

The Urban Conservation Network in Asia and Its Future:

Heritage, Cultural Identities and Asian Dynamism



12–14 January 2013

George Town, Penang

Historic Cities of the Straits of Malacca, Malaysia

Venue : E&O Hotel and Penang Teochew Association

Organised by Nara Machizukuri Center, Japan

Penang co-organisers:

Penang Heritage Trust and Lestari Heritage Network

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Drawings by Shibu Dutta



NMC



Penang
Heritage
Trust
Persatuan
Warisan
Pinang



GEORGE
TOWN
WORLD
HERITAGE
INC.



Lestari
HERITAGE
NETWORK



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GLOBAL TOURISM
(State Tourism Bureau)



Penang Teochew
Association



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Rapporteur Notes for Urban Conservation Network in Asia and Its Future Symposium

Day 1

Session 1

Presentation 1: *Ms Lim Gaik Siang*, Penang Teochew Association Trustee and Conservation Consultant for the Penang Teochew Association; Hon. Treasurer of Penang Heritage Trust & Organising Committee.

Title: Introduction to the Restoration of the Penang Teochew Association.

Lim Gaik Siang gave a brief presentation on the conservation project of the Penang Teochew Association, followed by a video presentation that gave an in-depth narrative on the Teochew culture and the restoration of the Han Jiang Ancestral Temple.

Presentation 2: *Ms Lim Chooi Ping*, General Manager, George Town World Heritage Incorporated.

Title: Introduction to the George Town World Heritage Site

Ms Lim's presentation introduced the George Town World Heritage Site to the participants. She first presented on the geographical and physical site of George Town World Heritage Site, followed by the cultural and built heritage of George Town. She explained that all these characters formed the basis for the recognition of George Town as a World Heritage Site by UNESCO.

Ms Lim also presented on the George Town World Heritage Incorporated, the custodian of the George Town World Heritage Site. Aside from safeguarding the World Heritage Site, the institution also functions as the centre for regulation, monitoring, education, public awareness and promotion of the GTWHS both locally and internationally. Many programmes were carried out since, and these include heritage clinics, public talks, forums and workshops, guided tours, greening efforts, database compilation as well as collaborating with other partners such as Lestari Heritage Network and George Town Festival for special projects.

Q&A Session:

A question and answered followed the presentation, and several topics were raised during the short session. One of the most talked about topics was on the core and buffer zone of George Town, and how these zones are regulated. According to Ms Lim, the demarcation of the zones was done during the submission to UNESCO, and was based on the old town area. She also clarified that the zones are regulated based on a similar set of conservation guidelines, with no difference between them.

Another topic that was discussed was on the regulation of properties in the George Town World Heritage Site, and the existing guidelines that are available to manage gentrification. According to Ms Lim, there are no existing regulations on property sale and rental, as well as control on prices. However, GTWHI do play an on-going role to educate property owners, developers and tenants on the importance of maintaining the price and encouraging local lifestyle and culture to continue to thrive.

Lastly, Ms Lim also addressed a question on the involvement of stakeholders in developing a heritage management plan for George Town. According to her, stakeholders are engaged on all different levels while developing the plan. At present, the plan is at its final stages, and once it is ready, it will be exhibited for the public to comment and suggest changes to the plan before it is submitted to UNESCO.

Presentation 3: *Ms Khoo Salma*, President of Penang Heritage Trust

Title: Penang Story: Community mapping of cultural diversity through historical narratives.

Ms Khoo presented the Penang Story, a project initiated in 2001 to build networks amongst the various stakeholders and communities on the history of Penang. The project had similar values that matched the outstanding universal values of UNESCO, although it was initiated prior to the inscription. It was also carried in the spirit of the UNESCO Declaration of Cultural Diversity, whereby ‘...culture is embodied in the uniqueness and plurality of the identities of the groups that make up a community’. The Penang Story then engaged the community to tell their stories, and became involved in developing the oral history of Penang. With these stories, Penang Story then organized four colloquia in four different languages, and culminated with the Penang Story Conference, a presentation of the various research papers that documented the history of Penang.

