

# International CI Contest for UNESCO WHIPIC

The WHIPIC, International Centre for the Interpretation and Presentation of World Heritage Sites under the auspices of UNESCO, is set to establish its official incorporation at the end of 2021. Therefore, the preparatory office for the WHIPIC holds the international CI contest to celebrate and promote the establishment.

As a Category 2 Centre (C2 Centre) under the auspices of UNESCO in the field of interpretation and presentation of World Heritage, we would like to raise international awareness and interest on the Centre through the development of a unique, symbolic CI. We look forward to your interest and participation.

## <Description>

1. **Contest name:** International CI Contest for the International Centre for the Interpretation and Presentation of World Heritage Sites under the auspices of UNESCO
2. **Eligibility:** The contest is open to anybody regardless of age, sex and nationality.
3. **Major schedule**
  - Notice: 26 February through 24 March 2021
  - Submission: 25 March through 01 April 2021 at 18:00 KST
  - Examination: 02 through 14 April 2021
  - Announcement of the final winners: 15 April 2021 at 18:00 KST
4. **Requirements:**
  - It should creatively express the identity and symbolism of the C2 Centre under the auspices of UNESCO in the field of World Heritage.
  - While it should be as simple and clear as possible, it should be differentiated from the existing C2 Centre logos.
  - Refer to and reflect what the UNESCO Logo Toolkit represents. (See Attachment 2)

## 5. Documents to be submitted and description

- Contest application form (Attachment 1)
- Pledge (Attachment 1)
- Work file
  - What to submit
    - \* ① Centre logo: (1) symbol mark, (2) word mark, (3) Combination (symbol + word marks)
    - \* ② Examples of CI use: At least 2 examples including a letter, business card, signboard, and souvenir
  - Format
    - \* The size should be A3.
    - \* PNG, PDF, and AI formats should be all included.
    - \* For the CI colours, PMS, CMYK, RGB, and HEX codes must be all specified.

Page	Type	What to include	
①	Symbol mark	-	* Logo size (including space), combination with the UNESCO logo ※ Refer to the attached file for how to use the UNESCO logo. * CI colours: PMS, CMYK, RGB, HEX codes must be all specified.
	Word mark	For fonts, only free fonts or personal creations can be used. ※ Specify the font name	
	Combination (symbol + word)	Horizontal, vertical, and square types	
②	Examples of CI use	At least 2 examples including an official document, business card, signboard, and souvenir	

## 6. How to enter

- The contest guidelines and application form are available for download from the WHIPIC Preparatory Office's official Facebook page.  
(<https://www.facebook.com/unesco.whipic>)
- **How to apply:** via email ([whipic@unesco-whipic.org](mailto:whipic@unesco-whipic.org))
  - Application deadline: All entries must arrive by **01 April 2021 at 18:00 KST**
  - Once you submit the entry, we will send you a confirmation email. If you are not received the mail, make sure the person in charge has received your submission.
  - For submission, the subject of the email should be "[CI Contest] name".

## 7. Prizes

Classification		Number of entries	Prize
CI	Winner	1	about \$4,450 (5,000,000 KRW)
	Prize for Excellence	2	about \$445 (500,000 KRW) each

※ The prize might be variable according to the rate of exchange.

## 8. Announcement of the final winners

- When: 15 April 2021 at 18:00 KST
- Where: on the Facebook page of the WHIPIC Preparatory Office  
(<https://www.facebook.com/unesco.whipic>)

\* The preparatory office will individually send an email to the final winners.

## 9. Contact: via email

- Person in charge: Nayeon Lee from the WHIPIC Preparatory Office  
Email: [ny.lee@unesco-whipic.org](mailto:ny.lee@unesco-whipic.org)

## 10. Guidelines for submission

- All entries should be in compliance with the guidelines, and entries are not returned
- One person can submit up to 2 entries, but the same person cannot win two or more prizes.
- For the winning entry, the original or part of it may be modified to be used as the official CI of the WHIPIC.
- It is deemed that the right holder of the winning entry has transferred to the WHIPIC the right to use it for the centre's business and operational activities as well as their results such as the centre's official logo, banners, letters, publications, multimedia, and souvenirs.
- If it is found that the entrant is not the creator of the work, e.g. plagiarism and theft; the entry is a copy of a foreign work or the same or similar work submitted to any other contest; or it infringes another's property right or harm another's reputation, the winning will be invalidated. The entrant must take all the resultant civil and criminal responsibilities (the prize paid must be returned to the designated account of the organizer within seven days)
- If there are the same entries, just the one which is received first based on the arrival time is accepted.

