



# MANILA. PHILIPPINES

## COMMUNITY-LED CULTURAL MAPPING

### DOCUMENTING LOCAL CULTURE & HERITAGE IN MANILA'S OLDEST NEIGHBOURHOOD QUIAPO

Quiapo was historically known for its elegant wooden houses, but is these days more associated with cheap markets and low cost accommodation. In this forgotten neighbourhood we worked with 3 local heritage NGO's and local district authorities to identify and document heritage sites. Through the lens of locals we discovered architectural highlights, long-standing mom-and-pop shops, and many memories hidden in the urban fabric.

The objective was raising awareness, sense of belonging, and ownership. Through the mapping process we created multiple new dialogues: 1) between different local stakeholders, 2) between young visitors and local shop owners 3) between young heritage enthusiasts and local government. The process concluded with a map, digital app and influencer reconnaissance guided tour, yielding inspirational articles in the on-line press.

### 6-STEP PARTICIPATORY MAPPING PROCESS

- 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

**“QUIAPO IS FULL OF NOSTALGIC MEMORIES. IT’S SO RICH IN HISTORY. PEOPLE FROM ALL WALKS OF LIFE AND FAITH MEET HERE, WHERE IT’S EASY TO INTRODUCE ONE’S SELF.”**

- Brian Villareal, Mixed media artist street photographer, & Quiapo resident.



**OUTPUT**



**“WE ARE PROUD TO BE PART OF THIS INITIATIVE. FOR THE FIRST TIME WE MAP OUT THE CULTURAL ASSETS. IT IS IMPORTANT TO DOCUMENT THEIR STORIES, THEY FORM THE FOUNDATION OF OUR PRESERVATION WORK.”**

- Tina Paterno, Technical director, San Sebastián basilica conservation and development foundation, Inc.

**IMPACT**

**80%**

**BUILDING BRIDGES**

In an unprecedented effort, property owners, local government, young heritage advocates, church and homeowners worked together on this mapping project.

**80%**

**COMMUNITY DEVELOPMENT**

The project restored the local's sense of pride and empowered barangays to take forward the dialogue with property developers

**100%**

**CULTURAL AWARENESS**

Amidst the threat of demolition this project created a vivid reminder of Quiapo's rich history and a huge confidence boost for the local preservationists battle

**1st**

neighbourhood map co-created with locals of Quiapo

**2,000**

copies of neighbourhood maps distributed

**6**

interdisciplinary local stakeholder groups

**20**

participants in a local major stakeholder group

**16**

barangays (all local administrative units in Quiapo) endorsed the project and showed their support

**10,000+**

views and readership of articles and videos published by influencers

**36**

tangible and intangible cultural assets mapped

**15**

influencers visited pop-up tour and wrote about Quiapo

**53,000**

downloads of iDiscover App

Collaborative Partnership

Funded by

Duration

Budget

Nov 2017- Oct 2018

US\$4,000