

United Nations Educational, Scientific and Cultural Organization

IntangibleCulturalHeritage

Use of the Emblem of the Convention for Safeguarding the Intangible Cultural Heritage under Patronage

PATRONAGE REPORTING FORM

This document is available at the following web address: <u>http://www.unesco.org/culture/ich/en/forms/</u>

1. Name, venue, date and organizer of the activity:

Whitsun Heritage Festival – International Gathering of Intangible Cultural Heritage Hungarian Open Air Museum, Szentendre, Hungary 28 – 29 May, 2023 Directorate of ICH - Hungarian Open Air Museum

2. What is the particular relevance of the activity to purposes and objectives the 2003 Convention and its compliance with the principles of the Convention?

The Directorate of ICH of the Hungarian Open Air Museum organized the Whitsun Heritage Festival - International Gathering of Intangible Cultural Heritage for the eleventh time on the Whitsun weekend, $28^{th}-29^{th}$ of May 2023. Apart from celebrating the elements of intangible cultural heritage inscribed on the national inventory of Hungary, dancers and dance anthropologists from different countries were welcomed, such as Colombia, Spain, India, Costa Rica, Brazil, and Indonesia. Thanks to their collaboration, visitors of the museum had the opportunity to enjoy folk dances from all over the world on stage and through workshops. Our aim is to sustain the tradition of an annual gathering of bearing communities and experts of ICH from Hungary and abroad as well, to represent the diversity of the Representative List and the Register of Good Safeguarding Practices of UNESCO. This festival serves both as a professional exchange of experiences in connection with intangible cultural heritage and also as an entertaining introduction of the heritage elements.

Different kinds of customs, performances, music, dances, crafts and oral traditions were represented from the national inventory of ICH and good safeguarding practices by the heritage communities from different parts of Hungary. The participants had the chance to exchange practical ideas and experiences regarding visibility, sustainable development and safeguarding measures. Moreover, the general public had the opportunity to get to know the heritage elements and participate in their programmes, workshops and dance-houses.

The event and the connected media coverage help to raise awareness of the importance of ICH and contribute to celebrating cultural diversity. As in previous years, the event was held on the Whitsun weekend, which was an opportunity for a 100 local children to present the rich Hungarian Whitsun customs to the visitors of the museum.

In the framework of the twentieth anniversary of the Convention for the Safeguarding of the Intangible Cultural Heritage, the Directorate of Intangible Cultural Heritage of the Hungarian Open Air Museum launched a creative competition entitled 'Our Living Heritage'. The creative competition was aimed at young people from the age of 7 to 18. Applicants could choose from six themes, based on the Hungarian heritage elements from the Representative List of Intangible Cultural Heritage of Humanity: Hungarian string band tradition, Lipizzan horse breeding tradition, Falconry, Blue-dyeing tradition, Folk Art of the Matyó, and the Busó festivities at Mohács. Students used different artistic techniques to express their ideas and their own unique vision about living heritage. A jury of artists, museum educators and heritage experts selected 37 awarded artworks, divided into five age groups, sent from all over the country and beyond. The award ceremony took place on 28 May 2023 at the Whitsun Heritage Festival in the Hungarian Open Air Museum where the winners could meet with the members of the heritage communities they had depicted, and receive their gifts. The best works of art were displayed in an exhibition at the museum, which will be available as a virtual exhibition on the website of the Directorate of ICH in Hungary (http://szellemikulturalisorokseg.hu/).

- 3. Who were the audiences of the activity? (Please tick the five most relevant)
 - **x** UNESCO network (e.g. commissions, chairs, associated schools, clubs, national committees)
 - Development agent (e.g. Intergovernmental Organizations, UN system)
 - Policy maker (e.g. ministries, parliamentarians, local authorities)
 - x Civil Society (e.g. private persons, NGOs, companies)
 - x Scientists / researchers / academia
 - Educators / teachers / trainers