- If the winner is Korean, the prize tax (20%) must be borne by the winner.
- If there are no entries that meet the selection criteria, there may be no winning entries.
- All entries that have not been awarded will be discarded within three months from the end of the contest.
- For joint entries, the prize will be paid to the representative, and the organizer will not be involved in the distribution of the prize.

## <About the International Centre for the Interpretation and Presentation of World Heritage Sites under the auspices of UNESCO>

- English name: International Centre for the Interpretation and Presentation of World Heritage Sites under the auspices of UNESCO (WHIPIC)
- Korean name: 유네스코 세계유산국제해석설명센터
- The WHIPIC, as a C2 centre under auspices of UNESCO, plays its roles based on the specialized field of heritage interpretation and presentation to effectively implement the World Heritage Convention.

Establishment background	Increased controversy over World Heritage criteria	Regional imbalance of World Heritage Sites	Scattered information on World Heritage interpretation	Lack of consensus over World Heritage conservation	Conflict of interest and strife related to interpretation of World Heritage
Vision	Preparing a platform for global communication to share and understand the value of World Heritage sites				
Mission	Universal value-based interpretation research	Efficient sustainable program development	Resolution of barriers to information access		
Function	Research	Information sharing	Awareness raising	Capability building	Network building
Aim	Aiming to resolve, through inclusive interpretation, conflicts and discord arising from the multiple values that exist in World Heritage, and pursue true "World Heritage for all."				

- Research function: Conducting extensive, in-depth research in the field of heritage interpretation and presentation to suggest principles and policies for interpretation and presentation of World Heritage sites.
- Information sharing function: Providing comprehensive information with the help of technology
- Awareness Raising function: Raising awareness of the inclusive values of World Heritage
- Capability strengthening function: Developing and providing capacity-building programs regarding heritage interpretation and presentation for World

Heritage experts

- Network building function: Building a network platform for communication between world heritage experts and specialized institutions

C2 centres under the auspices of UNESCO are

- institutions that contribute to the implementation of UNESCO's vision, strategic priorities and agendas through international and regional cooperation, research, knowledge production, policy advice and capacity development based on its own expertise; and
- institutions independent of UNESCO but, as a privileged partner of UNESCO, they share UNESCO's international scope in promoting projects and, if necessary, may exercise equal power with UNESCO.

※ For more information on UNESCO Category 2 Centres, visit <http://whc.unesco.org/en/category2centres/>.

■ The WHIPIC aims to resolve, through inclusive interpretation, conflicts and discord arising from the multiple values that exist in World Heritage, and pursue true "World Heritage for all."





- Inclusive interpretation is a perspective that includes in the value all narratives contained in the heritage to ensure there are no alienated or neglected heritage stakeholders in the process of valuing World Heritage.
- It is the heritage presentation that conveys the perspective of inclusive interpretation to the public, and is a methodology of communication between World Heritage and the public.

#### ※ Essential Reading Materials

- ◆ UNESCO, 1972, Convention Concerning the Protection of the World Cultural and Natural Heritage
- ◆ UNESCO, 1994, Expert Meeting on the "Global Strategy" and thematic studies for a representative World Heritage List (WHC-94/CONF.003/INF.6)
- ◆ ICOMOS, 2008, The ICOMOS Charter for the Interpretation and Presentation of Cultural Heritage Sites
- ◆ International Coalition of Sites of Conscience, 2012, From Memory to Action: A Toolkit for Memorialization in Post-Conflict Societies
- ◆ International Coalition of Sites of Conscience, 2018, Interpretation of Sites of Memory

## <Examples of C2 Centre logo>

The C2 Centre logo can be used 1) as the centre's individual logo, 2) in combination with the official UNESCO logo, or 3) in combination with the official UNESCO logo, and the logo of the World Heritage Convention.

Type 1: when only the centre's individual CI is used	
	<p>African World Heritage Fund</p>
	<p>Centre on World Natural Heritage Management and Training for Asia and the Pacific Region under the auspices of UNESCO</p>
	<p>Regional World Heritage Institute in Zacatecas under the auspices of UNESCO</p>
	<p>International Centre for Rock Art and the World Heritage Convention under the auspices of UNESCO</p>

	<p>Regional Heritage Management Training Centre "Lucio Costa" under the auspices of UNESCO</p>
<p>Type 2: when used in combination with the official UNESCO logo</p>	
	<p>International Centre on Space Technologies for Natural and Cultural Heritage under the auspices of UNESCO</p>
<p>Type 3: When used in combination with the official UNESCO logo, and the logo of the World Heritage Convention.</p>	
	<p>World Heritage Institute of Training and Research for the Asia and the Pacific Region under the auspices of UNESCO</p>
	<p>Arab Regional Centre for World Heritage</p>