

Chiang Mai Creative City
The opportunity for Chiang Mai to become an official member of the International Creative
City Network of UNESCO
(Sixth CMCC Development Committee Meeting)
3 February 2011
Praya Sriwisalvaja Meeting Room
Office of the University, Chiang Mai University

There are 104 attendees;

1. Mr. Narong Chavasint (North Chiang Mai University)
2. Dr. Pradit Takerngrangsaritc (Payap University)
3. Mrs. Susan Stevenson (U.S. consulate)
4. Asst. Prof. Dr. Nat Vorayos (CMU)
5. Ms. Panjit Pisawong (MOC)
6. Mr. Narong Kongprasert (CCC)
7. Mrs. Supisara Chomphan (BOI.)
8. Mr. Chalernsak Suranun (TAT, CNX)
9. Mr. Smith Taweelerdnithi (FTI)
10. Mr. Peter Penhall (CNXWood)
11. Mr. Simon Robson(Intropica Co., Ltd)
12. Mr. Sarawut Saetiao (Tourism Business)
13. Mrs. Kannikar Phornphutkul (Health Hub)
14. Mr. Martin Venzky Stalling (TDCI, CMU)
15. Dr. Tanyanuparb Anantana(TDCI, CMU)
16. Mr. Khongphu Nimanan (Acc-ba, CMU)
17. Dr. Rattapong Angkasit (Architecture, CMU)
18. Mr. Paradorn Sureepong, (CAMT)(Sub)
19. Mr. Chalermchai Phisitvanich (Far Eastern U)
20. Mrs. Aracha Boon-Long (Muang Muang)
21. Ms. Plai-auw Thongsawat (U.S Consulate)
22. Mr. Tul Lek-u-tai (Deco-Moda)
23. Dr. Asanee Kawtrakul (NECTEC)
24. Mr. Viroj Piriyaakit (Bank of Northern Office)
25. Mr. Virak Songlithikunchai (Bank of Northern Office)
26. Mr. Chokechai Hemwongkul(Bank of Northern Office)
27. Mrs. Shana Kongmun (Chiang Mai Mail)
28. Mr. Pairoj BoonlueChiang (Chiang Mai Provincial Statistical Office)
29. Mr. Somsak KaewsanChiang (Chiang Mai Provincial Statistical Office)
30. Mr. Kachen UengsakulChiang (Chiang Mai Provincial Statistical Office)
31. Mrs. Morakot Sukchotirataana (CMU)
32. Ms. Traci Morachnick (Acc-ba, CMU)
33. Mrs. Duenpen Chaladlam (Chiangmai Friends Group)
34. Mr. Matthias Wolf (German School)
35. Mr. Pawit Ketsuk (Clouddha)
36. Mr. Prasert Hanmuangjai (CMU)
37. Dr. Rux Prompalit (Payap)
38. Mrs. Wirapan Piankusol(PIANKUSOL LTD)
39. Mr. Nopparat Kaewrat(Playhouse complex)
40. Mr. Daniel Mireault(Station C)
41. Mr. Fabrizio Fabrizi(Thaireport Software House)
42. Mr. Thomas Schmidt (U.S. consul)
43. Mr. Paul Neville (U.S. consul)
44. Mr. Harriet Foster (U.S. consul)

45. Mr. Peerapat Trangratapit (Payap)
46. Mr. Alex Boyesen(Digital Mixes)
47. Mr. Kevin Duria (Duria Chiangmai Health Center)
48. Dr. Nareumon Kimpakorn (Acc-ba, CMU)
49. Mr. Marc Dumur (Frangipani Service Residences)
50. Mrs. Wilairat Aksonworawat (Holiday Garden Hotel)
51. Ms. Nichaya Sirisanpattana (IBM)
52. Mr. Somnuk Wisaitthamarath (Intelligent Business Solutions Co., Ltd.)
53. Dr. Rattapoom Tujinda (NECTEC)
54. Ms. Mayumi Kashiwa (Techno-U)
55. Mr. Thanapon Wattanakul
56. Mrs. Luksamee Srisomphet
57. Ms. Wirashinee kumchompoo (Chiang Mai province)
58. Mrs. Sudatip Moonai (Chiang Mai province)
59. Mr. Sa-ngad Jinowan (Chiang Mai province)
60. Mr. Akom Suwangganta
61. Ms. Arunotai Pongwat
62. Mr. Michel Bauwens
63. Mr. Parisut Jitpakdee
64. Mrs. Phongsri Fiko
65. Mr. Santi laopanichkul (Impact Media)
66. Mr. Jullanit Wangvivat (NOHMEX)(Sub)
67. Dr. Chidlada Boorapat (CAMT, CMU)
68. Mrs. Annette Kunigagon (Eagle House)
69. Prof. Dr. Pakdeekul Rattana (CAMT CMU)
70. Ms. Punyaphorn Padapsuk(TAT, CNX)
71. Mr. Prasoot Srisongmoung (thai-report)
72. Dr. Phetcharee Ruparijetra(CMUIC)
73. Mrs. Boonyasiri Tulapanpong (CCC)
74. Mr. Poomsan Jiripanpong (ATSME-CMLP)
75. Mr. Pongpan Karakate (Intelligent)
76. Mrs. Sumica Fremol
77. Mr. Atichard Tewaditep (Sri somphet)
78. Dr. Chirawan Shysuwan (CMU)
79. Mr. Chumnan Jareunrueng (LH)
80. Ms. Suparee Chatkanyarat (Rotary)
81. Mr. Tanawut Pitchayaboonwong (Chiang Mai Province)
82. Mr. Warodom patikanon (CCC)
83. Ms. Wimonboon Jiraphanukorn (CAMT)
84. Mrs. Nattima Wichayanon (CCC)
85. K.Poh Garden (Saeng Dee Gallery)
86. Mr.Peerapong Duangraj (SIPA)
87. Mr.Rob Burns
88. Ms.Ploypailin Rupavijetra (CMU)
89. Mr.Pawit Ketsuk (Clouddha)
90. Ms. Witsara Chaiyakornkun(Clouddha)
91. Mr.Nutchapos Yantaksa (Clouddha)
92. Ms. Chutima Kerdpitak (Uncooked culture)
93. Mr. Hans Lipp (University Tu)
94. Mr. Kanin Sinchermsiri ((Clouddha)
95. Mr. Stephen
96. Mrs. Sudaporn Prommachan (CCC)
97. Mr. Dejana Siroros (ITSC)
98. Mr. Sanprawat Vithayasai (TLOUBI)