The Penang Story continued in 2010, with the support of Think City Sdn. Bhd. This time, Penang Story was not only oriented to profile the history of Penang, it was also aimed to gather and attract talent to return to Penang to recount their research and findings.

Presentation 4: *Dr Gwynn Jenkins*, Conservation consultant and restoration architect.

Title: Visions of Penang

Dr Jenkins presented on the archiving of the important visuals and resources that are available for reference in Penang. The Visions of Penang project was initiated as a platform that catalogues and documents the various photographs, plans and maps available for Penang. She noted that the information provided then will transcend boundaries such as language in order for better public use and understanding. Archived material will assist conservation architects and restoration efforts to determine the type and set of the buildings that are of concern.

The Visions of Penang consist of 190 scanned maps of various parts of George Town. Efforts are still on going to digitise various other resources and maps that are related to Penang. The archive had expanded to include the Wade Postcard Collections and other photographs from the Penang State Library.

Presentation 5: *Ms Lim Gaik Siang*, Project Consultant for Revitalizing Intangible Cultural Heritage in George Town World Heritage Site project.

Title: Revitalizing Intangible Cultural Heritage in George Town World Heritage Site (RICH) project.

Ms Lim presented on the RICH project, focusing on the methodology and process of documenting the intangible heritage of Penang. This project meets the third criteria of the OUV, whereby the

coexistence of the tangible and intangible heritage forms the identity of the WHS. Intangible heritage includes the practise, representation, expressions, knowledge, skills and other associated instruments, objects and tools that are used. The Bangkok Convention further stressed ICH and its importance to the cultural identity of the area. The RICH project focused on the ICH in the community level, and it covers trades, occupation, artisans, handicraft, arts and culture.

Ms Lim then presented the output from the project, and explained on how it may be utilized as a reference tool for public consumption and research.

Discussion Session:

A short discussion session was held after the presentation by Ms Lim. Again, several topics were raised from the discussion, and centred upon the presentations delivered. The first topic that was discussed was on the Penang Story, and on its account on European history. According to Ms Khoo, while there was no active documentation of European history in Penang then, the European community did come forwards to engage themselves with the project. As Penang Story was seen as the story of Penang, many did come forwards to participate and contributed to the oral history of Penang.

The discussion followed by an emotional amazement and appreciation on the works carried out to enhance Penang's heritage and culture. Ms Fionna of Universiti Malaya expressed her amazement on the various efforts and projects undertaken, and her desire for these projects to be replicated outside of Penang. Ms Lim Gaik Siang explained that the RICH project was the first to be carried out in Malaysia, and it was a success in various levels. The project encouraged joint ownership of various stakeholders on the intangible cultural heritage of George Town, and had also served as a platform to encourage youth participation in preserving the heritage of George Town. She also expressed her hopes to see the project replicated for other states.

Lastly, the discussion centred on the built landscape of George Town. Ms Teoh from University of Shanghai pointed out the various new developments that were incorporated into the Special Area Plan, and had enquired on the availability of guidelines that regulates new establishments. Ms Lim explained that a mechanism is already in place to regulate and guide new developments and establishments in George Town, and it involves various stakeholders including GTWHI and PHT.

End of Session 1

Session 2

Presentation 6: *Ms Ho Sheau Fung*, General Manager of Penang Heritage Trust

Title: Penang Living Heritage Treasures and Penang Artisans Apprenticeship Programme (PAPA)

Ms Ho presented on the intangible heritage aspect of George Town, with reference to two projects by the Penang Heritage Trust. She started by outlining the background and factors that led to the establishment of the programmes. The repeal of Rent Control Act in 1999 had forced many families in George Town to leave the city and move to sub-urban neighbourhoods. This had affected the traditional trade, crafts and demand-supply chain that were established in town. Having noticed the decline and problem from the repeal of the Act, PHT collaborated with Arts-Ed to catalogue these

traditional trades, and brought them to the attention of various stakeholders including school children. This further led to various activities and initiatives that slowly reintroduced the craftsman and traders to the public and visitors.

