

Preserving Craft Heritage by Forging Rural-Urban Connections

IASDR 2017

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The very beginning

In China, there are a lot of handcraft heritage in different areas, some of which are struggling to find a way to survive longer. Modernisation leads to erosion of unique culture heritage and habits practices. The big gap between city and village in China also leads to a gap of culture notion between young generation and elder generation, as well as between people living in cities and people living in villages.



OBJECTIVE

This study aims to explore the difficulties of preserving cultural heritage in rural areas and to inform better designs of computer systems to support such preservation.



Field Study

I went to three places in Yunnan Province.

Guan Du Ancient Town



A la village (Yi ethnic group)



Tengchong village



The Questions I Brought There

- What are craftmakers' living condition?
- How the craft making work correlated with their live?
- What kind of villages are them located in?
- How are the traditional crafts developing in different villages?
- What kinds of technology have been utilized in village or in other low-economic areas to build long distance connection?
- The type of message or information that be exchanged through the connection.
- What kind of interaction has been supported through the connection?

Methodology

Interview

10 Craftmakers

Observation

3 different villages/towns, 5 workshops



Interview

- Do you have connection with people in city? Who? How?
- How you learned to make the craft?
- Where do your crafts have been sold?
- Had any recipient contacted you? How they know here and how they contacted you?
- Will your children learn this technique and do this business in the future?
- What's your feeling of making the crafts? Do you happy with it?
- Is there anything missing in the whole process of making and trading the crafts?
- If you have time, money or anything, what do you want to improve or add on the crafts?

Place



Guan Du Ancient Town

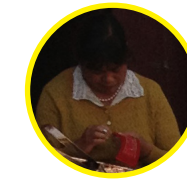


A La Village



Tengchong Village

Craftmaker



Observation

The space they live
(mainly public area);

The tradition and ritual
in the village;

The relationship between people's live
and the craft industry;

Technology in the
village;

The process of the
craft industry



Guan Du Ancient Town



A La Village



Tengchong Village



Field Study Findings

The technique of Traditional Craft is a village property. The workshop is based on the unit of family.

Nomally one village own one traditional craft.

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Tengchong Village



A La Village



Handmade Craftpaper



Yi - Embroidery



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Nomally one village own one traditional craft.



