

# **OIC Award of Seal of Excellence for Handicrafts**

*(To Preserve and Develop Traditional and Contemporary Crafts  
of the Muslim World)*

**To be Granted during the Islamic Conference  
Sessions of Tourism Ministers**

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## **Introduction**

Handicrafts around the world consist of a rich range of remarkable innovations in various fields such as decoration, carpets, *sadou* and kilim, *inushrabiya*, stucco colored glass, engineering designs, bookbinding, miniatures, traditional costumes and other masterpieces that continue to stimulate effectively tourism and economy and highlight innovations in the field of cultural heritage.

Efforts to be made in order to revive this sector are among the priorities that should be taken into consideration to ensure the prosperity of this vital sector, including the improvement of living conditions and social and economic situation of craftspeople, by initiating periodic training programs for them and providing them with all requirements of raw materials, as well as ensuring appropriate opportunities for the marketing of their products. Innovation should be also encouraged by awarding the promising winners in order to stimulate competition spirit, and thus ensure renewable innovations leading to the emergence of new products in the handicrafts field of which we are proud of.

This is why awards should be allocated to the innovators of artisans in order to stimulate and ensure continuity of creativity.

## **Importance of the Award**

The importance of the award is that it will stimulate innovation spirit, encouraging artisans for more creativity and drawing attention on craftspeople and their important role in preserving crafts heritage.

## **Objectives:**

- Taking measures that ensure originality and research, organization of crafts training and determination of the method of cooperation in this area.

- Developing these arts and increasing the young artisans’ innovative predisposition through competitive programs and incentives for variation and creativity, and thus achieving renewable handicrafts industries.
- Defining a practical policy to ensure innovation spirit in the crafts sector and coming up with a clear plan of action to revive this field, as it constitutes a support in the cultural, economic and touristic areas in the countries of the world.
- Improving artisans’ conditions of work and strengthening their innovative capacities.
- Raising the regional and international awareness on the importance of artisans by exhibiting their distinguished and winning products in this award.
- Publicizing the works of talented craftspeople of different regions, in order to create cooperation and exchange opportunities between world artisans in a way to allow them to get acquainted with the works, experiences and techniques of each other.
- Improving the living conditions of artisans, and appreciating their efforts in the society as well as granting them with the appropriate position they deserve.

### **Eligible works**

- I – Participants will have to present at least two pieces of their products: one completed product along with semi completed one to be finalized in front of the international jury members in order to show their skills.
- 2– Participation in the Award is open for all artisans provided the product is submitted for the first time and has never been presented before.
- 3– Participants will have to provide comprehensive information about every presented piece, that is to say an overview on the origin, the materials used and the techniques applied.
- 4 –Awards will be given to the artisans who make efforts to revive a rare skill.
- 5–Awards will be also given to the artisans who bring one of the best samples of their works, and show their skill in working during presentations phase.

### **The value of the award**

The OIC General Secretariat will grant awards worth U.S. \$ 100.000, to be handed through an Award Ceremony by H. E. the Secretary General of the OIC. Awards will be distributed to ten handicrafts themes; each crafts theme will obtain three awards as

follows: the first award worth U.S. \$ 5.000, the second worth U.S. \$ 3.000, and the third worth U.S. \$ 2.000, that is to say a total of U.S. \$ 10.000 for each award. The aim is to give more chance of awards for more artisans from nearly 57 OIC Member Countries. Ownership of the award-winning pieces goes to the OIC General Secretariat, which will publicize the winning products, conserve them in a special museum and prepare a documentary catalog of the winning entries. The Jury will examine the following characteristics in the crafts pieces: **Excellence, Creative Concept Design and Invention in traditional Technique.**

**1 - Carpets, *Sadou* and Kilims  
(Three awards worth U.S. \$ 10.000):**

**The 1<sup>st</sup> award** : U.S. \$ 5.000  
**The 2<sup>nd</sup> award** : U.S. \$ 3.000  
**The 3<sup>rd</sup> award** : U.S. \$ 2.000

**2 - Traditional Costumes and Embroidery  
(Three awards worth U.S. \$ 10.000):**

**The 1<sup>st</sup> award** : U.S. \$ 5.000  
**The 2<sup>nd</sup> award** : U.S. \$ 3.000  
**The 3<sup>rd</sup> award** : U.S. \$ 2.000

**3 - Metal Works including Jewelry and Silver Artifacts  
(Three awards worth U.S. \$ 10.000):**

**The 1<sup>st</sup> award** : U.S. \$ 5.000  
**The 2<sup>nd</sup> award** : U.S. \$ 3.000  
**The 3<sup>rd</sup> award** : U.S. \$ 2.000

**4 - Pottery and Ceramics  
(Three awards worth U.S. \$ 10.000):**

**The 1<sup>st</sup> award** : U.S. \$ 5.000  
**The 2<sup>nd</sup> award** : U.S. \$ 3.000  
**The 3<sup>rd</sup> award** : U.S. \$ 2.000

**5 - Wood-work  
(Three awards worth U.S. \$ 10.000):**

**The 1<sup>st</sup> award** : U.S. \$ 5.000  
**The 2<sup>nd</sup> award** : U.S. \$ 3.000  
**The 3<sup>rd</sup> award** : U.S. \$ 2.000

**6 - Architectural crafts  
(Three awards worth U.S. \$ 10.000):**

<b>The 1<sup>st</sup> award</b>	:	U.S. \$ 5.000
<b>The 2<sup>nd</sup> award</b>	:	U.S. \$ 3.000
<b>The 3<sup>rd</sup> award</b>	:	U.S. \$ 2.000