In 2005, PHT initiated the Living Heritage Treasures Award, a programme that gives acknowledgement and recognition to traders, artisans and craftsman. The programme also created a link that allows for artisans and craftsmen to interact with visitors and tourists alike. The nominations are obtained from the public, and award recipients are acknowledged for life.

Further from the awards, PHT then initiated Penang Apprenticeship Artisan Programme (PAPA) in 2009, whereby the artisans in a certain craft are linked with apprentices. The programme was designed for the artisans to pass their knowledge and skills to the next generation, allowing the trade or craft to continue to flourish.

Presentation 7: *Ms Ho Sheau Fung and Mr Lim Chung Wei.* Lim Chung Wei is from GTWHI

Title: George Town World Heritage Site Celebrations

Mr Lim presented on the George Town World Heritage Site Celebration, a small celebration to commemorate the inscription of George Town as a World Heritage Site, its conceptualization and its evolution into becoming the George Town Festival. While the George Town Festival had expanded, the main focus is still the George Town World Heritage Site celebrations.

Ms Ho continued with presentation by outlining the themes and concepts that guides the selection of programmes that are curated for the festival. She further explained on the various level of engagement between the communities and the festival, and how it allowed for the communities to be exposed for public awareness and education.

Presentation 8: *Mr Tan Yeow Wooi,* Heritage Consultant and Conservation Architect

Title: Shophouse conservation and Adaptive use in George Town

Shophouses form part of the third criteria of the OUV associated with George Town World Heritage Site. Mr Tan presented on the history of shophouses that were present in George Town, and the various factors that spur the development and also the decline of these shophouses. He explained that the decline of shophouses, including several demolitions, started as early as in the 70s.

Adaptive reuse of shophouses did increase since 2008, but it is still slow in comparison with the rate of demolition and abandonment. Aside from that, there are also other constraints that hinder the proper conservation and restoration of these houses, including the lack of skilful artisans, material sourcing and funding. He presented three case studies of successful and proper restoration to end his presentation.

Presentation 9: *Dr Naziaty Mohd Yaacob,* Department of Built Architecture, Universiti Malaya

Title: Universal Access to Heritage Sites and Properties

Dr Naziaty's presentation highlighted the concept of enabling access for the disabled and elderly in the World Heritage Site, and questions the suitability of the site for barrier-free access. The three

principles that guide the design are usability, safety and function. Several examples were shown on how sites and other attractions did not comply to the guiding principles of accessibility, although these sites are barrier-free sites. She then shared the E-access guide programme, a checklist on 12 sites that are access-friendly, that was funded by Think City Sdn. Bhd.

Discussions:

Following the presentations, several topics were again discussed to benefit the audience, and also to allow the presenters to further elaborate on the issues in George Town. The first discussion centred on the endangered trades and artisans in Penang. While the programme did manage to give recognition to several trades and artisans, Ms Ho explained that the present efforts are just not enough. She opined the need for more efforts and support, especially from the government, to preserve these cultural heritages of George Town. Mr Ooi Kee How from PenangPAC offered the Penang Performing Arts Centre (PenangPAC) as a platform to showcase and support the traditional performing arts in George Town.

The next discussion centred on the George Town Festival and celebrations. Ms Ho explained on the expansion of the celebrations, and the growing awareness and recognition by the local community on the celebrations. Ms Khoo Salma further elaborated on the two different types of show, paid and free; and how these shows generate different responses from the public.

