



United Nations
Educational, Scientific and
Cultural Organization



Intangible
Cultural
Heritage

NGO accreditation

ICH-09 – Form

19 JUL 2012
0549

REQUEST BY A NON-GOVERNMENTAL ORGANIZATION TO BE ACCREDITED TO PROVIDE ADVISORY SERVICES TO THE COMMITTEE

DEADLINE 31 MAY 2012

Instructions for completing the request form are available at:

<http://www.unesco.org/culture/ich/en/forms>

1. Name of the organization

1.A. Official name

Please provide the full official name of the organization, in its original language, as it appears in the supporting documentation establishing its legal personality (section 8.b below).

Xalça Dünyası Assosiasiyası

1.B. Name in English and/or French

Please provide the name of the organization in English and/or French.

The World of Carpets Association

2. Address of the organization

Please provide the complete postal address of the organization, as well as additional contact information such as its telephone or fax numbers, e-mail address, website, etc. This should be the postal address where the organization carries out its business, regardless of where it may be legally domiciled (see section 8).

Organization: World of Carpets Association

Address: AZ 4000/ 26a Galaba Street, Guba, Azerbaijan

Telephone number: office +994 23 335 17 75 mobile +994 50 313 00 90

Fax number: N/a

Email address: worldofcarpet@mail.ru

Other relevant
information:

3. Country or countries in which the organization is active

Please identify the country or countries in which the organization actively operates. If it operates entirely within one country, please indicate which country. If its activities are international, please indicate whether it operates globally or in one or more regions, and please list the primary countries in which it carries out activities.

- national
- international (please specify:)
- worldwide
 - Africa
 - Arab States
 - Asia & the Pacific
 - Europe & North America
 - Latin America & the Caribbean

Please list the primary country(ies) where it is active:

Republic of Azerbaijan

4. Date of its founding or approximate duration of its existence

Please state when the organization came into existence.

18 August 2006

5. Objectives of the organization

Please describe the objectives for which the organization was established, which should be 'in conformity with the spirit of the Convention' (Criterion C). If the organization's primary objectives are other than safeguarding intangible cultural heritage, please explain how its safeguarding objectives relate to those larger objectives.

Not to exceed 350 words; do not attach additional information

The main objectives of our organization are as follows:

Employment of youth in the community

By teaching young apprentices, we not only stimulate our economy, but also guarantee that the knowledge of historical carpet-weaving is passed to the new generation, which will ensure accuracy for the future.

Representation of it in the international market

By presenting Azerbaijani carpets in the international market, we increase our exposure around the world. While Persian and Oriental carpets are synonymous with quality, Azeri carpets are relatively unknown in much of the international world. By developing and cultivating a variety of international contacts, including in-country foreign Embassies, we are making a name for our carpets.

Support and stimulate artisans and culture

We work with local artisans to gather the most complete and accurate knowledge of Azerbaijani

carpet weaving we can. By providing support to local artisans, we ensure that our knowledge is not lost. We also support a network of artisans so that knowledge may be mutually.

Defining of the carpet-making folk art which is the keepsake of our country's history

During the Soviet era, many of the traditional carpet patterns were lost. The historical patterns of Azerbaijan we changed by the government and the quality and patterns were diminished. We work with artisans to research the patterns that are historically accurate for this area, and we use these patterns in our work, in an attempt to restore the tradition. We share this information through our carpets, as well as with other organizations in Azerbaijan so that the knowledge may be spread and sustained. We are also working on transcribing the knowledge we are gathering, to some day be published.

Researching and Restoring of the lost compositions

We travel to villages and artisans to find pieces of damaged historical carpets, and we work to restore the actual carpets in a traditional manner.

Support of the natural dying of raw materials

The traditional use of natural materials to dye our wool and silk is culturally and historically accurate, and safeguards the quality of our products.

6. The organization's activities in the field of safeguarding intangible cultural heritage

Sections 6.a to 6.c are the primary place to establish that the NGO satisfies the criterion of having 'proven competence, expertise and experience in safeguarding (as defined in Article 2.3 of the Convention) intangible cultural heritage belonging, inter alia, to one or more specific domains' (Criterion A).

6.a. Domain(s) in which the organization is active

Please tick one or more boxes to indicate the primary domains in which the organization is most active. If its activities involve domains other than those listed, please tick 'other domains' and indicate which domains are concerned.

- oral traditions and expressions
- performing arts
- social practices, rituals and festive events
- knowledge and practices concerning nature and the universe
- traditional craftsmanship
- other domains - please specify:

Minority (Lezgi) Culture/Art/Tradition Preservation

6.b. Primary safeguarding activities in which the organization is involved

Please tick one or more boxes to indicate the organization's primary safeguarding activities. If its activities involve safeguarding measures not listed here, please tick 'other safeguarding measures' and specify which ones are concerned.