x Youth / students

x Mass media

Specialized media

x Other (please specify): Visitors of the Hungarian Open Air Museum

4. Was there any media coverage for your activity? (Please specify the number of features)

Туре	Local	National	Regional	International
Print			Heves Megyei	
			Hírlap	
			2023.05.25.(5.p.)	
		Story Magazin 2023.05.25.(26.p.)		
			Szentendre és	
			Vidéke	
			2023.05.01.	
			Pilis-	
			Dunakanyari	
			Hírmondó	
			2023.05.01.	
Radio		Jazzy Radio, Esti Híradó, 2023.05.21.(17:56)		
		Jazzy Radio, Déli Híradó 2023.05.22.(12:03)		
		Klasszik Rádió, 2023.05.24		
		Dankó Rádió, Jöttömbe, jártomba,		
		2023.05.29		
		Kossuth Rádió, Jó reggelt Magyarország!,		
		2023.05.29.(8:44)		
		Kossuth Rádió, Napközben, 2023.05.29		
Television		M5, Libretto, 2023.05.22.(18:36)		
		M5, Agenda, 2023.05.28.(18:53)		
		TV2, Tények, 2023.05.28.(18:27)		
		M1, Ma délután/Hírek 2023.05.27.(15:53)		
		DunaTV, Almárium, 2023.05.26.(13:51)		
		M5, Libretto/Programajánló		
		2023.05.26.(18:40)		
		Hír TV, Híradó 22:00, 2023.05.29.(22:45)		
		M1. Ma reggel, 2023.05.29.(7:46)		
		RTL Klub, RTL Híradó-Esti kiadás		
		2023.05.29.(18:16)		
		TV2, Tények Reggel, 2023.05.29.(6:49)		
		Hír TV, Hírek Reggel 7:00, 2023.05.30.(7:33)		
	Szentendre			
	TV,			
	Szentendre			
	MA			
	2023.05.22			
	Budakalász			
	TV,			
	Kultúrcseppek			
	2023.05.19			
	Szentendre			
	TV,			
	Művészváros,			

	2023.05.26			
	Szentendre			
	TV			
	2023.05.29			
		DunaTV, Almárium 2023.03	5.26	
		M5, Multiverzum, 2023.06.	18	
Internet		kultura.hu	2023.05.17	
		turizmus.com	2023.05.17	
		uzletihirszerzes.hu	2023.05.17	
		esemenymenedzser.hu	2023.05.17	
		bdpst24.hu	2023.05.17	
		szentendre.hu	2023.05.18	
		egerhirek.hu	2023.05.21	
		heol.hu	2023.05.21	
		webradio.hu	2023.05.21	
		mti.hu	2023.05.21	
		erdon.ro	2023.05.21	
		beol.hu	2023.05.21	
		baon.hu	2023.05.21	
		duol.hu	2023.05.21	
		zaol.hu	2023.05.21	
		kemma.hu	2023.05.21	
		veol.hu	2023.05.21	
		sonline.hu	2023.05.21	
		haon.hu	2023.05.21	
		delmagyar.hu	2023.05.21	
		vaol.hu	2023.05.21	
		boon.hu	2023.05.21	
		szon.hu	2023.05.21	
		heol.hu	2023.05.21	
		kisalfold.hu	2023.05.21	
		szoljon.hu	2023.05.21	
		nool.hu	2023.05.21	
		feol.hu	2023.05.21	
		teol.hu	2023.05.21	
		bama.hu	2023.05.21	
		magyarhirlap.hu	2023.05.21	
		kuruc.info	2023.05.22	
		dehir.hu	2023.05.22	
		tudas.hu	2023.05.22	
		turizmusonline.hu	2023.05.22	
		esemenymenedzser.hu	2023.05.23	
		magyarmuzeumok.hu	2023.05.24	
		azutazo.hu	2023.05.25	
		boon.hu	2023.05.25	
		hirado.hu	2023.05.25	
		felvidek.ma	2023.05.25	
		kultúra.hu	2023.05.25	
		tények.hu	2023.05.28	
		agriatv.hu	2023.05.28	
		veol.hu	2023.05.27	

