

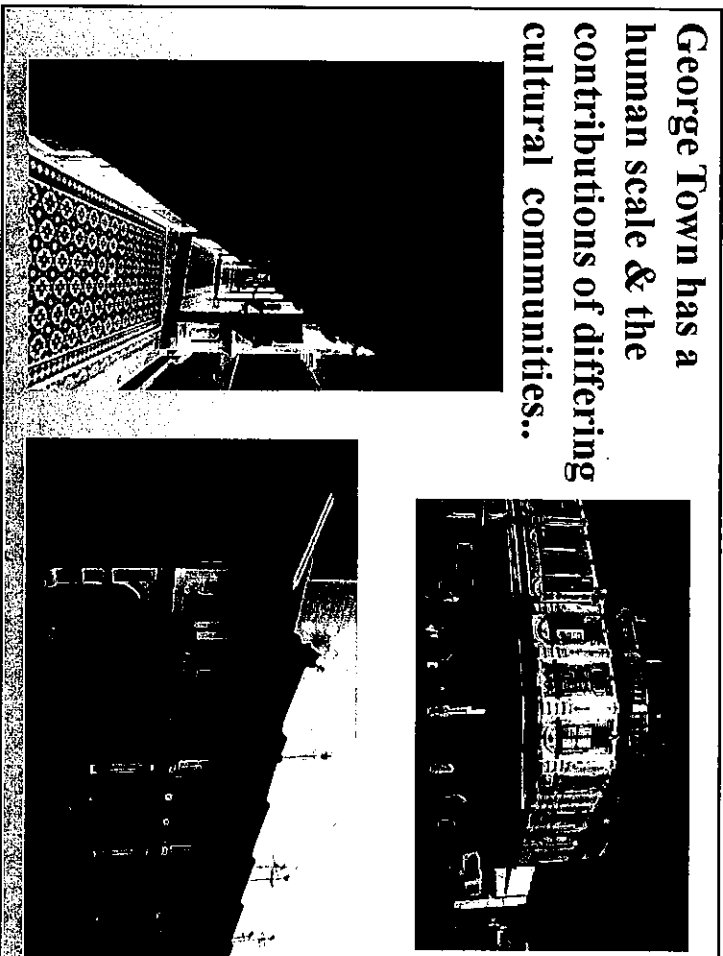


**Our Heritage - Our Legacy**  
**The City of George Town**  
**A World Heritage Site**

**THE PENANG HERITAGE TRUST**

L.L. Loh-Lim April 2008

**George Town has a  
human scale & the  
contributions of differing  
cultural communities..**



**George Town is said to have one of the largest surviving collections of heritage buildings in the ASEAN region.**

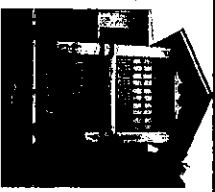
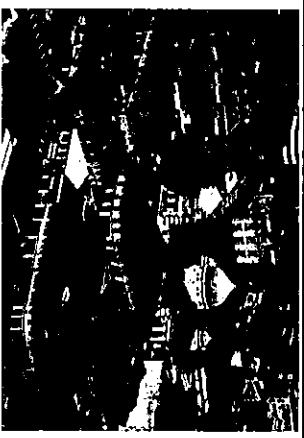


LOH-LIM

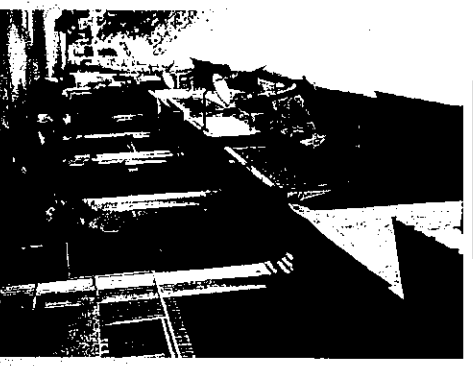
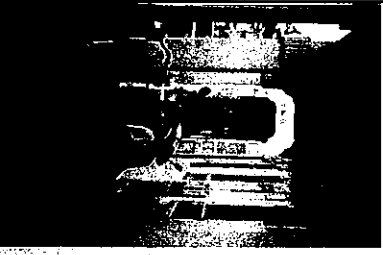
**The market place of nations from times past...**



LOH-LIM



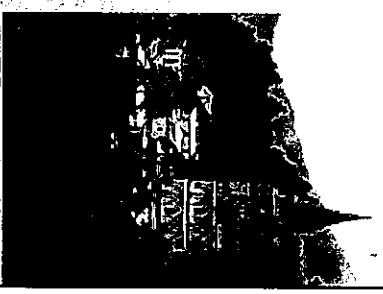
There is a  
wide diversity  
in cultural  
heritage.



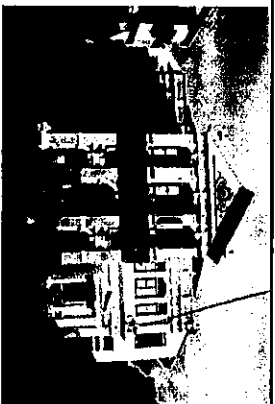
LOH-SIM



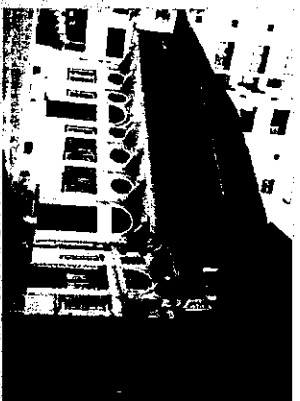
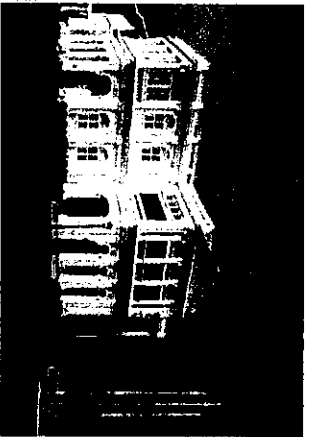
...multi-cultural architecture..



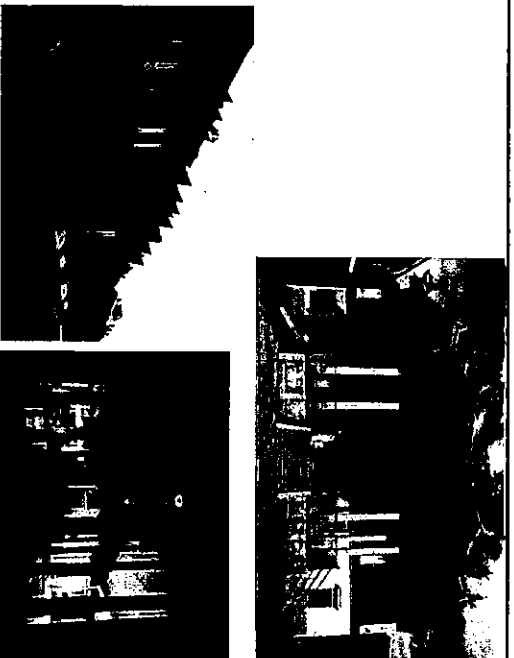
LOH-SIM



In Malaysia, Penang alone has an impressive collection of 19th & early 20th century colonial bungalows.