Tengchong Village



Handmade Craftpaper



A La Village



Yi - Embroidery



Guan Du Ancient Town



From Shiping Village



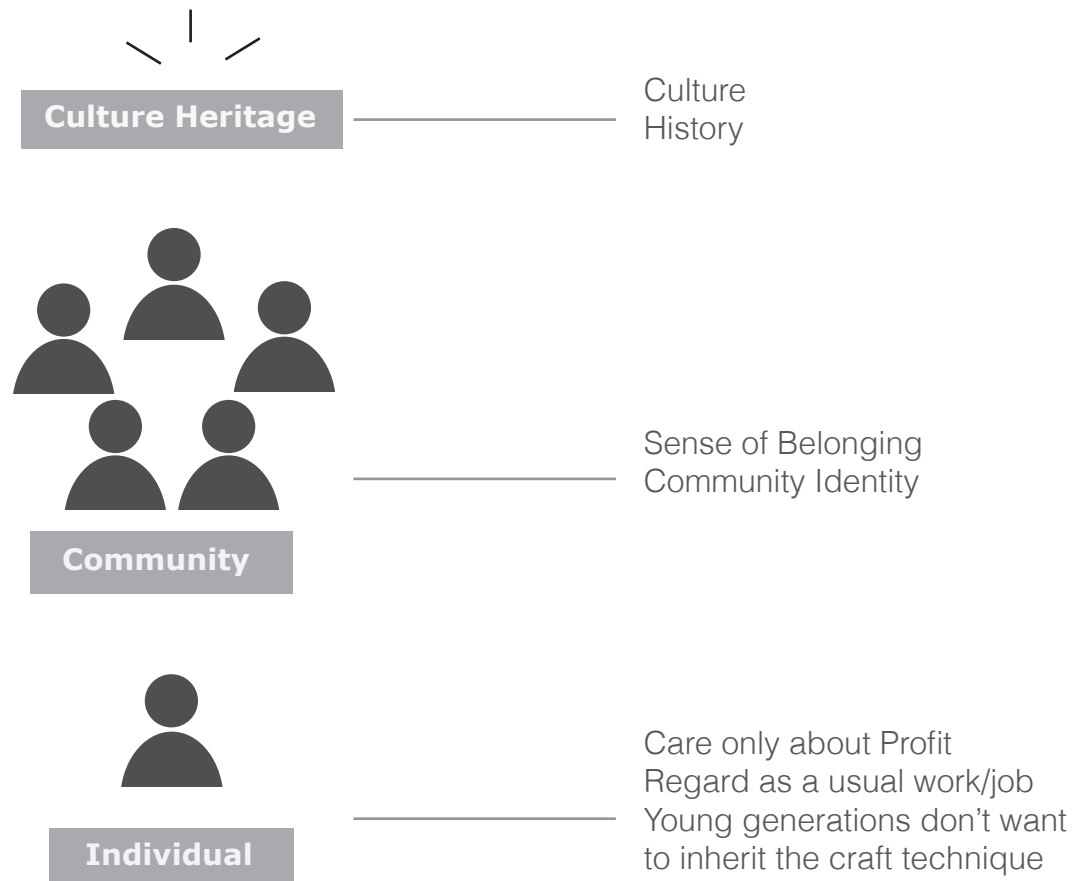
From Yongchang Village

Craftmakers don't perceive handcraft as a culture heritage but more as a work and a skill for live. They care more about profit.

At community level, people talk about perservation of the handcraft technique and trying effort to keep the craft practice alive.

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Two business modes for traditional craft trade

- Factory Mode
- Travel mode



Interview in City

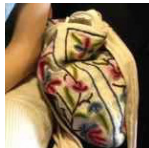
10 individuals from three different cities have been interviewed

Ye



From: Friend
Where: Yunnan
Keeping: 6 years
Feeling: Cherish
Culture of Craft: Don't know

Tan



From: Bought
Where: Nepal
Keeping: 3 years
Feeling: Cherish
Culture of Craft: Know some

Tao



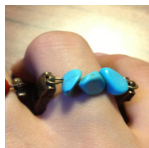
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Where: Xian
Keeping: 7 years
Feeling: Cherish
Culture of Craft: Know little

Tian



From: Bought
Where: Cambodia
Keeping: 2 years
Feeling: Cherish
Culture of Craft: Know little

Xin



From: a friend
Where: Yunnan
Keeping: 6 years
Feeling: Cherish
Culture of Craft: know little

Vin



From: Travel host
Where: India
Keeping: 5 years
Feeling: Cherish
Culture of Craft: Know a lot

Di



From: Friend
Where: Yunnan
Keeping: Half an years
Feeling: Represent one place
Culture of Craft: Don't know

Chen



From: Friend
Where: Zhejiang
Keeping: 4 years
Feeling: Cherish
Culture of Craft: Know little

Lin



From: Bought
Where: Sichuan
Keeping: 10 years
Feeling: Cherish
Culture of Craft: know some

Chu



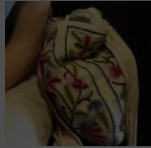
From: a friend
Where: Taiwan
Keeping: 1 years
Feeling: Cherish
Culture of Craft: know little

Interview in City

10 individuals from three different cities



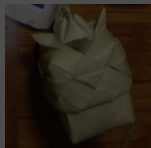
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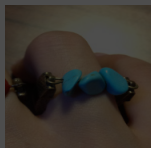
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Culture of Craft:



From: a friend
Where: Yunnan
Keeping: 6 years
Feeling: Cherish
Culture of Craft:

Findings:

- All the 10 interviewees have kept the craft for a long time and 8 of them said they will keep it **forever**;
- All the 10 interviewees **cherish** the craft a lot;
- 7 of them **know little about the culture** of the origin location of the craft;
- 4 of them have the desire to know the culture of the craft; 9 of them reported they have the interest **to know the person** who made his/her craft.

