



CHIANG MAI. THAILAND

CREATIVE DISTRICT MAPPING

DOCUMENTING LOCAL CULTURE & LIVING HERITAGE IN CHIANG MAI OLD CITY

Thailand Creative & Design Centre brought together 20 residents of Chiang Mai old city. Passionate young creatives and local shopowners found each other identified in an urgent need to document culture and heritage of lesser-known community in the old city. In a 3-day intensive workshop they jointly mapped 26 cultural sites.

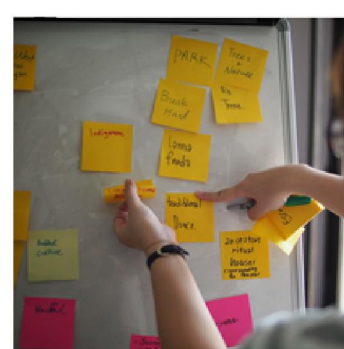
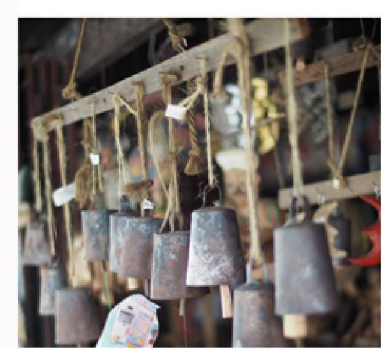
The map and app were showcased at the Chiang Mai Design Week 2017, along with a sharing session about the Muen Ngeon Kong neighbourhood with the workshop participants the map, illustrated by local artist Roong Tsupatcha won the Chiang Mai Design Award for socially responsible graphic design!

6-STEP PARTICIPATORY MAPPING PROCESS

“UNDER A BIG TREE, A YOUNG HIP CROWD LISTENING TO THEIR ELDERS, HANGING ON TO EVERY WORD. AN EVENING TO NEVER FORGET!”

- Workshop participant

- 1 REVEAL neighbourhood narrative
- 2 MAP sites that matter
- 3 CREATE content worth sharing
- 4 DESIGN artist map
- 5 SHARE in the community
- 6 CONNECT tech-savvy audience



OUTPUT



“THIS MAP IS 100% COMMUNITY CURATED, FOR THE COMMUNITY AND BY THE COMMUNITY”
 - Khun Suwaree

IMPACT

100%



BUILDING BRIDGES

Small local businesses contributed to the workshop (accommodation & drinks) which brought together people from different generations.

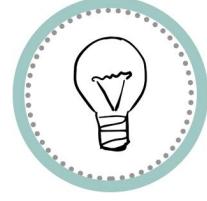
50%



COMMUNITY DEVELOPMENT

Local community members feel more proud of their culture and heritage. The mapping exercise has strengthened their sense of pride and belonging.

100%



CULTURAL AWARENESS

Participants learnt about the history of the lesser-known Muen Ngeon Kong community and learned to look at their own city from a new perspective.

1 Chiang Mai Design Award for socially responsible graphic design

5,000 copies of neighbourhood maps distributed

20-28 average age of participants

20 workshop participants

30 local community encounters between local residents

20 eye-opening encounters between local residents

26 tangible and intangible cultural assets mapped

3 -day intensive cultural mapping workshop

53,000 downloads of iDiscover App

Collaborative Partnership

Funded by

Duration

Budget



Oct 2017- Dec 2017

US\$3,500