



CULTURE MASTERS

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## Arirang Master Designation Program Guide (as of Feb 27, 2024)

### I. Basic Concepts

1. In implementing the Arirang Masters Designation Program (hereinafter referred to as the Arirang Master Program or Program), alignment with the 1980 UNESCO Recommendation Concerning the Status of Artists is paramount. The following paragraphs of the UNESCO Recommendation serve as the legal basis for establishing universal criteria:

- a. Grant artists public recognition in forms best suited to their respective cultural environments and establish systems that do not already exist or are inadequately designed, aiming to bestow upon artists the prestige they deserve.
- b. Stimulate artistic creativity and foster talent by adopting measures that secure greater freedom for artists, without which they cannot fulfill their mission. Improving their status involves acknowledging their right to enjoy the fruits of their work.
- c. Recognize the importance of arts and craft training in preserving traditional knowledge transmission and initiation practices of various communities, while undertaking appropriate measures to protect and encourage artists.

2. Furthermore, it's crucial to emphasize the significant roles played by practitioners and communities in safeguarding intangible cultural heritage, as outlined in the 2003 UNESCO Convention for the Safeguarding of Intangible Cultural Heritage. This recognition underscores the collaborative effort required to ensure the preservation and transmission of cultural practices, underscoring the interdependence between artists, communities, and cultural heritage.

### II. Eligibility Criteria

1. The criteria for inviting Arirang Masters are as follows:

- a. Skill and Mastery:** Arirang Master must demonstrate exceptional artistic talents or skills and mastery within the scope of intangible cultural heritage. They should exhibit expertise acquired through years of practice, training, and performance.

**b. Creativity and Innovation:** Arirang Master should display creativity and innovation, pushing the boundaries of intangible cultural heritage while preserving its core essence. They should possess unique artistic talents or skillful capabilities and have made significant contributions to the development and evolution of intangible cultural heritage in their respective genres.

**c. Education and Mentorship:** Arirang Master should be committed to educating and mentoring the next generation of traditional practitioners. They should have a history of teaching, mentoring, and passing on their knowledge and skills to aspiring musicians and artisans, contributing to the continuity and sustainability of living heritage.

2. The domains for applying to the Arirang Master are:

- a. Oral traditions and expressions, including language as a vehicle of intangible cultural heritage.
- b. Performing arts.
- c. Social practices, rituals, and festive events.
- d. Knowledge and practices concerning nature and the universe.
- e. Traditional craftsmanship

as defined by the UNESCO 2003 Convention for the Safeguarding of Intangible Cultural Heritage.

### III. Application Process

1. Application Requirements

- a. All applications must consult with an IAB member and obtain their recommendation as part of the dossier compilation process.
- b. To nominate deserving candidates for the Arirang Master designation, we encourage collaboration with heritage board or similar professional institution in each country.

2. Applicants for the program must compile a comprehensive application dossier consisting of the following components:

- a. Personal Information: Full name, contact details, and a succinct biography delineating experience within the specific domain of intangible cultural heritage.
- b. Statement of Intent: A written declaration elucidating the reasons behind the applicant's interest in the Arirang Master Program and how they align with the eligibility criteria. This statement should underscore their dedication to the safeguarding and promotion of living heritage.
- c. Documentation of Accomplishments: Thorough documentation detailing the candidates' achievements, such as awards, recognitions, performances, exhibitions, and any other pertinent accomplishments in the realm of living heritage.
- d. Relevant Short Videos: Where available, applicants are requested to provide two short videos (5 minutes each) that showcase their skills, performances, teaching methodologies, or any other pertinent aspects of their work relevant to the Arirang Master Program.

### **III. Evaluation Process:**

a. Applications will be evaluated by IAB or a panel of experts appointed by the International Advisory Board (IAB)

b. Evaluation will be based on the following criteria:

i. Skill and Mastery: Demonstrated expertise and mastery in the field of living heritage.

ii. Creativity and Innovation: Evidence of creativity, innovation, and contributions to the development of living heritage.

iii. Education and Mentorship: Commitment to educating and mentoring the next generation of traditional practitioners.

c. To ensure openness and flexibility in the awarding process, bureaucracy elements in the Evaluation Process will be minimized, allowing for a more open-minded and welcoming approaches to awarding the title.

### **IV. How to Submit:**

- a. Please send completed application dossiers via email to the Secretariat at [culturemasters.1@gmail.com](mailto:culturemasters.1@gmail.com). We eagerly anticipate receiving your applications and celebrating the achievements of outstanding artists through the Arirang Master Program.
- b. Rational limits on recommendations for each country may be enforced, allowing for two candidates (of different genders) per biennium. This ensures a balanced representation and diversity within the program.
- c. Deadlines for submissions are set two months in advance of the designation, with specific deadlines as follows:

- February designation: Submission Deadline - December 20 of the preceding year
- July designation: Submission Deadline - May 20