On building conservation and preservation, the discussion centred on the methods and guidelines for conserving buildings, especially heritage houses and shophouses in George Town. Mr Tan explained that while regulations do exist, many owners are not aware, and the lack of enforcement further encourages the demolition and change of the shophouses.

While discussing on accessibility and barrier-free buildings, Dr Naziaty pointed out that there are good examples of hotels and sites that have followed the guidelines accordingly. She further pointed out that many other buildings have yet to adopt these guidelines to become barrier free.

End of Session 2 and Day 1

Rapporteur Notes for Urban Conservation Network in Asia and Its Future

Day 2

Session 1

Keynote Address

Speaker: Prof Yoshifumi Muneta

Title: New trends in 4 fields of Heritage Conservation

Prof Muneta set the tone of the symposium by recounting the recent World Heritage and Sustainable Development conference that happened in Kyoto, 2012. In the conference, it was identified that local communities play an important role in ensuring conservation of heritage is sustainable, and transcends various spheres, including the international network. The role of community is finally gaining recognition, and the best way was through consultation with the local community in the aspects of heritage conservation.

He then showed the changing trends of tourism in the ASEAN region, giving emphasis on the growing tourist market of Thailand, Singapore and Malaysia. This was reflected in the GDP of the countries. However, the growth in GDP did not necessarily guarantee the development of the communities. There are other aspects that will influence the change of distribution of wealth from the GDP, and in the aspect of heritage conservation, these aspects include citizen movements, participation, decentralization, parliament and constitution.

The change in heritage conservation is now driven by networks of facilitators and professionals , equipped with the knowledge and skills that will allow them to manage heritage conservation purposefully. There is also a change in the significance of heritage, as we move beyond the 'old buildings' conservation to a wider range of heritage and values. There is also a shift of the responsibility from the state or government to the local communities, market drivers and private sector. However, tradition is often considered as a strong constraint in the community, and the dynamics of change is also limited by the diversity of poverty from the different communities.

In maintaining the heritage conservation values, it can be seen from several levels of participation, or custodians, based on the roles and impact. The first custodians are the ones directly involved in the heritage, namely the residents and owners. The second ones are the local community, whereby they complement the conservation by ensuring the sustainability it. The third 'custodians' in heritage conservation are the citizens of the state. They play a role by participating in the efforts to make conservation of heritage sustainable. Lastly, the fourth 'custodians' are the tourist, whereby they spur the local economy and generate a market for heritage conservation.

The conservation of heritage is not necessarily limiting, as explained by Prof Muneta. He showed several examples of traditional companies in Japan that seeks to preserve their heritage, such as kimono making and pottery, but these companies had also undergone an industrial and innovation change to produce other products to meet contemporary needs. By doing that, not only is the company able to diversify and innovate, they also regenerate interest of the modern community to the heritage values that they were once involved in.

Prof Muneta closed his presentation by presenting his latest conservation focus, the Kyo-machiya residence in Kyoto. These traditional structures are a traditional heritage of Kyoto, and are used as residences and also for commercial trade. In the efforts to preserve the Kyo-machiya, Prof Muneta explained that these houses will need to undergo change in use and design to preserve the heritage, and to cater to the new needs of the local community in Kyoto.

Questions and Answers:

The following short questions and answer session discussed on the possibility of encouraging heritage conservation through internet and social networking. Another question on Penang's plural diversity and multicultural scene and its influence on the heritage preservation and conservation was also asked, but answered privately by Prof Muneta due to time constraints.

Presentation 1: Asian Network for Urban Conservation and Nara Machizukuri Centre

Speaker: Mr Ichiro Iwai, Nara Machizukuri Centre, Japan

Mr Iwai presented on the history of the Asian Network for Urban Conservation, and its various activities and conference that were organized previously. The network was involved in programmes such as creating awareness in heritage conservation in places such as Chiang Mai, and had also assisted in disaster relief such as during the Indian Ocean Tsunami of 2004.

