

CULTURE & MODERN TECHNOLOGY

Conceptual Framework

Thai cultural heritage both tangible and intangible is the testimony of Thailand's civilization. Globalization imposes dramatic changes in the world's economic and social structure, and environment especially ways of living. Today, most countries employ cultural approach through strategic utilization of cultural resources for integrated development of cities, countries, and regions to lift up people's pride as well as to develop their economies.

To incorporate *Thainess* into Thailand's economic and social development and to enhance the value of Thai cultural capitals using advance technology, knowledge and skills, Thailand will be able to successfully preserve her historical heritage, disseminate Buddhism, and modernize her content industry.

Ministry of Culture proposes three projects namely Content Industry, World Buddhism Gateway, and Heritage Conservation that are crucial for integrated development of Thailand and specifies the need for cooperation as follows:

Type of cooperation	Content Industry	World Buddhism Gateway	Heritage Conservation
<i>Expert and Training</i>	<ul style="list-style-type: none"> ▪ Foreign experts in content industry 	<ul style="list-style-type: none"> ▪ Foreign language experts ▪ International Buddhism Summit 	<ul style="list-style-type: none"> ▪ Foreign experts on heritage conservation
<i>Advance Technology and Skill Transfer, etc.</i>	<ul style="list-style-type: none"> ▪ Advance technology, skills in film & production ▪ Creativity Cultivation Center ▪ Constructive Leisure Activities Communities ▪ Art & Media Centers 	<ul style="list-style-type: none"> ▪ E-Book ▪ E-Learning ▪ Dhamma Course Ware ▪ Central Buddhism website 	<ul style="list-style-type: none"> ▪ Modern heritage conservation technology and skill ▪ Modernized conservation and research institute



Guidelines/Key Initiatives

- **Enhance existing cultural capitals**
 - Invite experts to appraise/extract Thai culture and create “Thai Cultural Symbols” for commercial purposes
 - Reinforce cultural resources to input downstream industries i.e. tourism, textile, food, etc.

- **Strengthen and promote Thailand content industry**
 - Promote regular cultural exchange events related to the content industry
 - Seek channels for frog-leap capacity building of Thai personnel in the content industry
 - Establish community art centers and local cultural parks

- **Promote Thailand as the World Spiritual Development Center**
 - Disseminate knowledge about Buddhism to the world community through conference, summit, E-Book and E-Learning in various languages
 - Promote Thailand as a venue to practice meditation
 - Promote research and development on Buddhism

- **Heighten the capability to conserve Thai heritage**
 - Exchange heritage conservation technology, skills and experts
 - Develop cultural heritage institute and research center for cultural properties
 - Promote appreciation in Thai art and cultural heritage abroad



Goals

- To enhance value creation of cultural capitals including historical heritage, Buddhism and content industry
- To preserve historical heritage and pass on to next generations
- To be the World Buddhism Gateway
- To modernize Thai content industry

Contact Points

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Value Creation for Content Industry in Thailand

1. Background

Globalization and sciences and information technology have caused dramatic changes in social structure and a great impact on Thai way of living especially for youth. Any country that could adjust itself to advance technology and, at the same time, maintain its culture will be able to survive.

The Government of Thailand realizes the great potential of her cultural capitals toward achieving the country's integrated development. By incorporating *Thainess* into Thailand's economic and social development and to enhance the value of Thai cultural capitals using advance technology, knowledge and skills, Thailand will be able to successfully preserve her historical heritage, disseminate Buddhism, and modernize her content industry. To achieve this goal, the Thai Government welcomes any interested parties from both international public and private sectors to become her "Partnership for Development".

"Content industry" is involved businesses in media including production and services of film, television, publishing, cartoon, animation, VCD, internet, etc. Therefore, it is necessary for Thailand especially Ministry of Culture to further study, receive technology transfer, enhance international cooperation, and exchange knowledge, skill, and technology in order to develop and export her content industry.

The implementation of Thai content industry must be differentiated and able to seek its own identity to disseminate Thainess through continuing public relation and marketing to achieve local and international recognition. At the same time, the Thai content industry should help strengthen the value of Thai culture, and aid youth to appropriately/selectively adopt foreign culture. Moreover, there should be a platform for youth to express their thoughts and creativity, and an opportunity for youth to create and develop products of Thai cultures. The good start could be venue for experimental film presentation and local art spaces around Thailand.