**7 - Paper-making and Ebru (Marbled Paper)  
(Three awards worth U.S. \$ 10.000):**

<b>The 1<sup>st</sup> award</b>	:	U.S. \$ 5.000
<b>The 2<sup>nd</sup> award</b>	:	U.S. \$ 3.000
<b>The 3<sup>rd</sup> award</b>	:	U.S. \$ 2.000

**8 - Stucco Colored Glass  
(Three awards worth U.S. \$ 10.000):**

<b>The 1<sup>st</sup> award</b>	:	U.S. \$ 5.000
<b>The 2<sup>nd</sup> award</b>	:	U.S. \$ 3.000
<b>The 3<sup>rd</sup> award</b>	:	U.S. \$ 2.000

**9 - Decoration, Miniatures, Gilding and Binding  
(Three awards worth U.S. \$ 10.000):**

<b>The 1<sup>st</sup> award</b>	:	U.S. \$ 5.000
<b>The 2<sup>nd</sup> award</b>	:	U.S. \$ 3.000
<b>The 3<sup>rd</sup> award</b>	:	U.S. \$ 2.000

**10 - Straw, Baskets and Bamboo Crafts  
(Three awards worth U.S. \$ 10.000):**

<b>The 1<sup>st</sup> award</b>	:	U.S. \$ 5.000
<b>The 2<sup>nd</sup> award</b>	:	U.S. \$ 3.000
<b>The 3<sup>rd</sup> award</b>	:	U.S. \$ 2.000

**The Jury**

An international jury consisting of Craft Experts will be formed -seven members who have a long and field experience in the area of developing handicrafts- to evaluate the artisans' works and hold meetings within the period indicated for the submission of craft pieces in order to proceed with their selection – **The convenient dates would be during the Islamic Conference Sessions of Tourism Ministers.**

During the examination and inspection of the submitted works, the Jury will take into account all the characteristics and technical features of each piece, and special attention will be given in accordance with the terms and conditions of the award.

## **Duration**

The submitted works will be examined during **the period of Islamic Conference Sessions of Tourism Ministers.**

## **Announcement of the winners' names and the awards ceremony**

Results will be announced during the closing ceremony of **the Islamic Conference Sessions of Tourism Ministers** or during an official festival ceremony or festival specially organize for this purpose, so as to showcase the winning art works.

## **Ownership of the Winning Works**

Winning works will become the property of the OIC General Secretariat and will be displayed in international exhibitions; Publication of the Award-winner's Album is mostly proposed. This is without prejudice to the general intellectual property rights of the inventor.

## **Importance of the award:**

The importance of this award lies in the fact that it draws attention on an important aspect of the cultural heritage of the Muslim World and makes it known at international and regional Levels; as well as bringing together the works of artisans from distant and different regions, stimulating crafts people's creativity in this field and make them feel the importance that is attached to their works by the community so as to preserve this fertile heritage.

## **Evaluation of Craft Entries**

### **A. Excellence and Creative Concept**

It means that the craft product is a perfect representative of traditional craftsmanship, that it unites the spiritual and the physical qualities of a craft product, responding to the ideal as well as to the material functions for which it has been created and brought to achievement.

Since the Award has been placed under the theme "**Creativity**" and since, indeed, the creative imaginative power of the artisan plays a major role for the maintenance and promotion of crafts, this criterion – the faculty of **innovation** – is valued as very important, even though the product might not be classified as "excellent" in every regard.

## **B. Design and Invention in traditional Technique**

Here we are dealing with craft products which may be regarded as “**new**” or “**marginal**”. Creating without copying, designing for the innovation (art for art). The idea that any new design has to convey something of the ideals of beauty and respect for nature.

It aims to reward those who apply different techniques, adapting them, to some extent, to a new environment, thereby perpetuating employment of artisans to build up and embellish the frame of life. This adaptive process has already taken place in a number of branches and deserves being encouraged.

Having agreed on the interpretation to be given to those qualifications and bearing in mind the criteria laid down, the jury member have to carefully review the various craft products presented and classify them under one of the above two headings, giving credit marks – scores to each of them. These marks have to be finally compiled and added up in order to grant the respective awards to the higher ones.

### **Proposed system of classification of recipient-candidates**

Each member of the jury should fill certain forms indicating:

- the name of the artisan, and country of origin with initials,
- the name and number of the craft product (not more than 4 items to be selected),
- The score given, from 5 (highest mark) to 1, under the corresponding qualifications.

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Category: \_\_\_\_\_

<b>Serial Number</b>	<b>Artisan</b>	<b>Country</b>	<b>Age</b>	<b>Experience</b>	<b>Jury Remarks</b>
					a. b. c.
<b>Serial Number</b>	<b>Artisan</b>	<b>Country</b>	<b>Age</b>	<b>Experience</b>	<b>Jury Remarks</b>
					a. b. c.
<b>Serial Number</b>	<b>Artisan</b>	<b>Country</b>	<b>Age</b>	<b>Experience</b>	<b>Jury Remarks</b>
					a. b. c.
<b>Serial Number</b>	<b>Artisan</b>	<b>Country</b>	<b>Age</b>	<b>Experience</b>	<b>Jury Remarks</b>
					a. b. c.
<b>Serial Number</b>	<b>Artisan</b>	<b>Country</b>	<b>Age</b>	<b>Experience</b>	<b>Jury Remarks</b>
					a. b. c.