He also presented on the works of Nara Machizukuri Centre, such as having talks and workshops across the Asian region, and also the works in preserving heritage structures and culture practices. He pointed out that heritage is slowly threatened by demolition, and also in bad practices in conservation. Several examples of bad conservation are also shown in UNESCO heritage sites, whereby the residents and community are evicted for the purpose of conservation and tourism.

He concluded his presentation by presenting his hopes for proper conservation, and outlined a set of strategies and values that can be used to ensure that heritage and cultural diversity is preserved objectively.

Presentation 2: Two Decades toward a Stronger Heritage Movement,

Speaker: Ms Cartini Pratihari, Indonesia Heritage Trust

Ms Cartini presented on the heritage conservation movement in Indonesia that has taken part for the past two decades. There has been tremendous progress since the first movement to promote awareness of heritage conservation to the people in 1994. Indonesia has recognised the value and importance of heritage conservation, and has now several important organizations that are involved in heritage such as the Indonesian Heritage Trust (BPPI), the Heritage Emergence Response for Natural Disaster *etc.*

She continued by presenting the various activities that were organized for the heritage conservation efforts in Indonesia. The conservation is not only limited to tangible heritage, but had also included intangible heritage and the natural heritage of Indonesia.

Presentation 3: ICOMOS Thailand and Conservation Activities

Speaker: Mr Yongtanit Pimonsanthean, ICOMOS Thailand

Mr Pimonsanthean started by presenting the three main conservation issues that are present in Thailand. The differences are present in the conservation techniques and approaches, the heritage values and designation; and the area for conservation. He continued by presenting several examples of heritage conservation efforts that are happening in Thailand. He also showed several threats to the heritage buildings and communities in Thailand, such as the construction of a monorail in the heritage Chinatown in Bangkok, and how ICOMOS is working with the government to ensure that the heritage area is conserved.

He continued with a presentation of the profile of ICOMOS, and its development in Thailand. The Venice Charter was developed and ratified in 1964, and ICOMOS was established in 1965 in Paris, but took another 20 years before it was established in Thailand. In 2009, ICOMOS became a non-governmental organization in Thailand. There are approximately 300 local members and 20 international members in ICOMOS Thailand. The activities of ICOMOS Thailand include workshops and meetings, conferences, conservation efforts and professional heritage guided tours in Thailand.

Presentation 3: The Current Status of Community Development and Culturally-led Urban Regeneration in China

Speaker: Prof Long Yuan, Huaqiao University, Xiamen, China

Prof Long started the presentation by showing the various level of stakeholders that are involved in heritage conservation, but noted that all the levels are under the control and influence of the Chinese Communist Party. He then showed the pioneer movements of heritage conservation in China, and the various efforts that are starting to take place in China.

Presentation 4: Yangon Urban Heritage Conservation, Efforts and Challenges

Speaker: Moe Moe Lwim, Yangon Heritage Trust

Ms Lwim presented on the present heritage conservation status in Yangon, and the developments that had taken place since heritage conservation was given prominence. The movement is rather slow and faces many challenges, but is still on-going, and was given a boost in 2012, with the setting up of the Yangon Heritage Trust.

Presentation 5: Banda Aceh and Heritage Movements: 8 years after the Tsunami

Speaker: Ms Yenny Rahmayati, Heritage Community Foundation, Aceh

Ms Yenny started the presentation by presenting a brief history of Banda Aceh, its geographical structure and the changes that had taken place in land use prior to the 2004 tsunami. The architectural heritage of Aceh can be characterised by 3 main groups namely ancient or archaeological; vernacular; Dutch colonial and Chinese architecture. The last group of architecture is the post 2004 tsunami architecture. The 2004 tsunami did affect the architectural heritage of Aceh, as it had destroyed many monuments, and also altered the use and function of many structure and sites in Aceh.

She then continued her presentation on the Aceh Heritage Community Foundation, its inception, role and also the various function of the foundation. They are active in various programmes that include networking, capacity building, conservation, public awareness and education for Aceh heritage.