	mediapiac.hu	2023.05.26		
	korkep.sk	2023.05.26		
	szeretlekmagyarorszag.hu	2023.05.26		
	rtl.hu	2023.05.26		
	tanchaz.hu	2023.05.26		
	szevi.hu	2023.05.26		
	retroradio.hu	2023.05.26		
	mozaikmuzeumtura.hu	2023.05.26		
	folkradio.hu	2023.05.25		
	manoprogram.hu	2023.05.25		
	janus.hu	2023.05.25		
	beta.tvszentendre.hu	2023.05.25		
	kuruc.info.hu	2023.05.25		
	mozaikmuzeumtura.hu	2023.05.25		
	szallas.hu	2023.05.25		
	tollal.hu	2023.05.17		
	amiotthonunk.hu	2023.05.17		
	ilovedunakanyar.hu	2023.05.17		
	aktivpihenes.hu	2023.05.23		
	aktivpihenes.hu	2023.05.23		
	mokk.hu	2023.05.23		
	programturizmus.hu	2023.05.20		
	csodalatosmagyarorszag.hu	2023.05.18		
	szevi.hu	2023.05.18		
	fesztivalok.info	2023.05.18		
	museum.hu	2023.05.22		
	gasztroteszt.hu	2023.05.22		
	hirstart.hu	2023.05.21		
5. How many people have been reached approximately through the communication				

5. How many people have been reached approximately through the communication about the activity?

_600 000_____

- 6. What was the effect of your activity for the Convention's visibility? (Please tick the two most relevant)
 - **X** The name and linked logo of UNESCO and the 2003 Convention were made visible to new audiences
 - X The purposes and objectives of the 2003 Convention were made known to new audiences
 - X The achievements of the 2003 Convention were promoted to new audiences
 - UNESCO's publications (www.unesco.org/publishing) were promoted to new audiences

Please send this questionnaire to the Secretariat of the 2003 Convention, together with, if relevant, the following materials:

Information materials (especially those featuring the name or logo of the Convention for the Safeguarding of the Intangible Cultural Heritage), press clippings, radio recordings, television, and video footage, statistics.

ANNEX

Number of PR appearances: 100

Online	73
Print	4
Radio	6
TV	17
TOTAL	100

	Number of
	visitors
Sold tickets	4927
Free tickets	1200
Visitors together	6127
Numbers of visitors from	12 %
abroad (%)	

FESTIVAL STAGE (LITTLE HUNGARIAN PLAIN REGIONAL UNIT, X)

DAY - MONDAY 50

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 11.00
 11.20
 Student songs of Selmec

 12.00
 11.00
 Imaginan Dances of Nageresed Rabiczi Kowics Gasztáv Tradition Ke

 11.00
 -12.20
 Imaginan Dances of Nageresed Rabiczi Kowics Gasztáv Tradition Ke

 12.00
 12.01
 Somod Senior Selmec

 12.00
 -12.01
 Somod Senior Senior Selmec

 12.00
 -13.00
 Wedding Group of the National Slowens Self-Government

 13.00
 -13.00
 Somos Self-Senior Senior Seni
- Bid0 H400 Dances of Harqv6fild Harqv6rild Marqv6rild Marqv6ri

- Ex0 Biol __Bios⁻¹ Cances from Molacs
 Ex0 Biol __Bios⁻¹ Cances from Molacs
 Ex0 Ex0 __Bios⁻¹ Cances from Molacs
 Ex0 Ex0 __Bios⁻¹ Cances from Kalesca folk costnum demonstration and fashion show Tradition Keep
 Association from Kalesca Tinde Hinwak BY ME (Witt Morachy)
 Ex0 Ex6 /0 Earces with the word International datase researcher students (Whitsanday)
 Ex0 15:00 Let's datase with usl Dance with every participant (Whitsanday)
- ine playe

Contributing folk music bands: Parapács band, József Versendi Kovács taml and Dunavkinje folk music group, Pántlika band, Zoltán Rácz and his band

THE 20TH ANNIVERSARY OF THE CONVENTION FOR THE SAFEG OF THE INTANGIBLE CULTURAL HERITAGE

In 2023 we celebrate the 20th anniversary of the UNESCO Convention for the Safeguarding In Zucz wie cerebrate the Zuura innerssary ou the Oncock common from the surgebauting of the Intragilie Cultural Heritage. During the Year of Living Heritage traditional Restrika, folk music concerts, dance houses, carlt workshops, films, lectures and themed walks promote our living heritage, including carlt techniques, social rites, gastronomic traditions and urban customs such as weaving buttush in Tage, the "Buso" Festivities at Mohács, fisherman's soup of Baja or the living tradition of the quartes' profession in Eger.

Let us celebrate our living heritage, which connect us to each other, to our past and to the r world!

rmation: szellemikulturali More inf rokseg.hu





In the transwork of the Year of Living Heritage, the Directorate of Intanglite Gulural Heritage of the Hungarian Open Air Museum has organized a creative competition entitled "Our Living Heritage". The therm of the creative competition was the Hungarian heritage elements insoluted on the UMESCO Regressratule List of Intanglite Gulural Heritage of Humanity (Classo festivities" at Muhais, Magi, folk art, Falcony, the tradition of blue-dyeing, Lipizzan horse breeding traditions, the tradition of the Hungarian string band). The witness will be announced on Whitsonday at MACO on the Festivel Stage.

JÁNOS AKNAY: Magical Geometry (Skanzen Gallery)
 WAGON OWELLERS - Orphans of Trianon (Railway Station platform)
 HEGME CHANGE OF RURAL MILLIONS - Buildings, Public Spaces and Stories (Big Meadow)
 FAREWELL FROM THE PEASANTRY (House from Drivaseh, VII-12)
 WITHE COURSE OF HISTORY - Pytakion Change in Southen Harstandak (Hoze from Huks, VII-2)
 "UST A SMALL WORK" - Villagers in Malenkiji Inbot (House from Murazemenye, VII-7)
 CARTS AND WAGONS (House from Rabcakapi, Bam from Rabcakapi, X-14)
 LET'S SHOW YOUR MASKE (Grnath Readow III.)
 BOUNDARY MARKERS (Small Meadow III.)

. "OUR LIVING HERITAGE" CREATIVE ART COMPETITION (Barn from Kisbodak, X-13)

n

- Entrance building-Resti: beer, spritzer, soft drink, ice cream
- Entrance building-Rest: beer, spitzer, soft drink, ice ceam Rose garden (VI-1): beer, spitzer, ice cream, desserts, one-dish meal Sianzen Restaurant (VI-1): A la carte menu Fair (VI) (X): producers, cafts and folk ant products Bakery (VI-8): sweet and savoury pies, mineral water, cafe Kitchen of house in Sittof (V-8): gringsthread Grocery (X-15): chocolanes, sweets, synups Cellar restaurant from Mad (UI-8): cafe, wine, soft drinks, cakes Morzó Coffee House (XI-6): cafe, wine, soft drinks, cakes Museum shop (Entrance building): Skanzen souvenis
- 193
- E
- -

SKANZEN

HUNCARIAN OPEN AIR MUSEUM 2000 Stentendre, Sztaranoda úr 17.5 - tielektor: + 36. 75. 502. 51.7 - email: Latopato@skanzen.hu Published by: Mäkhs Cserl PMD General Director Hungakan Open Air Marseum



WHITSUN HERITAGE FESTIVAL

International Gathering of Intangible Cultural Heritage May 28-29 2023 09:00-17:00







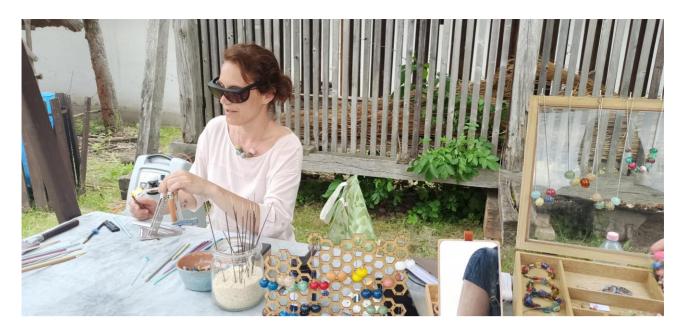
The programme of the Festival and the wristband of the participants



The award ceremony of the creative competition for children, entitled 'Our Living Heritage'



One of the competing artworks about a Hungarian ICH element



Workshop of a glass artist



The communities involved the visitors during the Whitsun Heritage Festival