- 99. Mr. Songkiet Sangkamanee (CMRU)
- 100. Ms. Panpeiluan (CMRU)
- 101. Ms. Wangjin (CMRU)
- 102. Mr. Thujiporn Techin
- 103. Mrs. Kannikar Petkaew (Newspapers)
- 104. Mr. Prayad Deamkoontod (CMU)

Introductions and welcome remarks

Asst. Prof. Dr. Nat Vorayos, Chairman of the CMCC Development Committee, by US CG Susan Stevenson, CMCC DC Advisors, and Khun Panjit Pisawong, Director of the Commercial Section, Office of the Governor of Chiang Mai province.

Dr. Nat mentioned the very positive meeting with the Vice Governor in the morning of the same day and that Governor is very supportive of the Chiang Mai Creative City initiative and opportunities such as the UNESCO Creative City Network. [A week earlier, the Governor had instructed all sections and officers to use the CMCC logo and it is now on the www.chiangmai.go.th website as well].

Presentation by Mr. Timothy Curtis, Head of Cultural Section, UNESCO Thailand

[NOTE: More information about the UNESCO Creative City Network including presentation, criteria, links, etc can be found at Chiang Mai Creative City’s website:

<http://www.creativechiangmai.com/activities/unesco-creative-city>

Mr. Curtis explained that the UNESCO Creative City program is very different to the UNESCO World Heritage program in terms of objectives and process. The Creative City program emphasizes people, communities, collaboration, innovation, cultural diversity and creativity.

The Creative Cities Network was launched in October 2004 and is a UNESCO program designed to promote social, economic and cultural development at the city level through creativity.

Cities that apply to join the network seek to promote their local creative scene; they share interest in UNESCO’s mission towards the promotion and protection of cultural diversity.

Now, there are 25 Creative Cities in the Network that across seven different creative fields. The creative fields have been fixed, other categories are not possible.

Current Members of the Network by category

- City of Literature (4) - Melbourne, Iowa City, Edinburgh, and Dublin
- City of Film (1) - Bradford
- City of Music (4) - Bologna, Glasgow, Ghent, Glasgow, and Seville
- City of Crafts and Folk Art (4) - Kanazawa, Icheon, Santa Fe and Aswan
- City of Design (8) - Montreal, Shanghai, Berlin, Buenos Aires,
Nagoya, Shenzhen, Seoul, and Kobe
- City of Media Arts (1) - Lyon
- City of Gastronomy (3) - Popayan, Chengdu and Oestersund

Mr. Curtis explained that the different categories promote diversity and enable location-brand building. Why does UNESCO focus on cities? A city is typically the growth, creativity and innovation engine of a region. Furthermore, it tends to be easier to get impact in a concentrated

areas such a city and UNESCO found that cities can be more easily linked internationally (with other cities).

An application to join the UNESCO Creative City Network is not a competition with other cities, nor does the city have to be of world standard (Bradford, City of Film, is of course not Hollywood, but Bradford qualified as a UNESCO City of Film since it has an interesting and dynamic film industry), but the city should have good evidence of creative activities, policies, plans and collaboration in the chosen areas.

Mr. Curtis described the criteria to become a “UNESCO Creative City”. The city that would like to become the Creative City should have their overall urban environment and cultural landscape fuelled by creativity. The city must be interesting in term of structure for education, research and experience in the creative fields.

The benefits that the Creative City will get is cultivation of “creativity” as essential element of urban development; the promotion of local cultural assets and creative competencies on a global platform, the opportunity of sustainable location-branding of the Chiang Mai, and the opportunity to exchange experiences and practices among cities.