After 8 years from the tsunami, the heritage condition can be largely categorised to 4 categories, namely demolition; renovation; maintained; and neglected. She followed up by presenting examples of buildings that fall into these 4 categories. Several problems and challenges still exist, such as lack of funding, lack of expertise and knowledge, lack of public awareness, partnership, and legal protection.

Presentation 6: The Changing Faces of the Shophouses in Phuket Old Town

Speaker: Ms Pranee Sakulpipatana, Phuket Community Foundation, Phuket

Ms Pranee's talk focused on the Dee-buk Road, also known as the Millionaire's road in Phuket. The road gets its name as it originated from the tin mines in Phuket, and the road is lined with mansions of great owners of tin mines in the past. She showcased the various heritage aspects and elements that are present in Phuket, and expressed her hope that Phuket will take the footstep of Penang to become a World Heritage Site in the near future.

Presentation 7: Cases of Practical Use for Vacant Houses at the Imai Important Preservation District for Groups of Historic Buildings

Speaker: Mr Hiroaki Yonemura, Nara Machizukuri Centre Japan

Mr Yonemura gave a brief presentation on the history of his town in Imai, showing the various important elements of the town such as the ancient gates, the moat, the temple and the traditional old houses in the area. Despite the traditional appearances of the houses, many of it has changed its function from traditional residences to now include other activities such as commercial outlets, public buildings, and also other functions such as a lodging house and offices.

Presentation 8: Development and Urban Heritage Conservation Challenges

Speaker: Yam Sokly, Architect and Researcher, Khmer Architecture Tours, Cambodia

Mr Sokly started his presentation by introducing to the audience the Royal University of Fine Arts, a university established in 1965. The university is formed with five faculties, namely Choreographic Arts, Music, Archaeology, Fine arts and Architecture and Urbanism. He followed with an explanation on Khmer Architecture Tour, a centre established in 2003 with the aim to promote understanding of modern architecture in Cambodia. He also showed images of the different tours that are organized by Khmer Architecture Tours.

He continued his presentation by presenting on the different types of heritage buildings and areas available in Phnom Penh, and explained the different influences and the adaptations required to utilize the area.

Moving to the challenges in conservation, he further explained on the various challenges that are present in conserving Phnom Penh's heritage identity.

Presentation 9: Transforming Heritage District in Taipei – The Case Study of Dadaocheng

Speaker: Alice Chiu, Institute of Historical Resources Management, Taiwan

Ms Chiu presented on the heritage conservation effort of Dadaocheng, the oldest business area in Taipei, Taiwan. The history of Dadaocheng started in the Qing Dynasty, in the 17th and 18th century. The first settler moved to Dadaocheng in 1851, and developed into the second largest city in Taiwan by 1890s. The port opened, and it became a trading port for economic products such as tea and silk.

During the Japanese Occupation (1895 – 1945), there was a new phase of development as the Japanese changed the structural and geographical landscape of Dadaocheng. A lot of buildings and areas were cleared and reorganized into an organized grid.

The NGO's participation started in 1987, following the lifting of the Martial Law of the KMT, and the first civil movement took to the streets to protect the change in widening of Di Hua Street. Di Hua Street is the centre of many big businesses, and there is growing momentum to balance the heritage and tradition in tandem with the development of the area.

In 2000, Dadaocheng was declared as a Historic Special District by the Urban Development Ordinance, and several values were drafted up to protect, rehabilitate and control the development in Dadaocheng. This also saw the growth of restoration and conservation efforts of buildings, both private and public buildings.

She concluded her presentation by showing many images on the restoration and conservation efforts in Dadaocheng.

