



LAMPANG, THAILAND

CULTURAL MAPPING FOR HERITAGE PLANNING

CULTURAL MAPPING FOR HERITAGE MANAGEMENT PLAN IN HISTORIC TIMBER TOWN

One-week workshop brought together a variety of local stakeholders in the heritage town of Lampang: religious leaders, school teachers, businessmen and artists. Together they mapped the key cultural assets of the old town, not just monuments and temples but also traditional trades, family run café's, artist galleries and mom&pop shops.

The mapping exercise provided key input for the Lampang City heritage management and destination branding plan: "Creating Livable City of Lampang by Safeguarding Urban Heritage" created with assistance from the Thai National Housing Authority, Thai Crown Property Bureau and the Niyom Pattamasaevi Foundation.

6-STEP PARTICIPATORY MAPPING PROCESS

**"I DISCOVERED
A LOT ABOUT
MY OWN TOWN
AND NOW I
KNOW HOW TO
INTRODUCE
LAMPANG TO
TOURISTS"**

- Chomphunut Sripinit . Local resident

- 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



“THE MAPPING EXERCISE PROVIDED KEY VALUABLE INPUT FOR THE NEXT STEPS IN CITY PLANNING AND BRANDING OF THIS HERITAGE TOWN”

- Mr. Narong Pattamasaevi , President of Niyom Pattamasaevi , Foundation

IMPACT

100%



BUILDING BRIDGES

Bringing together local residents from different walks of life provided unexpected insights and valuable input.

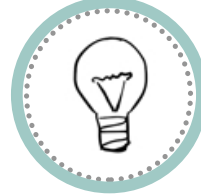
75%



COMMUNITY DEVELOPMENT

A method to install a sense of pride, belonging and ownership among both long-time residents and newcomers.

100%



CULTURAL AWARENESS

A process that articulates what makes the town unique at a time when it is undergoing a transformation.



30+
temples visited

2,000
copies of heritage map distributed



150
original horse cart carriages in Lampang town



47
cultural mapping workshop participants



1440
local rice snacks serves during the workshop and community events



650
eye-opening encounters between local residents



35
tangible and intangible cultural assets mapped



12
artworks created for local artist exhibition



53,000
downloads of iDiscover App



Collaborative Partnership

Funded by

Duration

Budget



Jan 2016-
Feb 2016

US\$10,000