From: Travel host
Where: India
Keeping: 5 years
Feeling: Cherish
Culture of Craft: Know a lot

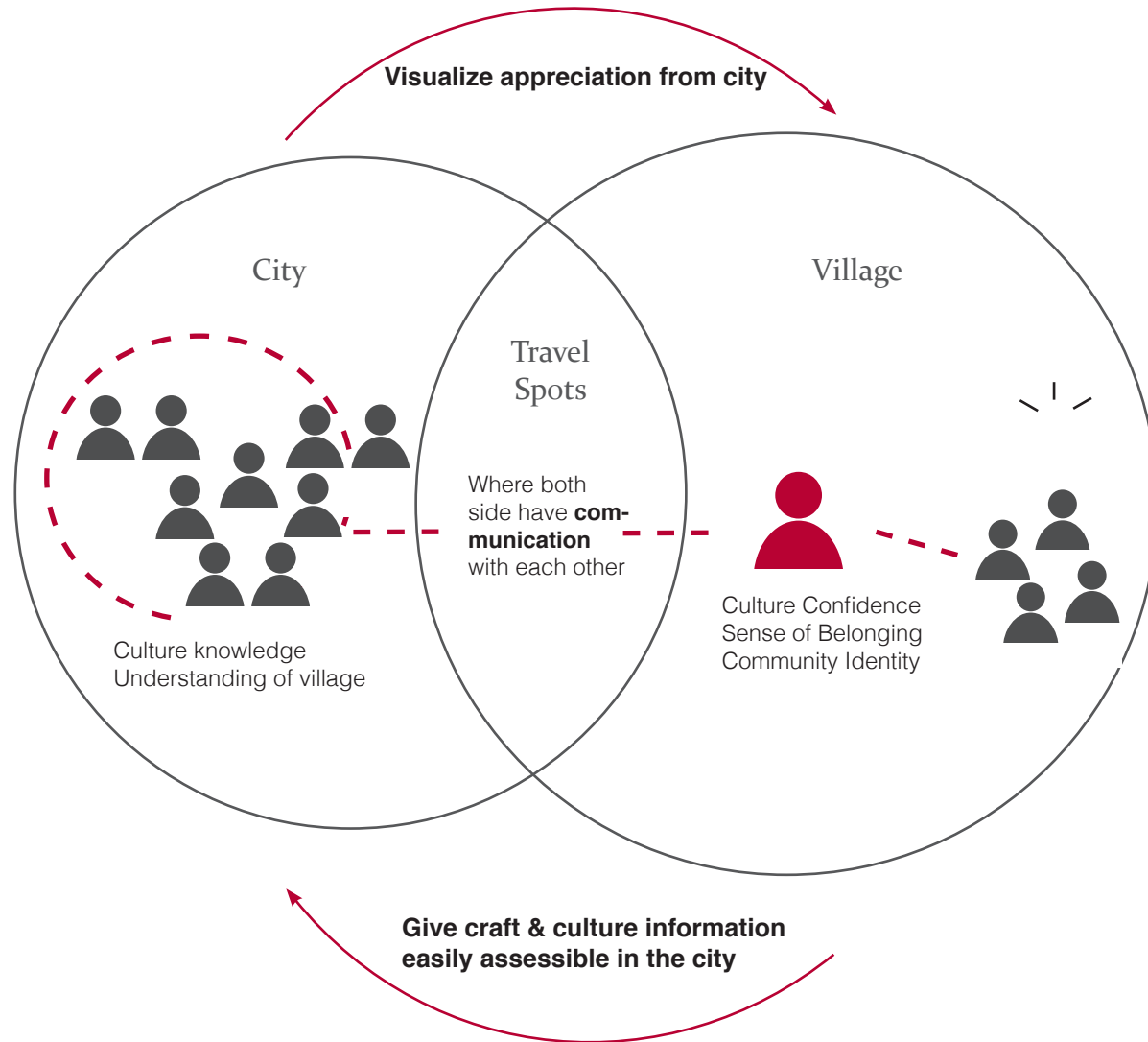
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Concept Map



Village

Simple Emotional

Operate by village committee;
Accessible by all village people;

*To show the locations where the crafts
sold;*

Amount by location;

Appreciation;

How the craft be using/keeping.