Presentation 10: Creative Urban Solutions Centre: Chiang Mai Learning Centre

Speaker: Mrs Manissaward Jintapitak and Mr Nuttakorn Vititanon

Mr Vititanon started by presenting a brief history of Chiang Mai, the second largest city of Thailand, and will be celebrating its 760th anniversary in 2016. Chiang Mai is a metropolitan city and is a destination of choice for many people, including foreigners such as Japanese and Chinese. However, the increase of city size also bring along many problems such as pollution, overcrowding, and expansion of space into its surrounding. The expired city planning regulations also pose as a problem, as indiscriminate development are happening in the area surrounding Chiang Mai old city.

He then presented on the Creative Urban Solutions Centre, a centre developed with the aim to address the development issues and to propose solutions for better development in the city. The centre also provides workshop, forums, training and education to various groups of people on the issue of city development.

Ms Manissaward gave an in-depth presentation of the conservation of the temple in Chiang Mai, a heritage building that had existed since the Lanna period. The presentation showed the many bad practices of unskilled and uninformed artisans that had done restoration work, but in fact destroyed the original structure and texture that was in place.

Presentation 11: The Historical City: Nara Machizukuri – its current situation and NMC in Nara

Speaker: Mr Masahiro Muro, President, Nara Machizukuri Centre

Mr Muro presented a brief history of the Nara Machizukuri Centre, whereby it was established in 1979 and incorporated in 1984 as a citizen's organization. Its objective was to restore the 'spiritual' and 'religious' heritage of Japan, which is centred in Nara. Nara is the oldest historical city in Japan, established since 710 A.D. It was the birthplace of Buddhism in Japan, and the traditions continued to flourish until today. One of the unique characteristic of Nara is the layout of their houses that resembles a checker board. In 1989, NMC proposed to the City Council for the reutilization of vacant houses for other facilities such as museums, galleries and for public use.

Many of the old houses and structures, with the assistance and drive of the citizens, had undergone various transformations and were revitalized for other usages. Nara Machizukuri continued with the efforts, and in 2004, adopted a new set of resolutions that empowers the community to take responsibility and ownership of the city and preserve it for the benefit of the local community.

However, despite the efforts to revitalize the old houses, problems also arise as houses undergo renovation and modernization, and somehow lose their identity as a traditional, heritage structure. Following so, NMC also followed up with programmes to educate the community and create a system that can regulate the developments of the Machiya without compromising its tradition with modernization.

Presentation 12: The Urban Development History of Bukchon Culture Forum and its Current Situation

Speakers: Mr Lee Joo-Yeon and Mr Lee Kyung-Taek, Bukchon Culture Forum , Seoul, Korea

Mr K.T. Lee started the presentation by introducing Bukchon, an old city located within Seoul, the capital of South Korea. At present, the city government is attempting to transform the residential district of Bukchon to a historical and cultural important district. However, following discussions with experts, civil groups and stakeholders, the transformation was halted. In its place, Bukchon was made into a historic site with social sustainability as its core character. Adaptations were also made to enable sustainable living to grow in tandem with developmental pressures.

Rapporteur Notes for Urban Conservation Network in Asia and Its Future

Day 3 (14 January 2013)

Venue: Penang Teo Chew Association, Chulia Street, George Town, Penang

Session 1

Day three of the Urban Conservation Network in Asia and Its Future saw the various participating members come together for a closed-door, informal meeting to discuss heritage issues and to develop goals for their unique conservation network. The discussion was facilitated by Ms Khoo Salma Nasution, president of the Penang Heritage Trust. She started the discussion by outlining the possible topics of discussion including challenges in managing heritage conservation in Asian countries, joint efforts of NGOs and community, and the possible efforts that can be taken in a joint network to address heritage issues.

The session continued with a short presentation by Faiz Akhbar, an individual engaged as part of the Special Area Plan team for George Town. His presentation outlined the UNESCO Outstanding Universal Values (OUVs) inscribed for George Town, and the various elements that contributed to the values. His presentation ended with an emphasis on the need of proper maps and documentations for conservation of cities.