Also the participation in joint activities, optimizing existing local resources and feeding into new resources which would bring good reputation for the international recognition as a “creative city”, leads to the rising the number of tourists and developments on their owns. In addition, the reputation of becoming Creative City strengthened sense of community within an inter-cultural environment and common mission towards cultural diversity also.

Finally, he explained that normally it is the Mayor that should sign the application, but UNESCO’s intention really is to ensure that the application is made by local stakeholders. Therefore, in context of Thai local government structure, maybe it would be more appropriate that the Governor signs the application. However, this would need to be discussed further. Perhaps they could both sign. [Note to reader by CMCC Secretariat: The Mayor has already been consulted. He is supportive, but would like see aspects of green urban development in the Chiang Mai Creative City initiative].

Discussions

Ms. Susan Stevenson, the U.S. Consul General suggested that the design category might be the most beneficial to Chiang Mai since the benefits of the UNESCO program are branding and access to a network of peer cities. Design could build on the strengths of Chiang Mai such as traditional and contemporary Lanna Design (for food presentation, flower decorations, handicrafts, architecture, product design, etc).

Mr. Smith Taweelerdniti from the FTI asked if there are exactly seven categories of Creative Cities. Mr. Curtis replied that would be more in the future, but right now they are fixed and Chiang Mai, if it decided to apply, would have to choose one of the existing categories.

Mr. Peter Penhall from CNXWood agreed that the design category is interesting. He personally also likes Media Arts or even Film (since that is what CNXWood is about) but appreciate that these are still relatively new emerging sectors in Chiang Mai. He asked for more information on how an application for a category would be evaluated and what UNESCO recommends to Chiang Mai. Mr. Curtis explained because of his position with UNESCO he cannot offer any opinion on this. Moreover, it should be decision of the local stakeholders. The application should be in area where there are already creative and cultural activities, assets and strengths. However, it could also be an area that is still growing, provided that there are clear plans and policies and evidence

that different stakeholder are working in the proposed areas.

He stressed that UNESCO Creative City is not program about cultural and art preservation. It is about creativity and diversity. There are other UNESCO programs that could support Chiang Mai with preservation of local culture, arts, and customs.

Khun Panjit, Director of the Commercial Section at the Office of the Governor of Chiang Mai said that in her opinion, Chiang Mai may be most suitable to apply for the Folk Arts category. It may also be advantageous to apply in a similar category to the DIP 10 Creative Economy Prototype cities.

Mrs. Shana Kongmun from Chiang Mai Mail asked about the benefits that the UNESCO Creative City Network provides. Mr. Curtis explained that there are no direct financial benefits, but UNESCO does organize annual seminars and network events. Mr. Martin Venzky-Stalling elaborated that the importance is with the indirect benefits: increased trade, tourism and inbound investment. It is up to each city to seize the opportunity and make the most of the opportunities and potential benefits that member of the UNESCO Creative City Network provides.

Dr. Rattapoom from NECTEC asked whether UNESCO could provide benchmarks and indicators to show the changes after becoming a member of the UNESCO Creative City Network. Mr. Curtis explained that at the moment UNESCO does not have such data, also, many cities have not been member for long enough to enable meaningful trend analysis. Mr. Martin Venzky-Stalling suggested that the universities in Chiang Mai could help analyze the size of Chiang Mai's creative economy and also look into the benefits that might arise from the UNESCO opportunity.

Dr. Kannikar, Chairman of the Chiang Mai Health Hub said that in her opinion Chiang Mai should apply for the category "Folk Arts" as this is the cultural heritage and strengths of Chiang Mai.

There was a question how UNESCO evaluates an application. Mr. Curtis explained that only two cities to his knowledge did not success with their application. UNESCO evaluates the application based on the criteria and guidelines published. However, a city could apply in different category than its current strongest base. For example, Lyon is more known for its gastronomy, but is a City of Media Arts in the UNESO Creative City Network. Mr. Daniel Mireault from Montreal explained that he was very surprised when he learned that Montreal became a UNESCO Creative City in the design category. However, since then, he has seen several positive developments as a result.

Mr. Venzky-Stalling explained that the Chiang Mai Creative City Development Committee still has an open mind. In addition, the Chiang Mai Creative City initiative is a local initiative with Chiang Mai's own strategy and approach. CMCC is kind of an umbrella under which different projects with different focus can be implemented. The DIP 10 Creative Economy Prototype City Project is one such project, UNESCO Creative City Network could be another. None of them is the same as CMCC, but together they all contribute to the vision of Chiang Mai to become a creative city of life, opportunity and prospective.

Mr. Martin Venzky-Stalling further elaborated that Chiang Mai is very diverse and strong in several areas. The CMCC Development Committee will review the pros and cons of the different options and submit a summary report to its members, the Mayor, and the Governor. Ultimately, the local government has to decide and lead (of course, the Development Committee can support with application), but the views of stakeholders would have to be considered and the Vice Governor had already confirmed his attention to involve all groups of Chiang Mai in the Chiang Mai Creative City initiative.

Lastly, Dr. Nat Vorayos gave a closing speech and presented a gift to Mr. Curtis in appreciation of his effort to visit Chiang Mai and the very useful information that he shared with all seminar attendees.