City

Informative Collaborative

Access to extra information of craft;
Know the person who made the craft;

*To show the location where the craft
made;*

*Information about the place and their
culture;*

Who made the craft;

Knowledge of the handcraft.

Village

"Thank You" Map

Family Cubes

Each cube represent one family. By press the cube, appreciation for that family can showed on the map on ground

Map

Bars represent appreciation sent from the location of the map. The longer the bar, the more appreciation.

City

Your Craft Web

Craft Information
Send thank you

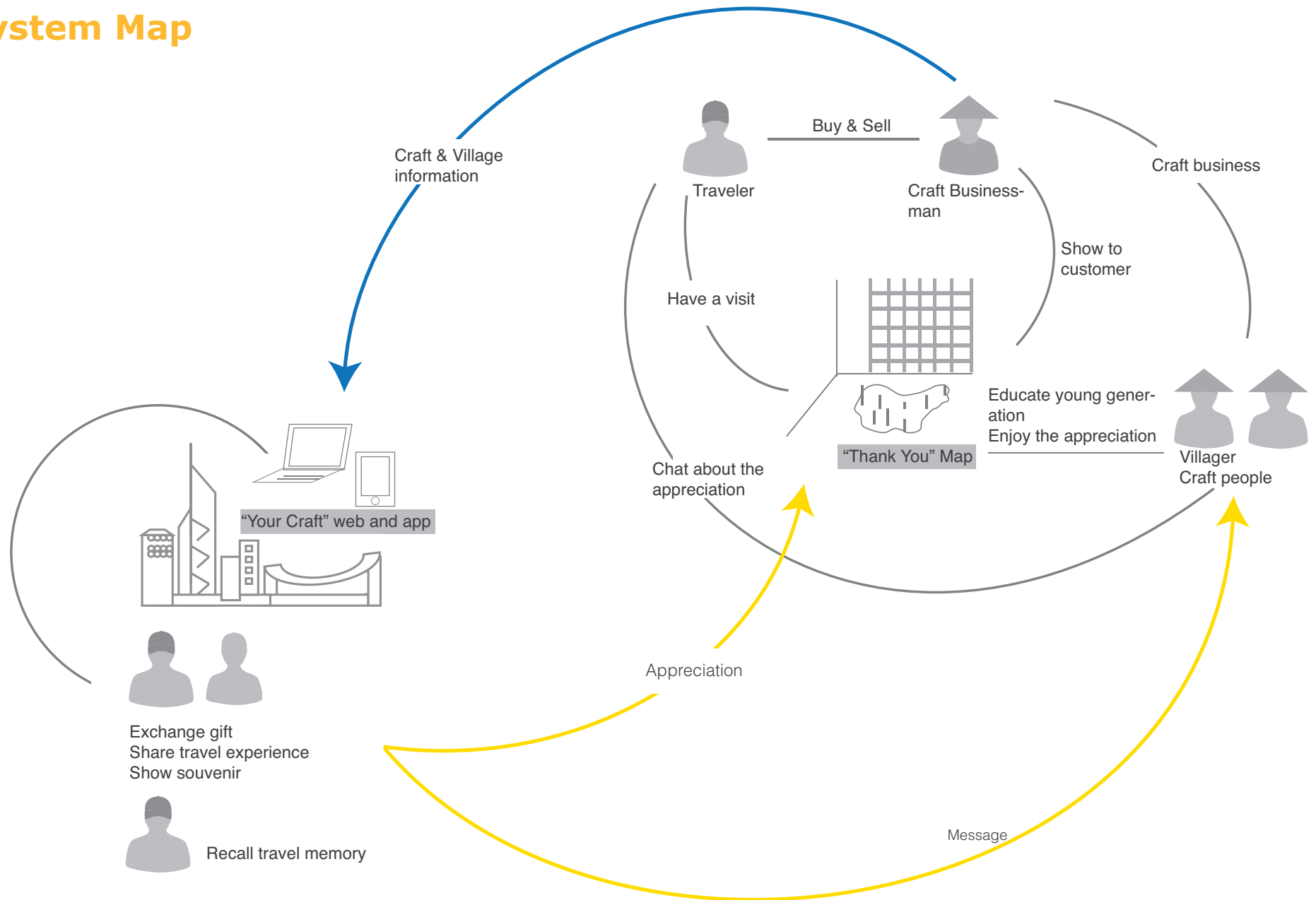
Craft
Information

Thank you



No. L12357911

System Map



Experience Map

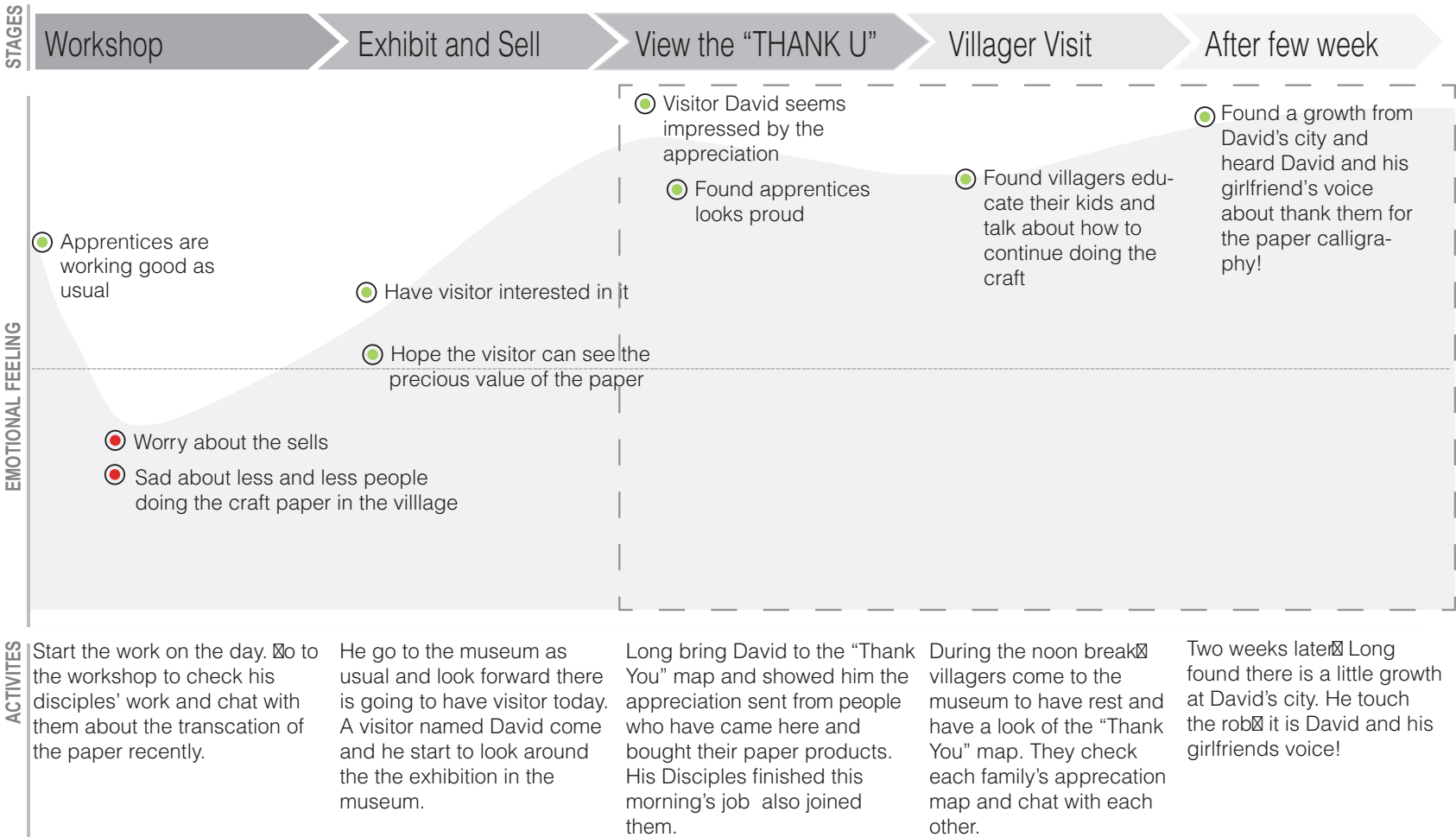


NAME
Mr. Long

Occupation
Museum Curator

Age
55

Background
Mr. Long is not just the handcraft paper museum curator but also the leader of a paper workshop and head of the village. He concern both the profit from the workshop and the perservation of the culture heritage.