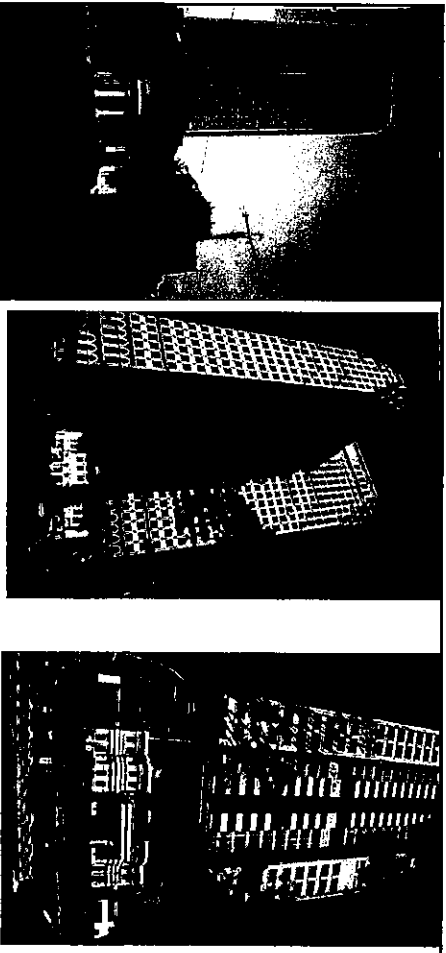


MITTROT



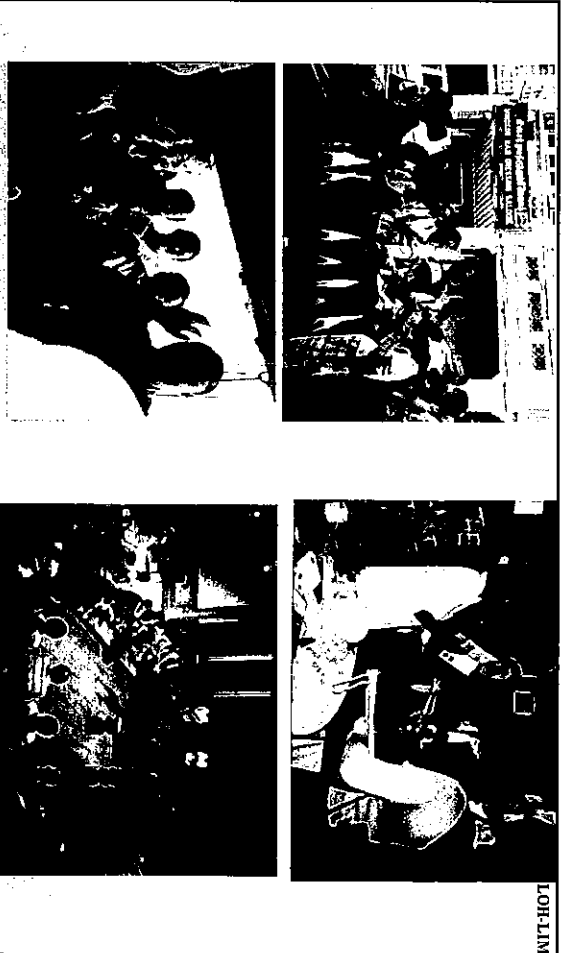
LOH-LIM

George Town also has a unique range of 19th century South Indian Muslim architecture and Southern Chinese shop-houses and temple architecture, with local and European influences.



With new values and alien architecture, the public in Penang have been challenged and are struggling as they ask 'who are we?' 'what is our identity?' 'What is happening to our past and our traditions?'; 'What are we leaving for our children?'

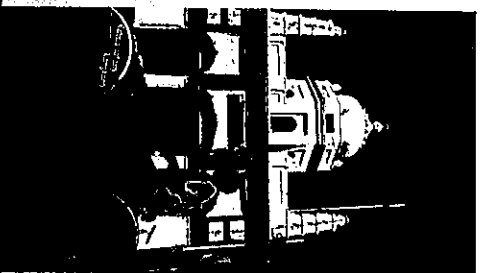
MIT-HOT



The public in Penang have become concerned about loosing our inner city communities, trades, built heritage & traditional practices....

MIT-HOT

**There has been a ground swell of concern & this is a tale of heritage consciousness, a vision & pro-active moves from BOTTOM – UP....**



LOH-LIM

**Since the 1980's :**

**1986 Formation of PENANG HERITAGE TRUST (600 members today)**

**{1} - Formation of AWPNUC –Asian & West Pacific Network of Urban Conservation – Penang Heritage Trust – the Secretariat**

**- Organising Conferences with regional input from like-minded organizations & UNESCO**

**{2} Working with UNESCO – conferences / restoration projects 1990's**

**-UNESCO Leap Projects / Wakaf Revitalization**



LOH-LIM

**{3} INNER CITY HERITAGE COMMUNITY  
REVITALIZATION ~ Cultural Revival**



Mass circumcision - Bersunat



Stakeholder consultations



Bangsawan

PHT

**{4} COMMUNITY  
AWARENESS &  
EMPOWERMENT  
OF INNER CITY  
RESIDENTS &  
THE MARGINALISED**



**Local Government-  
Community Dialogue on  
Women in  
Urban Governance**



**DATE & TIME**  
Saturday, 12 May 2001  
8.30 am - 4.30 pm

**VENUE**  
Auditorium 'A',  
KOMAZRA Level 5

Please confirm your participation by 8 May 2001 at the Planning Heritage Trust or HAWA

**OPEN TO THE PUBLIC**

Supported by  
 • The Urban Community Heritage (UCH) - Urban Renewal Development Programme (URDP),  
 • Asian Women's Fund (AWF) & Urban Renewal Development Programme (URDP),  
 • CIDA Women's Initiative Fund/The Canadian High Commission

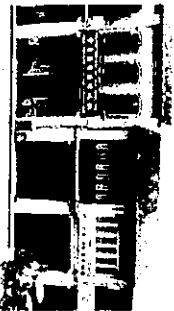
Jointly Organized by

The Planning Heritage Trust  
 11, Jalan Sultan Ismail, Singapore 259569  
 Tel: 65 434 2222 Fax: 65 434 2223  
 Email: phtrust@phtrust.org.sg  
 Website: www.phtrust.org.sg  
 HAWA  
 11, Jalan Sultan Ismail, Singapore 259569  
 Tel: 65 434 2222 Fax: 65 434 2223  
 Email: hawa@hawa.gov.sg  
 Website: www.hawa.gov.sg  
 Urban Community Heritage (UCH)  
 11, Jalan Sultan Ismail, Singapore 259569  
 Tel: 65 434 2222 Fax: 65 434 2223  
 Email: uch@uch.gov.sg  
 Website: www.uch.gov.sg