The group proceeded with the discussion and sharing session. The first question articulated was on the 'silent sight-seeing' campaign promoted in Bukchon, South Korea. Mr Joo-yoen Lee gave further information on the campaign, especially on its commitment by the local community. He further explained that the residents of the neighbourhood will come forwards to explain to the tourist on the importance of keeping silent, and its effect of maintaining the authenticity and historic significance of the place.

The next question revolved on Yangon and its new developments vis-à-vis the liberalisation of its government. Ms Moe Moe Lwin, representing Yangon Heritage Trust, explained a new policy to decentralise the 'power centre' of the main city to other cities, hence reducing the threat of development towards heritage conservation. However, she hesitated and opined that the difference in governance is still too early to provide a suitable conclusion on the future direction of Yangon.

The session then continued with a 'roundtable' sharing, when all the participants contributed their opinion and thoughts on the heritage conservation and its challenges, especially in the Asian region. In the discussion, the recurring topics centre on the following:

- a) The use of new, alternative media and platform to reach out towards conservation; useful in spreading awareness and also to exchange knowledge and experiences
- b) The emergence of youths in heritage conservation
- c) The importance of building a strong network, and joint collaborations; sharing of resources and knowledge materials is crucial in assisting those who are new in the heritage conservation and knowledge field
- d) Funding and its limitation towards heritage conservation

- e) Publications such as newsletter and e-books to promote better knowledge sharing
- f) Engaging NGOs and community as tools to facilitate better heritage conservation and protection in the cities.

Session 2

The second session commenced after lunch, and the participants were divided into groups to identify key strategies that can be undertaken to strengthen heritage conservation and protection between the cities. Each group was asked to develop three strategies, and from there, identify one key strategy that can be employed immediately for the benefit of others.

Group 1

The three strategies:

1. Strengthening the overall impact of the work in as a network. To come up with a prize as a motivation for the best community conservation project
2. Strengthening communication via newsletter, or an e-newsletter format. There will also be a need for coordinator and writers. Mailchimp is a possible solution.
3. **To use social media, and possibly other form such as ASANA, a communication tool that can be developed for better communication. ASANA can be modified to suit the need for the group. (Key Strategy)**

Group 2

The three strategies:

1. Exchange programme, with a shared curricular, to be developed. Several programmes are already in place and can be researched upon to further enhance the network
2. There are many foundations in Japan, and probably can be explored to seek resources for the exchange programme.
3. **To let the network form a collaborated youth programme that may include field studies and hands-on training that allows the youth to learn and increase interest in heritage. Identify from the host countries, or network countries, and then share it out with the network. (Key Strategy)**

Group 3

The three strategies:

1. For the directory of the organization, it needs to be renewed and supplemented with new information such as expertise, education, knowledge etc.
2. **To improve communication via social media such as Facebook to reach out to larger and younger audience, and also to facilitate easier networking between the network countries. (Key Strategy)**
3. To create a database centre that includes information, knowledge and resources
4. To have a calendar of events from the different cities, countries and also the organization.

In conclusion, the most possible solution identified is to exploit social media, especially Facebook, to reach out to a larger demography. Another option is to have a Twitter account that can be used as an engaging tool between various organisations in the network. However, there is also a need to engage a committed coordinator to ensure that the knowledge sharing process is continued, and also to act as an administrator for the network.

The session continued with the selection of a name for the new network. By agreeing on the name, the members are now part of this network and will be responsible to engage in the network's activities and also to facilitate better knowledge and resource sharing between the countries. After the selection process, the members agreed that the new network will be named Asian Heritage Network (AHN).

With the formation of the network, the session ended with a simple signing ceremony of MoU between PHT and Indonesia Heritage Trust. The MoU signing ceremony indicates the start of a new alliance between Indonesia and Penang in developing better collaboration efforts and networking in promoting heritage conservation and protection between these two cities.

The session ended with tea and a site visit to Muntri Street.