Apprentices
Chat with and instruct his apprentices. It is hard to let his children to do this paper work so he hope his apprentices can carry on the ancient technique.

Visitor / Customer
Mr. Long and David start to chat. Mr. Long introduces the history and techniques of the craftpaper. It is always enjoy-ful to tell people things about the village paper

Visitor / Apprentices
Long explains the map to David and is satisfied to see the appreciation grows from last week. The apprentice also looks satisfied to found their work has been recog-nized widely.

Visitor / Villagers
Mr. Long have a chat with villagers. They sharing the recent news about the craft making things. David stayed and also talk with villagers.

Visitor (from City)
David and his girlfriend send a voice message to the map. He said thank you for the great craft and he give it to his girlfriend. His girlfriend said she likes it very much.

Experience Map

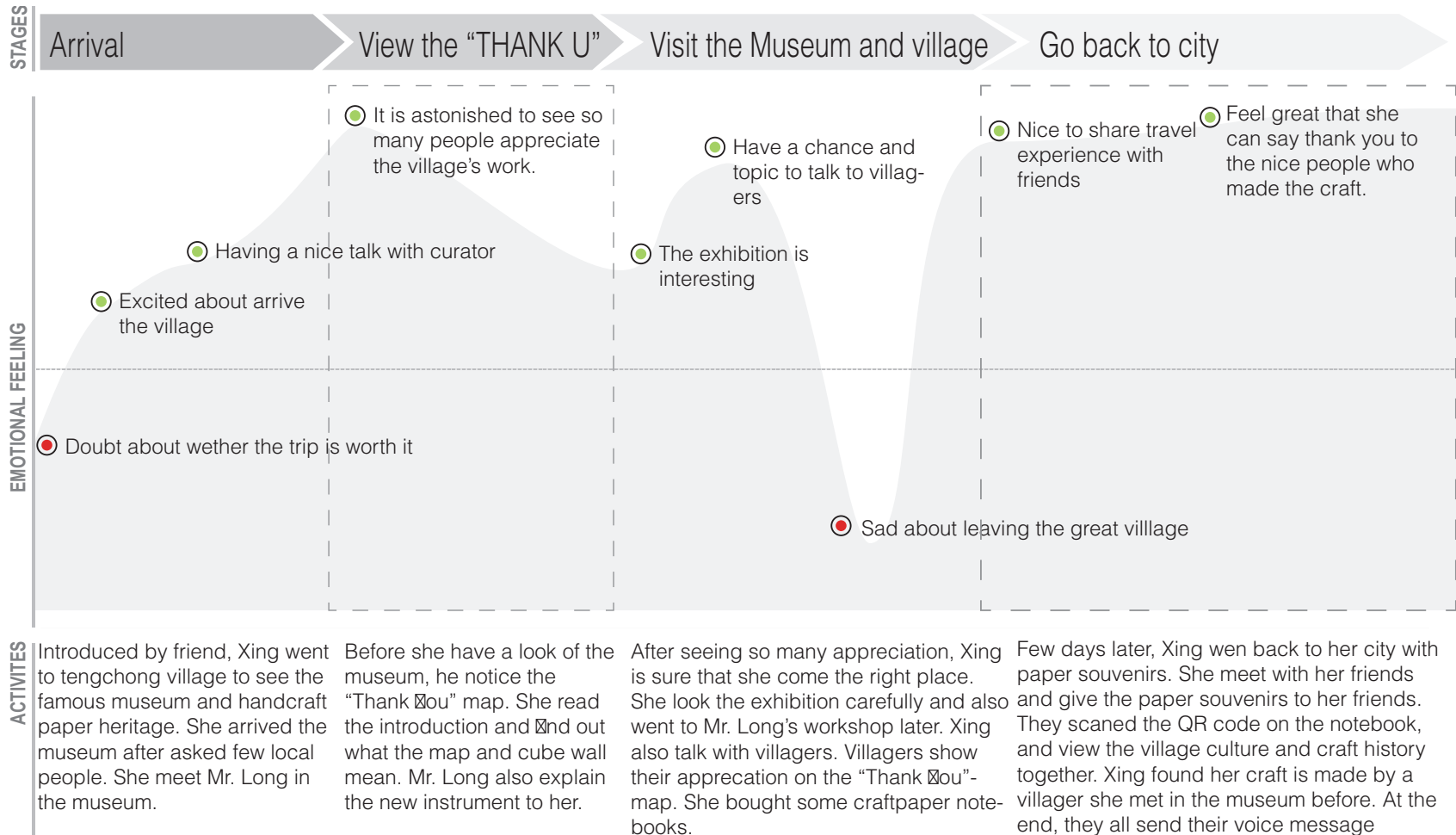


NAME
Xing

Occupation
Student

Age
22

Background
Xing is studying social media at UK. She loves travel and Chinese culture. She has travelled all around China and like to buy souvenir for her friends. In this scenario, she traveled in Tengchong, Yunnan.