2. Objective

- 2.1 Leapfrog on human resources development in production areas of the content industry through training by foreign experts
- 2.2 Enhance creativity and advance technology of the content industry
- 2.3 Promote dissemination and exchange information of the content industry both local and abroad
- 2.4 Provide opportunity for youth to participate in the content industry
- 2.5 Research and development of knowledge on the production and advancement of the content industry

3. Scope

The content industry covers six areas of cooperation as follows:

- 3.1 Film
- 3.2 Tape and TV media such as TV program and TV series
- 3.3 Music
- 3.4 Books and Publication
- 3.5 Multimedia i.e. games, cartoon, animation, mobile phone
- 3.6 Internet

4. Activity

- 4.1 Human resources and production technology development
- 4.2 Creativity and production technology enhancement
- 4.3 Dissemination & exchange information promotion both local & abroad
- 4.4 Competition of youth's content industry production
- 4.5 Establishment of local art spaces
- 4.6 Research and development on the production of the content industry

5. Output

- 5.1 Quality human resources for the content industry
- 5.2 State-of-the-art production technology for content industry that suits customer's needs
- 5.3 Disseminated content industry's products both local and abroad
- 5.4 Highly developed content industry's products
- 5.5 Local art spaces
- 5.6 Knowledge on the content industry that appropriately applies for the Thai society

6. Implementing Period

12 Months

7. Expected Outcome

- 7.1 Heighten quality and achieve international standard for Thai content industry
- 7.2 Export products of Thai content industry
- 7.3 Increase popularity and demand of the content industry products in Thailand
- 7.4 Continually disseminate Thai culture abroad
- 7.5 Increase understanding of foreigners toward Thai culture
- 7.6 Encourage creativity, self expression, and production of Thai youth in the content industry
- 7.7 Encourage Thai youth to spend their free time doing content industry related activities
- 7.8 Create and differentiate knowledge on Thai content industry including film, music, art, multimedia, literature

8. Responsible Agency and Contact Point

Office of Contemporary Art and Culture

Ministry of Culture

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World Buddhism Gateway

1. Background

Thailand is predominant Buddhism country with His Majesty the King being the supreme patron of Buddhism. Throughout the Kingdom, Thailand has 33,902 Buddhist temples. Thailand has long been accepted as the centre of world Buddhism. This fact was underlined in 2005's World Buddhist Summit participated by Buddhist leaders from 43 countries all over the world.

Thailand would like to introduce the teachings of Lord Buddha to the world community in order to bring about peace and harmony in line with the goals of the United Nations.

2. Objectives

To Promote Thailand as the World Spiritual Development Center:

- 2.1. To disseminate knowledge about Buddhism to the world community through conference, summit, E-Book and E-Learning in various languages.
- 2.2. To promote Thailand as a venue to practice meditation
- 2.3. Promote research and development on Buddhism

3. Scope

Knowledge management of Buddhism using information technology in four areas:

- 3.1 Buddhist Doctrines
- 3.2 Buddhist Sites and Arts
- 3.3 Buddhist Rites, Rituals and Ceremonies
- 3.4 Buddhist Prominent Personalities

4. Activities

4.1 Knowledge Management of Buddhist Doctrines

This will mainly involve the application of Tripitaka to be disseminated through modern technology:

4.1.1 Organizing the world conference on creation of knowledge from the Tripitaka participated by Buddhist leaders and academics both Sangha and laymen, from all over the world.

4.1.2 Translating knowledge gained from the world conference into many languages which have large Buddhist population, i.e. Thai, English, Laos, Khmer, Burmese, Chinese, Japanese, etc.

4.1.3 Publishing and disseminating the translated versions through internet; PDAs, E-books, E-learning, etc.

4.2 Knowledge Management of Buddhist Sites and Arts

4.2.1 Compiling knowledge and setting-up database on Buddhist sites and arts in languages which have large Buddhist population, i.e. Thai, English, Laos, Khmer, Burmese, Chinese, Japanese, etc.

4.2.2 Creating 3D global mapping of Buddhist sites and arts.

4.3 Knowledge Management of Buddhist Rites, Rituals and Ceremonies

4.3.1 Live broadcasting Buddhist rites, rituals and ceremonies, for example, Ordination, Visakh, Asalhapucha, Vassa or Buddhist Lent, etc., in different languages, through internet.

4.3.2 Live broadcasting Buddhist rites, rituals and ceremonies, for example, Ordination, Visakh, Asalhapucha, Vassa or Buddhist Lent, etc. in different languages, through satellite TV and Thai TV Channel 5 Global Network.

4.4 Knowledge Management of Key Buddhist Prominent Personalities

4.4.1 Compiling, translating information on lives and works Key Buddhist Prominent Personalities and disseminating through video, online radio programmes and internet.

5. Output

5.1 Conference hosted by Thailand with the 43 UN member states which have Buddhism as a religion.

5.2 An international Tripitaka, translated into the 9 key languages.

5.3 Database with entries of Buddhist sites and arts from no less than 43 countries.

5.4 Database with entries of Buddhist rites, rituals and ceremonies from no less than 43 countries.

- 5.5 Database with entries of Buddhist prominent personalities.
- 5.6 A number channels of internet and satellite TVs to disseminate the above mentioned information.

6. Implementing Period

12 Months

7. Expected Outcome

- 7.1 Knowledge on Buddhism is transferred to fellow Buddhist communities all over the world.
- 7.2 Thailand is a gateway to study and practice Buddhism
- 7.3 Buddhist pilgrimage access to Buddhist sites all over the world.

