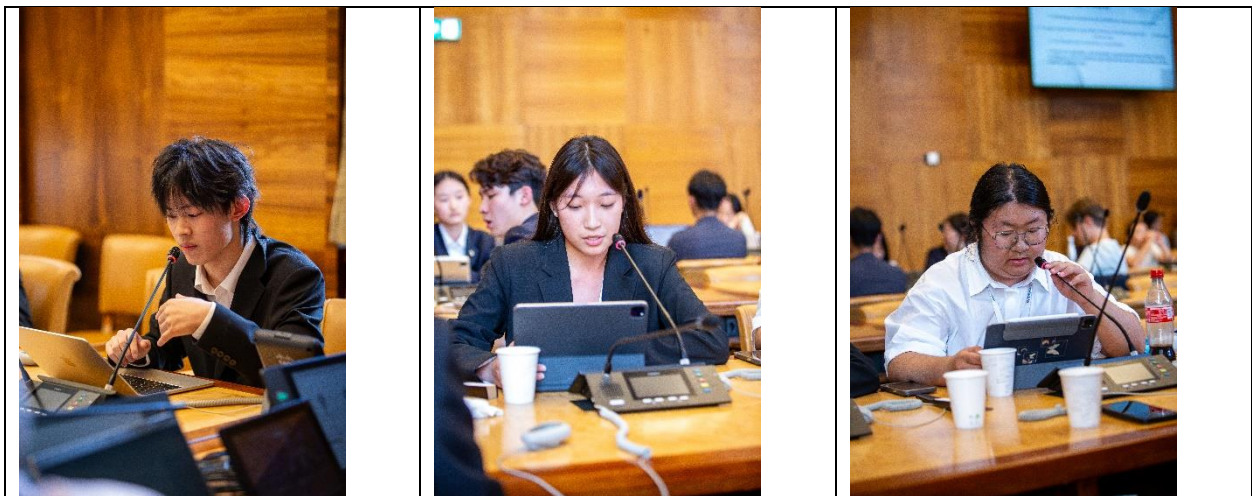


UNITAR Future Global Youth Leaders Programme Group Presentation 2

- **Group Title:**
On The Protection and Sustainable Development of Traditional Culture
- **Group Members**
 1. Leader:
Brian Zhanbo Li
 2. Members:
Susan Xinming Zhang
Selina Sijin Zhu



- **Project Background:**

Cizhou Kiln, with its rich history, faces significant challenges in preserving its traditional craftsmanship amidst modernization. The younger generation shows little interest in these ancient handcraft techniques, leading to an aging population of artisans and putting many skills at risk of extinction. Since these techniques are primarily passed down through oral traditions and hands-on experience, they lack standardized documentation, making it difficult to preserve and promote them effectively. Additionally, most Cizhou Kiln workshops are small-scale, lacking cohesive branding and packaging, which weakens the influence of this intangible cultural heritage. Many Cizhou Kiln sites have not been adequately protected, and some are at risk of disappearing entirely. Furthermore, the traditional styles of Cizhou Kiln struggle to keep pace with contemporary market trends, limiting their appeal and market expansion.

- **Solution:**

To protect the heritage of Cizhou Kiln and ensure its continuity, we propose the establishment of an organization dedicated to protecting these traditional skills and kiln sites. The organization will focus on six key solutions:

Cultural Heritage Protection: Strengthen the preservation efforts of Cizhou Kiln sites by repairing and maintaining existing ceramic sites and cultural relics. This will ensure that their historical value remains intact and protected from degradation.

Cultural Tourism Development: Transform Cizhou Kiln into a major cultural tourism destination. Establish facilities such as exhibition halls and ceramic workshops to attract tourists and provide opportunities for them to experience and learn about this ancient craft.

Promoting the Inheritance of Ceramic Making: Encourage the transmission and development of local ceramic-making skills. This involves training new generations of potters and craftsmen to preserve the unique production techniques and styles of Cizhou Kiln.

Promoting Ceramic Product Sales: Develop new product lines that blend traditional craftsmanship with modern design elements. Expanding market demand will enhance the visibility and sales of Cizhou Kiln ceramics.

Research: Create a Ceramic Culture Research Center to conduct in-depth research and facilitate academic exchanges. This will contribute to the dissemination and advancement of ceramic culture.

Educating Young Minds: Through the Culture Research Center, engage and educate younger generations about traditional crafts. This will inspire those interested in ceramics to learn and carry forward the legacy of Cizhou Kiln.

● **Project Impact:**

The successful completion of the Jingdezhen project marks a significant milestone, and now, as we begin the Cizhou Kiln project, our vision extends further. In the near future, we aim to create more opportunities for young people to engage with and experience intangible cultural heritage. By doing so, we hope to discover and nurture new inheritors of these traditions, ensuring their survival and growth.

These initiatives will not only bring greater attention and protection to intangible cultural heritage within our own country, but through our projects, we aspire to address the challenges of cultural preservation globally. By expanding our efforts, we can help safeguard traditional cultures in various countries, preventing the loss of valuable heritage worldwide.