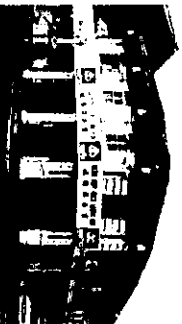
PHT / LOH LAM

{5} The Penang Story Conference & Colloquiums –  
Oral History of the People of Penang 2001-2002.  
A CELEBRATION OF CULTURAL DIVERSITY



TRADITIONAL AND  
ENDANGERED TRADES  
OF GEORGETOWN,  
PENANG

{6} FOR THE 1<sup>ST</sup> TIME  
A SYSTEMATIC  
STUDY OF  
TRADITIONAL &  
ENDANGERED  
TRADES IN THE CITY  
OF GEORGETOWN



A STUDY BY THE PENANG HERITAGE  
TRUST FOR THE STATE GOVERNMENT  
OF PENANG

JANUARY 2001



LOH LAM

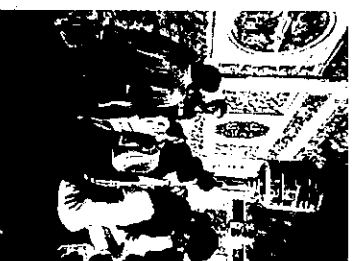
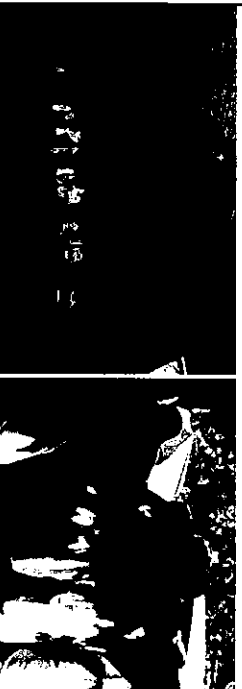




**INTANGIBLE HERITAGE AT RISK  
OF BEING LOST**

**{7} HERITAGE EDUCATION and the RAISING  
OF CONSCIOUSNESS**

~To raise awareness of the meaning' & significance  
of heritage among children



~To help our children understand  
how their identities are rooted in a vibrant  
& diverse heritage

LOBELIM

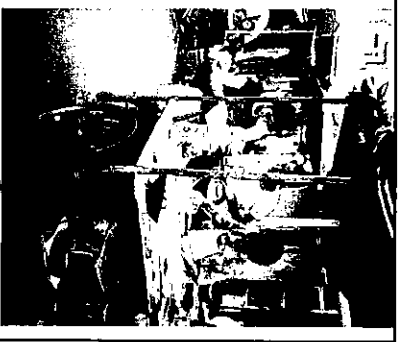
**Penang Heritage Trust & Arts Ed :**  
 ~ Talks in all Penang schools  
 ~ Heritage workshops for students & teachers  
 ~ Heritage walkabouts in town  
 ~ Arts Initiatives: painting, music, drama photography, story-telling



LOH-LIM/PHT



**TAKING  
 TO THE  
 STREETS  
 TO  
 LEARN  
 ABOUT  
 HERITAGE**



LOH-LIM





**HERITAGE FOR  
THE PEOPLE ON  
THE STREET**

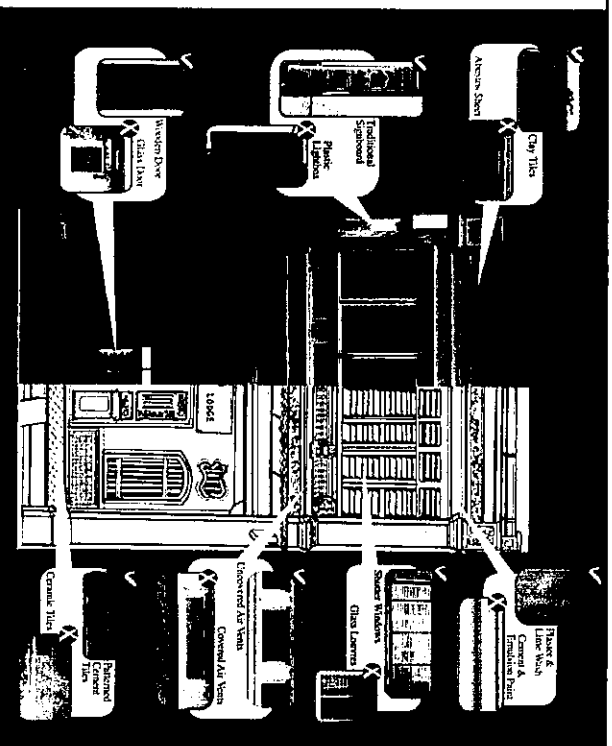


LOPEL JIM/PHIL



**UNESCO REGIONAL WORKSHOP FOR SCHOOL  
TEACHERS - ORGANISED BY PHIL JAN 2006**

LOPEL JIM/PHIL



**{8} INTRODUCTION TO DO'S & DON'TS OF SHOP-HOUSE RENOVATIONS**

LOH-LIM /PHT

Shophouse  
**KOTA KITA**

RUMAH KAMPARI  
"Rumah Hidup" as "Rumah"

**MY SHOPHOUSE**  
"Bringing it to Life"

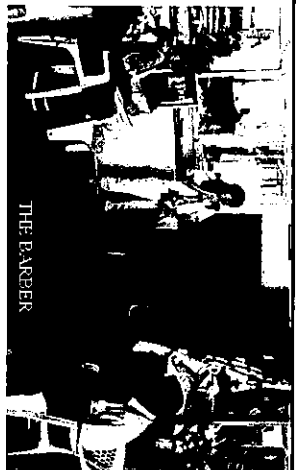
Small text columns on the left side of the page, likely an article or introduction related to the shophouse renovation project.

**A HOUSEOWNERS' MANUAL FOR THE INNER CITY**

**A NEWSLETTER BY PHT/ ARTS-ED/AR&T**

**FUNDED BY THE MUNICIPAL COUNCIL**

LOH-LIM /PHT



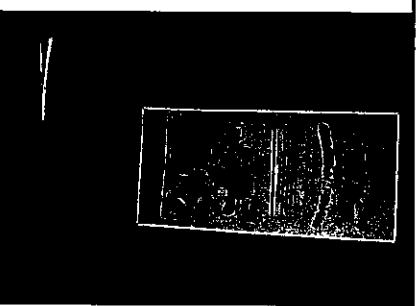
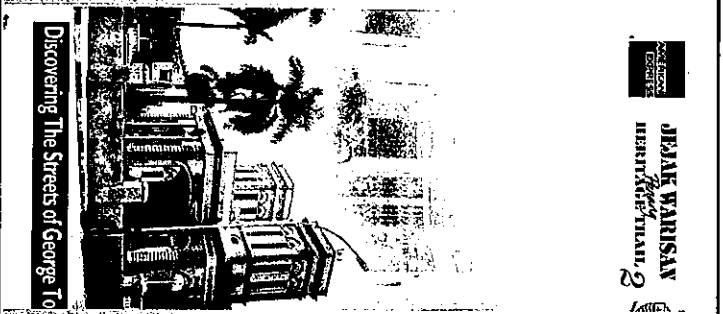
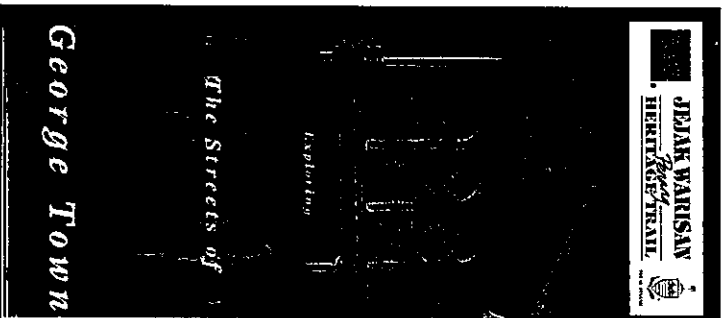
### {9} ON-SITE CULTURAL MAPPING

#### ORAL HISTORY FROM THE MAN ON THE STREET

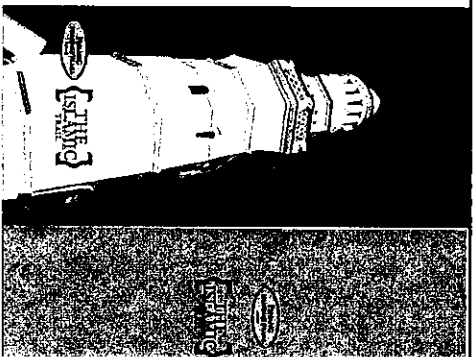


CULTURAL SIGNIFICANCE OF PENANG FOOD

LOH ELAN/PHT



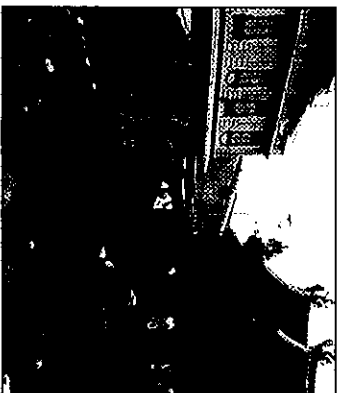
{10}  
HERITAGE  
TRAILS - PHT  
WORKING WITH  
AMEX & STATE  
TOURISM  
LOH ELAN/PHT



**HERITAGE TRAILS ARISING FROM PHT TRADES STUDY, EDUCATION PROJECT- FUNDED BY STATE**

LOH LIM PHT

{11} 1998 - PHT APPLIED FOR GEORGE TOWN TO BE LISTED AS ONE OF 100 MOST ENDANGERED SITES IN THE WORLD, to bring about political will & a sense of urgency



GEORGE TOWN HISTORIC ENCLAVE  
PENANG STATE, MALAYSIA  
1786- MID-20TH CENTURY

SITE NO. 59

**WORLD MONUMENTS WATCH**

ONE HUNDRED MOST ENDANGERED SITES  
**2000**

**{12} Fundraising for Best Practice Restoration Projects**



**a. Carpenters Guild  
Loo Pun Hong 1860's  
-PHT raised funds  
with community  
input**



**b. Syed Alatas Mansion  
- PHT Project Initiator  
- for original use as  
heritage resource centre**



LOH LHM

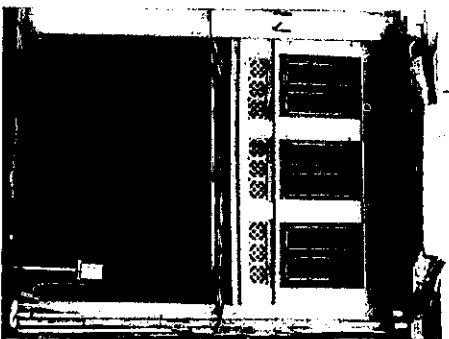


**c. RESTORATION OF HISTORIC 18TH PROTESTANT  
CEMETERY - CLEANING, DOCUMENTATION,  
SIGNBOARDING - IN 1994 & IN 2007**



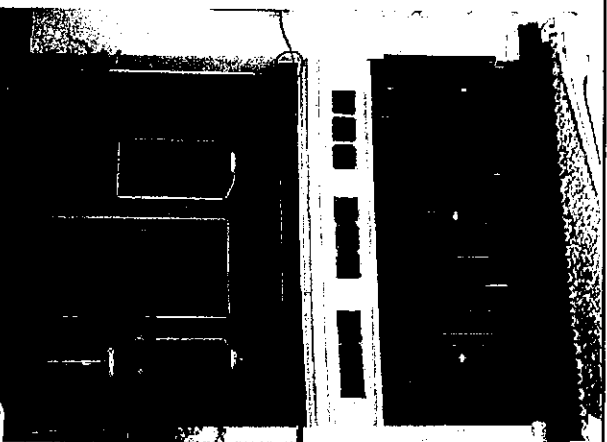
LOH LHM





*In October 2005*

**D. THE PENANG HERITAGE TRUST OFFICE**  
restored with the assistance of World Monuments Fund



*June 2006*

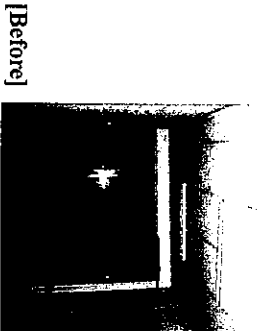
LOEHLIM



[Before]  
Covered & concrete-filled courtyard, severe dilapidation



[After]  
Courtyard lined with granite slabs, re-opened, stairs restored



[Before]  
Restored as PHT offices - tourist & information center, interpretation, workshop, community & exhibition space

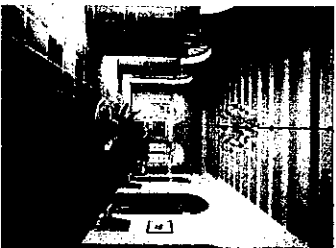


LOEHLIM



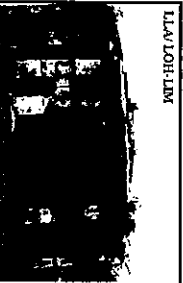


**e. SUFFOLK HOUSE**  
 PHT involvement over 21  
 years in fund-raising &  
 awareness-raising &  
 promotion



**THE STATE GOVERNMENT, HSBC, PHT & BADAN WARISAN  
 MALAYSIA – A SHOWCASE OF GOVERNMENT, CORPORATE  
 & NGO EFFORTS FOR CONSERVATION**  
**NOTE: NO FEDERAL FUNDING. DESPITE SEVERAL EARLIER PROMISES/  
 NO STATE MUSEUM INVOLVEMENT AFTER JANUARY 2006**

LLA/LOH/JAM



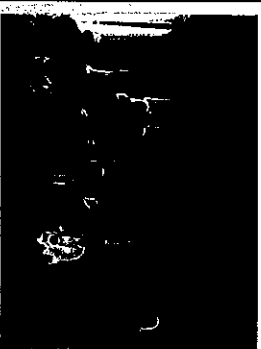
Dilapidation



NGO/ Public efforts



Student visits



The Team



PHT site visit



HSBC Bank



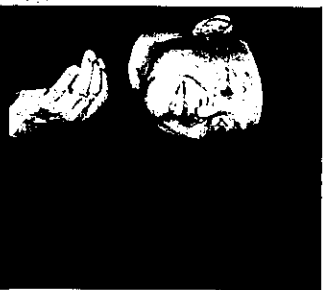
UNESCO

### {13} INTANGIBLE CULTURAL ASSETS

#### LIVING HERITAGE TREASURES OF PENANG AWARDS



Dato Chuah Thean Teng- Batik Artist



Mohd Bahroodin Ahmad -- Cultural Expert



.. PERSONS WHO EMBODY OR WHO HAVE, IN THE HIGHEST DEGREE, THE SKILLS & TECHNIQUES NECESSARY FOR THE PRODUCTION OF CERTAIN ASPECTS OF PENANG CULTURE, THE LIFE OF OUR PEOPLE & THE CONTINUED EXISTENCE OF OUR CULTURAL HERITAGE.

- A project by Penang Heritage Trust & HSBC Bank Bhd

LOH JIA JIN / ZHTI



Penang's Living Heritage  
 As told by **Penang's Cultural Expert, Mohd Bahroodin Ahmad**  
**Cikgu Bahroodin**  
 At The Museum, Farquhar Street, Penang

Awardees receive:

- Public acknowledgement
- RM2,000 per year for life
- Plaque & Certificate
- Full documentation of their work
- Apprentices where possible

LOH JIA JIN / ZHTI

JULY 2008

GEORGE TOWN -UNESCO WORLD HERITAGE SITE  
one of the Outstanding Universal Values for which George  
Town was listed as a WHS is based on its INTANGIBLE  
CULTURAL HERITAGE .

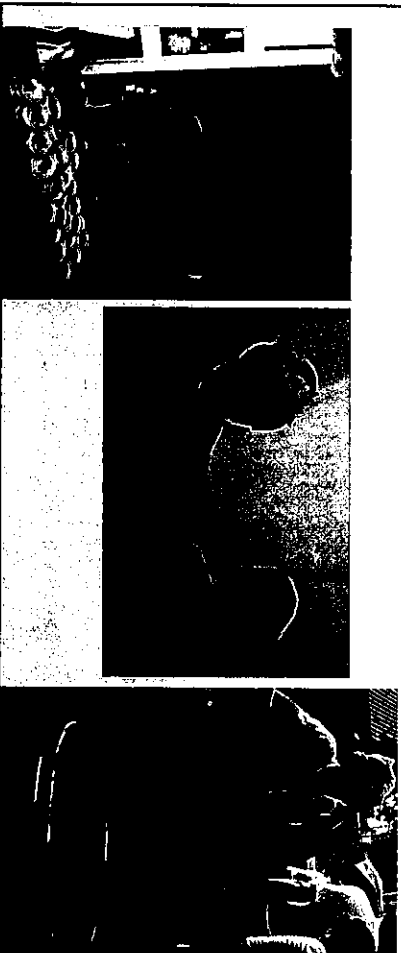
The *PEOPLE* of George Town should therefore be celebrated,  
especially those possessing the skills and traditions and  
practices that define us and our multicultural heritage.



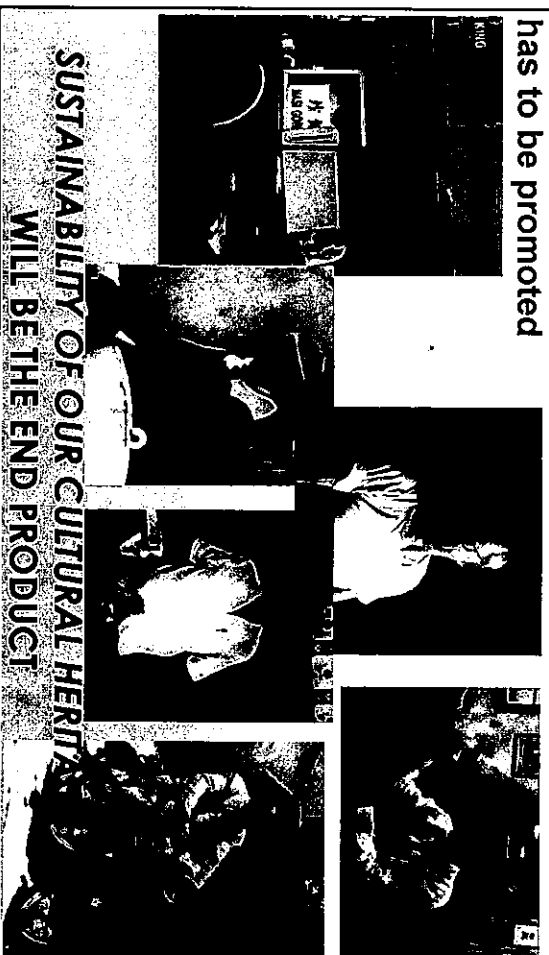
As far back as 2004, PHT had become increasingly concerned  
that following the rent control repeal of 2000, George Town  
was being depleted of its living communities. More  
importantly it was being depleted of its intangible treasures,  
the people that define us and our inheritance. We started the  
first awards in 2005 with help from HSBC.



- It is necessary to identify skills, particularly when under threat and enhance occupational viability
- It is necessary to acknowledge individual artisanship in the face of globalized uniformity
- It is necessary to protect the artisan
- It is necessary to acknowledge the challenge of mass need vs time-consuming artisanship



- There is a need to examine the links between traditional skills and cultural tourism
- It is necessary to document
- To fulfill the challenge of sustainability, apprenticeship has to be promoted



**SUSTAINABILITY OF OUR CULTURAL HERITAGE  
WILL BE THE END PRODUCT**

## LIVING HERITAGE TREASURES of *Penang*



The Artist  
Deceased  
Nov 2008



The Chef



The Cultural Expert  
Deceased June 2008



The Kebaya  
Designer  
Deceased Dec 2007



The Wood  
Carver



The Hokkien  
Puppeteer



The Lantern  
Maker



The Menora  
Dancer



The Teochew  
Puppeteer



The Rattan  
Weaver



The Master  
Jeweller

## PHT-PAPA

(Penang Apprenticeship Programme for Artisans )

The Penang Heritage Trust has initiated PAPA, a programme that actively promotes intangible cultural heritage, viewed as an integral part of the World Heritage Site's universal values. This involves assisting artisans whose skills are considered traditional to our Penang multi-cultural heritage.

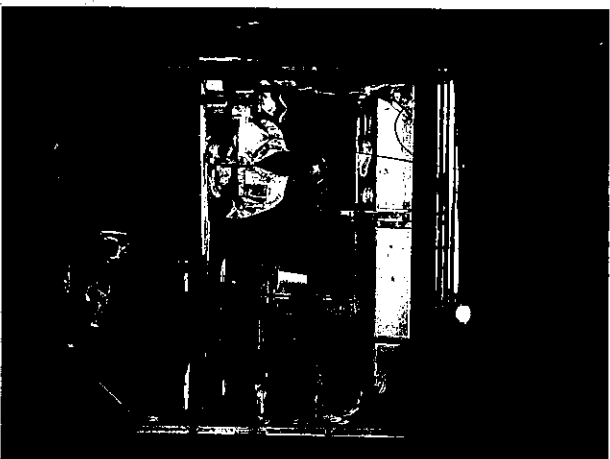
The programme also views promotion, product development and assistance with marketing as integral in achieving sustainability of the skills.



How to learn?  
PHT

### The PAPA project essentially:

- Identifies artisans who have traditional skills considered important for Penang's cultural heritage
- Assists these artisans with rental subsidies provided they agree to accept apprentices
- Identifies apprentices who show commitment to learning a traditional skill and use it as a career choice
- Assists apprentices with a scholarship and living allowance
- Provides an honorarium to the artisan to teach
- Provides assistance with purchase of materials
- Provides assistance with marketing, promotion and product development



Penang Apprenticeship Programme for Artisans  
Program Pembelajaran Perukangan Seni Tradisional 传统手工艺人技

**PHT-PAPA** George Town 乔治市  
World Heritage Site 世界

Launching on 30 March 2009  
at Signboard maker's shop

**Confirmed Artisans :**

- Signboard maker
- Gold/Silversmith
- Rattan weaver
- Kebaya/Sulam dress maker
- Beaded shoes and accessories
- Songkok maker
- Chinese Seal Engraver
- Handmade shoes



**P A P A**



**Project : Handmade Signboard**

Apprentices at work and initial products of apprentices

# P A P A

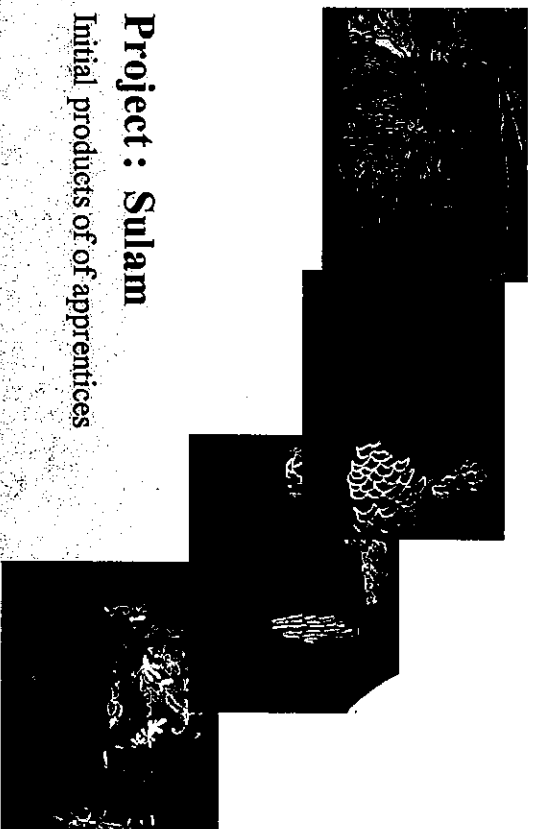


## Project : Sulam

Demonstration by artisan and apprentices at work

PAPA

# P A P A



## Project : Sulam

Initial products of apprentices

PAPA



P A P A



**Project : Rattan Weaving**

Learning in progress

PAPA

P A P A

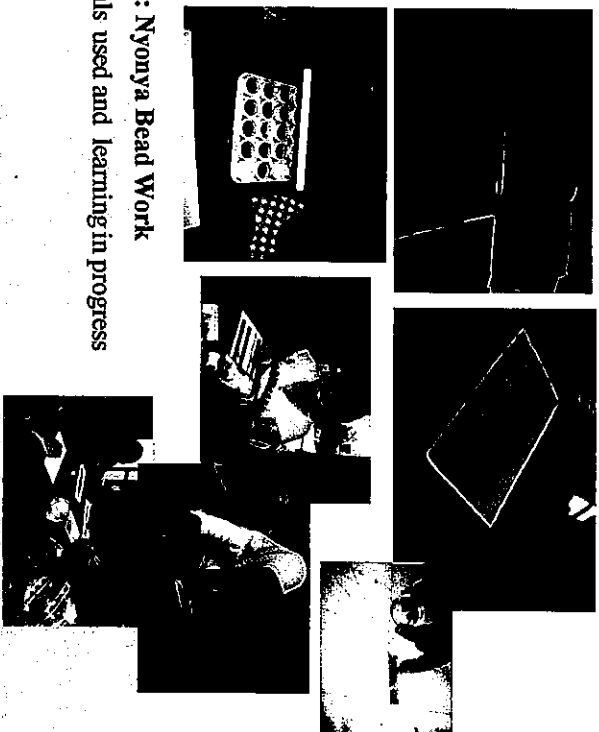


**Project : Rattan Weaving**

Products by apprentices in the first month

PAPA

P A P A

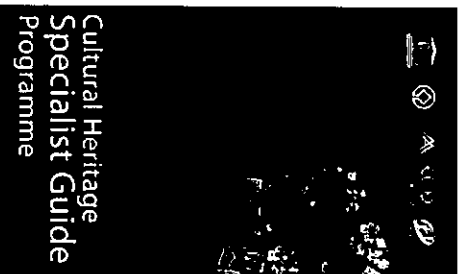


**Project : Nyonya Bead Work**  
Materials used and learning in progress

PAPA

**{14} CAPACITY BUILDING - 1<sup>ST</sup> SITE IN ASIA-PACIFIC TO  
CONDUCT A TRAINING & CERTIFICATION PROGRAM  
FOR UNESCO CULTURAL HERITAGE SPECIALIST  
GUIDES - ORGANISED BY PENANG HERITAGE TRUST**

**APRIL 2007**  
**-35 PARTICIPANTS**  
**-FULLY SUPPORTED**  
**& FUNDED BY**  
**MINISTRY OF**  
**TOURISM / UNESCO**  
**& MACAU INST.OF**  
**TOURISM**



**PHT - MALAYSIAN FOCAL POINT FOR UNESCO/ASIAN ACADEMY**

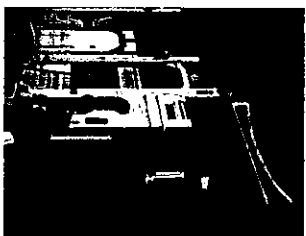
**Lorong Abu Siti**  
 (Abou Siti Lane) 三程巷  
 Georgetown 檳城

Lorong Abu Siti  
 110, Lorong Abu Siti, George Town, Penang  
 10450, Malaysia

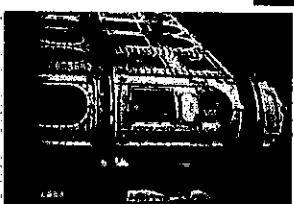
Abu Siti Lane, a narrow alleyway in the heart of George Town, Penang, Malaysia, is a hidden gem. It is a street that has been around since the early days of the settlement, and it is a street that has seen many changes over the years. The street is named after a woman who lived there in the early days of the settlement. She was a woman of great character and a woman who was known for her kindness and her generosity. The street is a street that is full of life and a street that is full of history.

Abu Siti Lane is a street that is full of life and a street that is full of history. It is a street that is full of people and a street that is full of stories. It is a street that is full of memories and a street that is full of love. It is a street that is full of hope and a street that is full of dreams. It is a street that is full of life and a street that is full of history.

Abu Siti Lane is a street that is full of life and a street that is full of history. It is a street that is full of people and a street that is full of stories. It is a street that is full of memories and a street that is full of love. It is a street that is full of hope and a street that is full of dreams. It is a street that is full of life and a street that is full of history.



**{15} HISTORIC  
 STREET PLAQUES  
 FOR GEORGE  
 TOWN**



**-DOCUMENTING ALL  
 TRADITIONAL NAMES  
 SO THAT FUTURE  
 GENERATIONS DO  
 NOT FORGET**

LORETTA



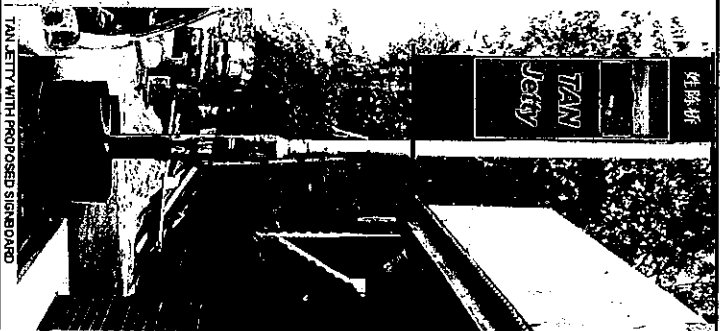
**LIVING HERITAGE FOR OUR FUTURE  
 ART EXHIBITION**



**16 GETTING LOCAL ARTISTS TO FOCUS ON THE HISTORIC CITY**



{17} WORKING WITH THE LOCAL AUTHORITIES FOR THE CLAN JETTIES

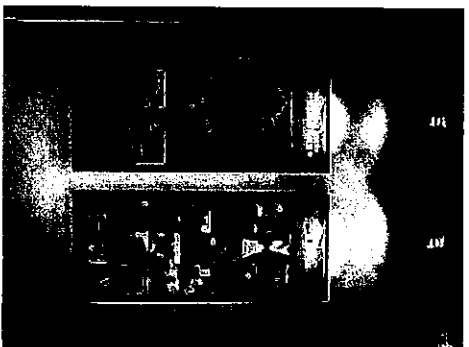


TAN JETTY WITH PROPOSED SIGNBOARD



- A VISITOR CENTRE FOR THE JETTIES WITH INTERPRETATION BOARDS

- WORKING FOR GREATER COMMUNITY BENEFITS WITH SALES OF LOCAL PRODUCTS / USE OF IN-HOUSE GUIDES
- TRAINING OF CULTURAL GUIDES
- ENCOURAGING APPROPRIATE VISITOR BEHAVIOUR - CODE OF 'DO'S & DON'TS'



**{18} MONTHLY SITE VISITS TO HISTORIC SITES IN PENANG**



THE MOSQUE COMMITTEE



THE CLAN JETTYS' LEADERS

**The host community is there to interpret their heritage ...**



DESCENDANTS OF KEDAH ROYALTY



THE MASONIC LODGE MEMBERS

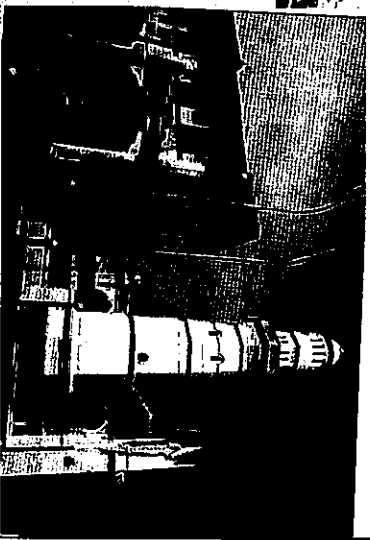
LOH-LIM

**{19} Conflict Resolution in a Historic City**

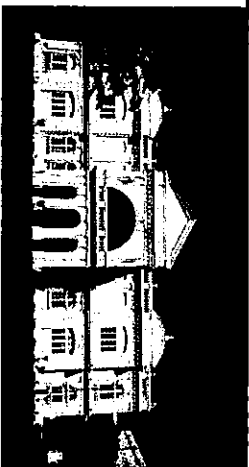
**a. Acheen Street Mosque & Enclave**



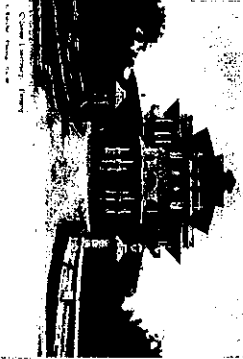
A nationally gazetted site under threat of demolition of mosque community housing & redevelopment – saved through community & NGO efforts



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b. *The Town Hall* – original planned for use as Council offices after restoring & partitioning – after much protest from 29 NGO’s – now partially returned for use to the people of Penang



c. *Shih Chung School* – NGO & neighbourhood protests against a multi-storey columnbarium – currently abandoned & dilapidated

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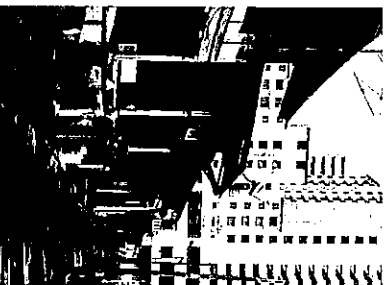


d. *The High Court Building*

Proposed high rise in the fore-court

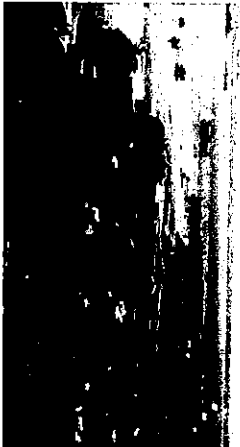


3-storey compromise after NGO protests

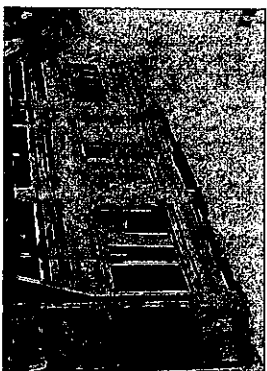


e. *Koyay Jetty*  
Loss of the last Chinese Muslim settlement - lack of cultural mapping, planning in a vacuum

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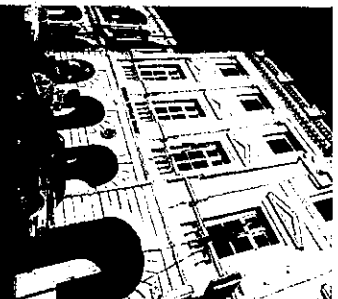
f. The Clan Jetties – once designated for clearing as an eye-sore, before cultural significance recognised – The most intact living cultural content in WH Site



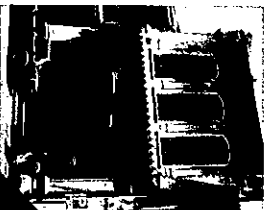
g. 25 China Street  
Saved from demolition by NGO's highlighting its historical & architectural significance

**{20} VOLUNTARY RESTORATION BY THE PRIVATE SECTOR  
SOME EXAMPLES:**

Clan property - adaptive re-use restoration



Weld Quay warehouses - restored to house British Council & private colleges

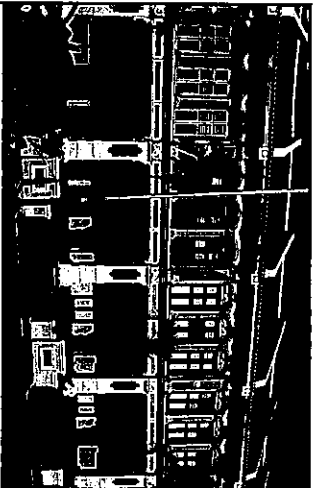


The Convent Light Street – RM4 million restoration funded by ex-convent girls & the public

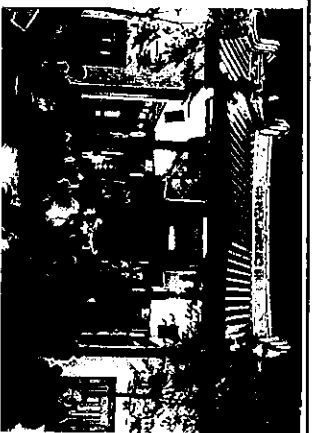


The Sun Yat Sen House





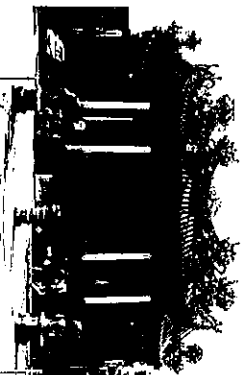
Krian Road



The Teochew Temple



Green Hall, Spice & Rice

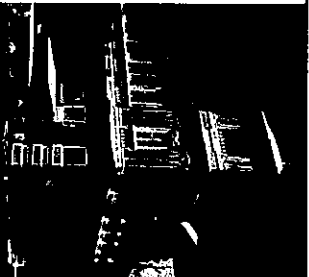


The Khoo Kongsi Temple

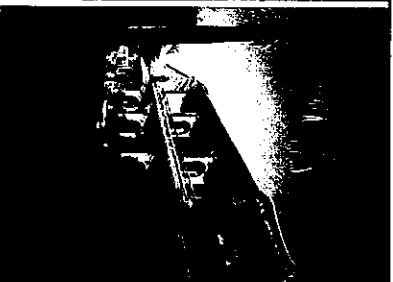
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Chung Keng Kwee House



ABN-AMRO



Cheong Fat Tze Mansion



OCBC Bank

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[21]

**WORLD HERITAGE :  
SHARED LEGACY, COMMON RESPONSIBILITY**

UNESCO's expanding list of World Heritage Sites aims to achieve a holistic global perspective in the conservation and enhancement of the heritage of humanity.

What does it mean for George Town to be listed as a UNESCO World Heritage Site?

✪ It must have "outstanding universal value"  
✪ It must be the best possible example of cultural/natural heritage

✪ It is viewed as "belonging" to all people of the world ... for whose protection it is the duty of the international community as a whole to co-operate.

**ADVANTAGES OF BEING  
A WORLD HERITAGE SITE**

---

- Economic returns through appreciation in value (scarcity /protection factors)
- New business opportunities generated (niche market/international)
- Increase in tourists - greater business turnover (proven in other WHS)
- Prestige - edge above the rest (valuable for all mankind)
- Development and business activities can continue (evolving new markets)

## VISION OF THE HERITAGE MANAGEMENT PLAN

“To ensure and encourage sustainable heritage development; and to provide a protection and development framework in order to maintain the authenticity and integrity of the Site, as exemplified by its Outstanding Universal Values”

{22} Understanding the importance of CULTURAL HERITAGE TOURISM to Penang & the TOURISM IMPACT of WHIL



An understanding of what the cultural heritage visitor actually enjoys...Cultural interaction with the people



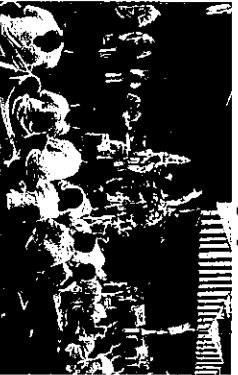


VISITORS WISH TO EXPERIENCE A HISTORIC CITY WITH HISTORIC ARCHITECTURE & A SENSE OF SCALE...A 'LIVING' HERITAGE HOUSED IN A UNIQUE COLLECTION OF BUILDINGS

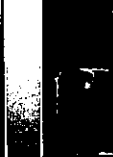
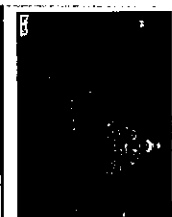
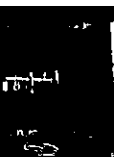


108-11M/PT

Inner city life that goes on daily on 5-foot ways and narrow streets and market places. This is what visitors value and enjoy & will return for, again and again..

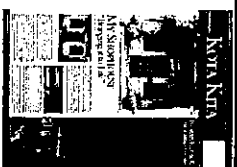


108-11M

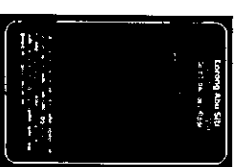


**PENANG HERITAGE TRUST  
FUTURE PROJECTS REQUIRING FUNDING**

**MINIMAL BUDGET: PRODUCTION OF 'KOTA KITA'  
FOR INNER CITY RESIDENTS  
APPROX RM20,000 PER ISSUE**



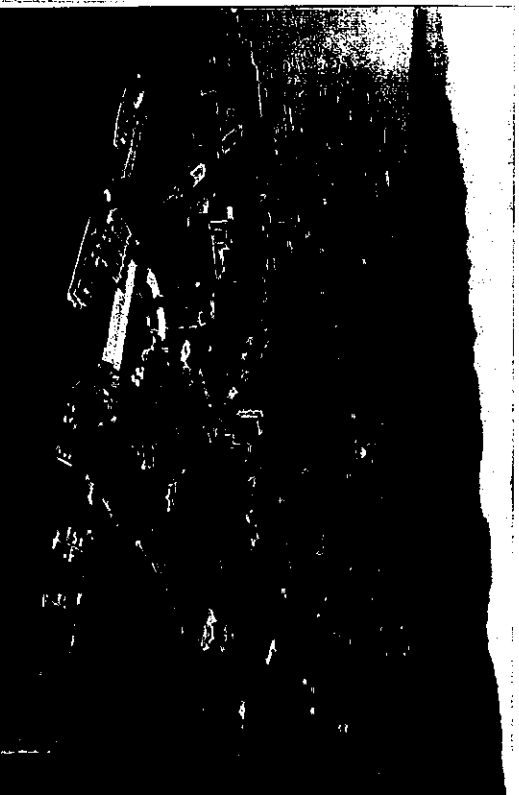
**MEDIUM BUDGET: HISTORIC STREET PLAQUES  
APPROX RM90,000 FOR  
ENTIRE INNER CITY**



**LARGE BUDGET : TRADITIONAL PERFORMING ARTS  
FESTIVAL  
APPROX RM300,000 FOR 3 DAYS**



~ Thank You ~



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April 2008