Villagers / Curator

Xing talk with Mr. Long about her this trip and the long history of handcraft paper in this village. Before she come here, she had no idea about this village and the craft technique.

Curator

Xing is looking the the geographic distribution of appreciation. She randomly touch the stick and listen to the people's voice message. Mr Long show her his workshop's appreciation.

Curator / Disciples / Villagers

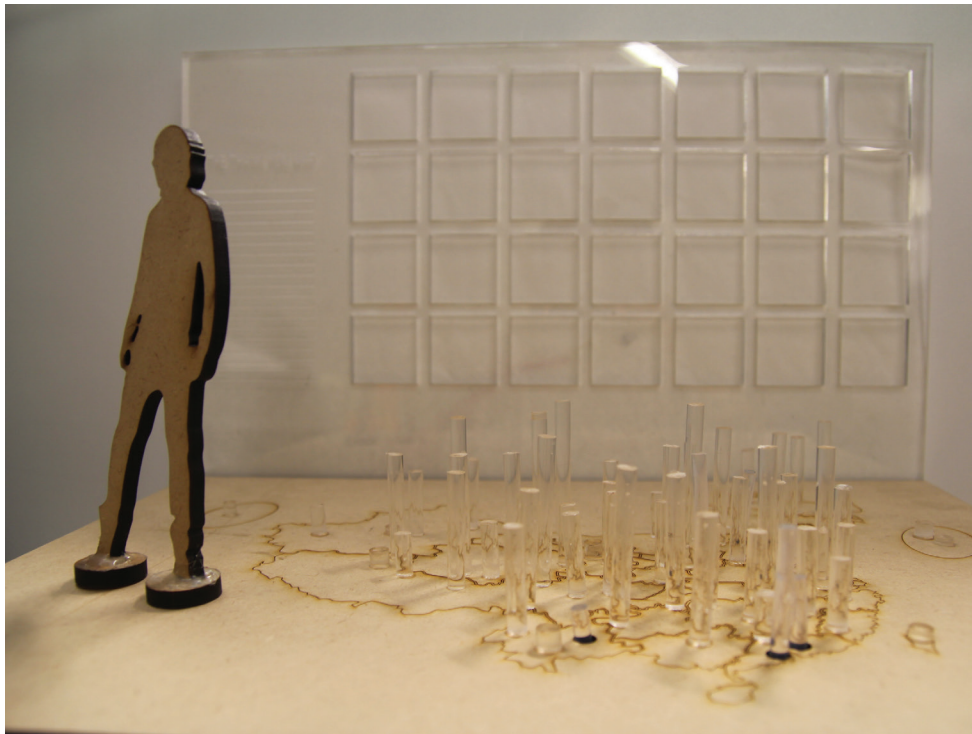
Mr. Long explain the exhibition while Xing view it. When some villager come in the museum, Xing also talk with the villagers about craft production. She went to Long's workshop and saw Long's disciples working for the craft paper.

Friends

Xing's friends want to know things about the craft paper village. So Xing scan the QR code and open the website to view the information on it. Xing's friends also did the same thing and ask Xing whether see the person who made their craft. All of them send voice message to say thank you to the village people.

Prototype

Village



City





Thank You