- identification, documentation, research (including inventory-making)

- preservation, protection
- promotion, enhancement
- transmission, formal or non-formal education
- revitalization
- other safeguarding measures – please specify:

6.c. Description of the organization's activities

Organizations requesting accreditation should briefly describe their recent activities and their relevant experience in safeguarding intangible cultural heritage. Please provide information on the personnel and membership of the organization, describe their competence and expertise in the domain of intangible cultural heritage and explain how they acquired such competence. Documentation of such activities and competences may be submitted, if necessary, under section 8.c below.

Not to exceed 750 words; do not attach additional information

Our organization's main aim is to understand and restore the traditional culture of high-quality carpet making in Azerbaijan. Our organization has an extensive working knowledge of the 4 main historical carpet-weaving traditions in Azerbaijan, Quba, Baku, Mughan and Karabagh. As much of this knowledge was lost during the Soviet era, it is extremely important that the generation of carpet weavers come together to share their knowledge and extend the tradition to a new generation of artisans. The traditions researched and gathered, are then incorporated into our patterns and taught to our masters and apprentices, who work side-by-side to produce our carpets.

We cultivate young artists through an apprentice program, with portrait, nature, and folk art weaving specialties to work along our general masters and teach their knowledge. These apprentices take part in intensive practical training periods before they are promoted to masters. This program gives valuable trade skills to a group of artisans, allowing for future preservation of the Azeri carpet culture. It also provides employment opportunities in a market of economic hardship.

We have travelled and research extensively the ancient traditions, symbols, patterns and colors that are used in each of the historic areas. Through cooperation with other weaving organizations and individuals in remote villages, we have worked to build and share our knowledge on all levels. We are considered experts in the Quba carpet weaving skills, traditions and symbols specifically.

In addition to traditional patters, we research local architecture, nature and jewelry to understand, substantiate and incorporate the historical symbols of Azerbaijan into new designs. Within the Caucasus, there are many ethnic groups, all with their own unique language, culture and art. Our organization is working on writing a book, specifically describing and preserving the carpet traditions, symbols and history of the ethnic minority groups of Azerbaijan.

We also have cooperated with associations and foreign experts to understand carpet weaving around the world. We host a variety of tourists and foreign dignitaries in tours and presentations of our carpet traditions. We have participated in exhibitions, seminars and roundtable discussions in America, Azerbaijan, Canada, England, Moldova, Norway, Turkey, and Switzerland. We have worked with Sotheby's International and the United States Peace Corps to help extend the awareness of Azeri folk art and carpets.

Within the domestic and international world, we have been recognized for our efforts through the following publications/interviews:

In Azerbaijan:

- Book – 20th Century Women of Azerbaijan III (2003) – Profile (page 13)
- Baku Sun newspaper – Women Weaving History (25 July 2003) – Interview/Feature
- Zaman Azerbaijan International newspaper – Quba Carpet-making Faces Difficult Times (10 April 2007) - Interview/Feature
- Deyerler.org (Online News) – Azərbaycan Xalçalıq Sənəti Ciddi Tənezzülə Uğraya Bilər (10 September 2008) – Article
- Azadlıq (Online News & Radio) – Azərbaycan xalçaçılığı problemlərin içindədir (18 November 2010) - Interview
- Azadlıq (Online News & Radio) – Azərbaycan xalçası üçün heç kim heç nə etmir (29 November 2010) – Interview
- Ensonxeber (Online News) – Toxuduğum ilk xalçaya Allah sözü yazmışdım (09 July 2011)
- Shafaq newspaper (5 Sept 2012) - Interview/Feature
- Top News Az Online News) – Sənətkarlıq paytaxtının nasışlar dünyası (4 October 2012) – Interview
- Real News Az/RealXəbər.az (Online news) – Qubada xalçaçılığa maraq azalır (20 January 2013) - Interview
- Top News Az (Online News) – E-gov program for 2013 – 2015 in Azerbaijan to be approved shortly (28 June 2013)
- Zaman International Newspaper Azerbaijan – Geray kəndinin son illəri (28 June 2013) - Interview
- Nachivan Press newspaper – The Role of Women in Business of Azerbaijan (17 December) - Interview/Feature
- Aze.Az (Online News) – Interview
- Erenet Profile (network of Azeri business people) – Interview
- AZ Channel 13 (T.v.) – Interview
- Aqıç – gender-az.org - Interview
- Www.Azerbaijan.travel - Azerbaijan Tourism Booklet – Feature

In the International World:

- Cnn (T.v.) – White City – Baku – Interview
- Journal Baku, Moscow newspaper (2008) – mentioned in feature
- Timeturk (Online News) – Xarici ölkələrdə başqa xalqların calçası kimi təqdim olunan xalçalatımım var (26 December 2011)

7. Its experiences cooperating with communities, groups and intangible cultural heritage practitioners

The Committee will evaluate whether NGOs requesting accreditation 'cooperate in a spirit of mutual respect with communities, groups and, where appropriate, individuals that create, maintain and transmit intangible cultural heritage' (Criterion D). Please briefly describe such experiences here.

