CULTURAL HERITAGE IN THE ASIA-PACIFIC REGION (ICHCAP)
- IRAN (ISLAMIC REPUBLIC OF) – REGIONAL RESEARCH CENTRE FOR SAFEGUARDING INTANGIBLE CULTURAL HERITAGE IN WEST AND CENTRAL ASIA (THE TEMPORARY LOGO)

6. SUBMISSION OF PROPOSALS

The proposals should reach the Centre before 25 August 2015. The proposals are to be sent (preferably by electronic mail) to the address mentioned under point 1 above. The elements attached to the e-mail should be in TIFF format and should not exceed 2 Mb in total. The proposals can also be sent by postal mail to the address mentioned under point 1 above.

7. TECHNICAL FORMAT OF PROPOSALS

Each participant may present a single proposal, to be sent in its final form and accompanied by a resume of the participant. The proposal should include both a black and white and a colour version. If submitted in electronic format as preferred, the proposal should respect the following specifications:

- TIFF file format
- Colour and black & white versions
- File size not to exceed 1 Mb for each version (e.g., two files up to 1 Mb or one file up to 2 Mb)

8. PRIZE OF THE COMPETITION

The proposal that will be selected as the best one will be awarded the amount of 2500 US dollars, which constitutes full payment for the cession of the copyright in accordance with the provisions of point 9.

9. CESSION OF COPYRIGHT AND OWNERSHIP EXCLUSIVELY TO TEHRAN ICH CENTRE

In exchange for payment of the prize money, Tehran ICH Centre shall acquire exclusive ownership of the emblem by cession of intellectual property rights including the right of adaptation of the emblem. All of the submitted proposals that are not selected remain the intellectual property of their creators, unless otherwise agreed in writing.

Tehran ICH Centre shall use its property rights in the manner and for purposes it deems appropriate.

Links: <http://www.tichct.org>