8. Responsible Agencies and Contact Points

Department of Religious Affairs

Ministry of Culture

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Heritage Conservation Institute

1. Background

Thailand's cultural heritage can be seen in a wide variety of forms ranging from tiny, exquisite works of art to huge, unmovable ruins and monuments. In all, there are more than 5,000 monuments and historic buildings spread across the country. Many of them are more than 1,000 years old and are in need of restoration. Countless numbers of smaller, movable cultural heritage items are preserved in museums, other organization/institutions. Museum collections consist of many different kinds of materials and from various eras. A large number archaeological artifact came from prehistoric sites, some of which date back to the second millennium B.C. Many museum collections, as well as books and archival materials, are made of organic material which deteriorate rapidly with the passage of time while even materials traditionally considered as durable, such as metallic objects, often suffer from corrosion. Some artifacts have started to deteriorate soon after they were made.

There are number of factors that cause this decay of our cultural heritage. Environmental factors are especially severe in tropical climates monuments and historic buildings present the most complex conservation challenges.

Considering the need to preserve this vast cultural heritage, there is an urgent need to start work on finding out the possibilities and coordinating efforts for solving these problems and for improving the expertise, knowledge and the latest techniques. In the last twenty years, there have been great advances in the methodology of cultural heritage conservation along with development of modern technology. Within developed countries, there exist a rich variety of specialists in charge of the custody and conservation of cultural heritage. In Thailand, only a few conservators/restorers have been professionally trained overseas and conservation schools or academic conservation programmes have not yet been established in any university. Moreover, the number of professionally trained conservators/restorers is decreasing year by year due to lack of clear long-term government policy.

This proposal intends to address the need for conservators/restorers through the utilization of overseas experts and modern technology to find the best possible means of conservation and, in the long run, help produce more professional conservation/restorers for the country's need and regional cooperation in the future.

2. Objectives

- 2.1 To raise the standard of professionalism in conservation of cultural heritage.

- 2.2 To update knowledge in conservation of cultural heritage.
- 2.3 To initiate technical collaboration with overseas conservation institutions.
- 2.4 To utilize overseas professional experts and modern technology in the development of conservation practice and research.
- 2.5 To raise public awareness and support for conservation.
- 2.6 To set up a new lifelong learning centre i.e. Heritage Conservation Institute.
- 2.7 To strengthen the regional network of conservation centers.

3. Scope

This project aims to seek cooperation in the form of conservation experts and modern technology to strengthen the competency of Thailand conservation and restoration.

4. Activity

There are following cooperation activities namely;

4.1 Human Resource Development

- Short and long term professional training programmes in various fields e.g. museum exhibition design, environmental control, conservation of monuments/ historic buildings, conservation of mural painting, conservation of outdoor sculptures, conservation of archaeological sites, conservation of museum objects, conservation of art objects and painting, conservation of photographs and films, conservation of rare books and archival materials, scientific examination, research methodology, etc.
- Internships for new recruits.

4.2 Establishment of Learning & Research Centre

- Setting up of a Heritage Conservation Institute serving as a lifelong learning center to provide relevant information not only on conservation techniques but also on the history of materials, ancient technology, utilization of materials, scientific properties of materials, deterioration processes, authentication, exhibition design, storage techniques, environment control, etc. and a series of academic activities such as lectures, seminars, workshops, exhibition and so on.

4.3 Conservation Technology Development

- Purchasing modern technology and scientific equipment necessary for conservation, scientific examination, analysis and research for example, Freeze Dryer, Suction Table,

Conservation Cleaning Machine, Stereo Zoom Microscope System, Revolutionary Viewing System, Trinocular Body with Adapters for CCTV Camera, Fibrescope, Radio Control Data Logger, Leafcasting Machine, Portable (Handheld) X-Ray Fluorescent Spectrometer, X-Ray Diffractometer, Fourier Transform Infrared Spectrometer, Accelerated Aging Apparatus, Universal Testing Machine, Moisture Meter/Probe, Energy Dispersive X-ray Spectrometer, Mercury Intrusion Porosimeter, Laser Sensor, Weatherometer (Accelerated Aging Apparatus), etc.

5. Output

- 5.1 Quality human resource on cultural heritage conservation
- 5.2 Establishment of Heritage Conservation Institute
- 5.3 Up-to-date knowledge and know-how on heritage conservation

6. Implementing Period

3 years

7. Expected Outcome

- 7.1 Upgrading quality and standard of heritage conservation services and know-how
- 7.2 A life-long learning center for heritage conservation to serve Thai society and promote regional cooperation networking
- 7.3 Continually dissemination of update heritage conservation knowledge
- 7.4 Participation of the public in heritage conservation process

8. Responsible Agency and Contact Point

The Fine Arts Department

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