Not to exceed 350 words; do not attach additional information

Our organization organizes, supports and participates in a variety of courses, seminars, meetings, roundtable discussions and exhibitions relating to the cultural preservation and understanding of Azeri carpet weaving. We have contributed to the building of a network of carpet weavers, to share and preserve the traditions in all regions of Azerbaijan.

We have cooperation with a range of domestic and international organizations and NGO's. Our cooperation with domestic organization includes but is not limited to:

Azerbaijan Khalcachilary (Azerbaijan Carpet Weaver) Seminar in Baku. This seminar brought experts from each of the 4 traditional regions to the Baku Carpet Museum for a seminar sharing and discussing each region's unique skills and traditions. Our organization represented the Quba region and shared our specific knowledge as well as learned of skills from the other 3 regions.

Carpet Weavers' Public Union (Baku): This union is a collaboration of all carpet weaving organizations in Azerbaijan. Our organization mentored and advised the development of this artisan union.

Azerkhalcha (Baku): This is an artisan and scientist government factory. We participate in a variety of their conferences and exhibitions, as well as use their historic pattern library for some of our work. We also helped advise them on the traditions specific to our region.

Rashad NGO (Qusar), Xalcha (Xachmaz) & Khalchachy (Genca): For all above listed organizations, we advised and supported them on the establishment of their NGO, including helping to build their sales client base. We also researched historical patterns with these groups and shared our knowledge. We held trainings with them regarding to the natural yarn dying process. We mutually learn from the regional patterns that are specific to each of these regions. Rashad NGO is a Sumax carpet workshop. Sumax carpets are specific to the Lezgin ethnic minority group traditions.

Carpet Workshops (Ismayilli): We participate in a client referral service with several workshops in the Ismayilli region. We also invite them for trainings that we hold on carpet weaving tradition.

Internationally we have cooperation with NGO's and carpet weaving associations in Georgia, Iran, Norway and Turkey.

8. Documentation of the operational capacities of the organization

The Operational Directives (paragraph 97) require that an organization requesting accreditation shall submit documentation proving that it possesses the operational capacities listed under Criterion E. Such supporting documents may take various forms, in light of the diverse legal regimes in effect in different States. Submitted documents should be translated whenever possible into English or French if the originals are in another language. Please label supporting documents clearly with the section (8.a, 8.b or 8.c) to which they refer.

8.a. Membership and personnel

Proof of the participation of the membership of the organization, as requested under Criterion E (i), may take diverse forms such as a list of directors, list of personnel and statistical information on the quantity and categories of members; a complete membership roster usually need not be submitted.

Please attach supporting documents, labelled 'Section 8.a'.

8.b. Recognized legal personality

If the organization has a charter, articles of incorporation, by-laws or similar establishing document, a copy should be attached. If, under the applicable domestic law, the organization has a legal personality recognized through some means other than an establishing document (for instance, through a published notice in an official gazette or journal), please provide documentation showing how that legal personality was established.

Please attach supporting documents, labelled 'Section 8.b'.

8.c. Duration of existence and activities

If it is not already indicated clearly from the documentation provided for section 8.b, please submit documentation proving that the organization has existed for at least four years at the time it requests accreditation. Please provide documentation showing that it has carried out appropriate safeguarding activities during that time, including those described above in section 6.c. Supplementary materials such as books, CDs or DVDs, or similar publications cannot be taken into consideration and should not be submitted.

Please attach supporting documents, labelled 'Section 8.c'.

9. Contact person for correspondence

Provide the complete name, address and other contact information of the person responsible for correspondence concerning this request. If an e-mail address cannot be provided, the information should include a fax number.

Title (Ms/Mr, etc.):	Ms.
Family name:	Aghamirzayeva
Given name:	Aygun
Institution/position:	General Manager
Address:	26a Galaba Street, Guba, Azerbaijan/AZ 4000
Telephone number:	+994 50 329 73 27
Fax number:	N/a
E-mail address:	worldofcarpet@mail.ru
Other relevant information:	

10. Signature

The application must include the name and signature of the person empowered to sign it on behalf of the organization requesting accreditation. Requests without a signature cannot be considered.

Name: Aygun Aghamirzayeva

Title: Ms.

Date: 29 June 2013

Signature:

