



YANGON.MYANMAR

PLACE IDENTITY ASSESSMENT

MAPPING OF CULTURAL AND HERITAGE VALUES IN FOUR DOWNTOWN NEIGHBOURHOODS

A 2-week training course in Yangon brought together local government planning officials (YCDC), university students and front-line staff of the Yangon Heritage Trust. Together they embarked on a mapping exercise to identify the key cultural heritage assets in four downtown districts and established neighbourhood identity profiles.

The mapping exercise included assessment of technical and heritage values of individual properties and the historic urban landscape but also articulation of common identity and sense of place. This formed important baseline information for a more comprehensive heritage-led urban regeneration feasibility study for the downtown area.

6-STEP PARTICIPATORY MAPPING PROCESS

“IT’S FUN AND EXCITING TO STUDY AND EXPLORE OUR CITY’S HERITAGE IN SUCH A SYSTEMATIC WAY”

- Thu Thet Thun planner YCDC

- 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



“A VALUABLE BASELINE STUDY IN THE FORM OF A RAPID IDENTIFICATION OF KEY ASSETS IN THE HISTORIC DOWNTOWN AREA”

-Dr. U Toe Aung - City Planning Department - Yangon District Committee

IMPACT

100%

BUILDING BRIDGES

One of the first collaborative projects between NGO, government department and university students forging connections between like-minded individuals in a professional capacity

75%

COMMUNITY DEVELOPMENT

The 'study project' created a unique opportunity for government officials to reach out to local residents in a positive an non-controversial manner and find out their views

60%

CULTURAL AWARENESS

First comprehensive mapping exercise since the opening up of the country to systematically document cultural and heritage assets in a historically unique part of town

4 new neighbourhood identity profiles

4 collaborative partners

23 average age of participants

25 cultural mapping workshop participants from **3** different agencies

Generated **\$500,000** worth of downstream feasibility projects

75 eye-opening encounters between local residents and policymakers

500 sites mapped and documented

255 government officials attending the training closing ceremony

53,000 downloads of iDiscover App

Collaborative Partnership

Funded by

Duration

Budget



May 2014 - Jun 2014

US\$30,000