



CULTURAL
INTELLECTUAL
PROPERTY
RIGHTS
INITIATIVE

CULTURAL IP MONTH 2023

Cultural IP Rights are Human Rights

2023 Key Word: *Alliances*

Photography project

The Craft Collage Project

Cultural IP Rights are Human Rights in handcrafted fashion

Date and Time: **Saturday 22nd April - 5:30 am Coordinated Universal Time (UTC)**

Zoom link for **The Craft Collage Project** launch:

<https://us02web.zoom.us/j/89799919959?pwd=cnVnQzB6TnlrckRqd1hBZy9jaThhZz09>

Meeting ID: 897 9991 9959

Passcode: 134882

Free attendance.

The Craft Collage Project is a long-term participatory photography project initiated by Cultural Intellectual Property Rights Initiative® member [Amoda Essence of India](#).

The art-project is meant to express the human rights-based approach to cultural sustainability practice in handcrafted fashion. Traditional crafts are not static. They are more contemporary than ever, embodying **living knowledge**. Traditional craft expressions and craft knowledge change with the times because they are alive and like any living being they adapt, they evolve. **So they reflect the present but also link us to the past and accompany us into the future.**

What are the stories of traditional crafts that are told today by those who are connected, in various ways, to the practice and lifestyle that is traditional craftsmanship?

Traditional crafts are all about **purpose** and every purpose has a story. This project supports the **complex identity of traditional crafts** and the value of craft practices for **healing the fashion system** (see [Culture not commodity. Why must fashion see Cultural Intellectual Property Rights as Human Rights?](#) by Stella Hertantyo).



What are the lessons we can learn from traditional craft processes, premises and relationships that are valuable for cultural sustainability practice and respect of human rights?

This Cultural IP Month event will help you understand how you can engage with Cultural Sustainability and traditional craft through your own photography and processes. **Share your experience of practicing or interacting with a traditional craft** at any stage of the process, through a series of photographs. **A collage. A photographic story.** Add a soundtrack to your *Craft Collage Project* if you desire.

Use the # **#CulturalIPRightsareHumanRights** and **#TheCraftCollageProject** for your photographic story and tag the Instagram accounts **@amoda_essenceofindia** and **@culturalintellectualproperty**

Cultural IP Rights are Human Rights! Share your story to join the mindshift revolution!

#CulturalIPRightsareHumanRights #culturalIPMonth2023 #systemschange #biodiversity #traditionalknowledge #traditionalculturalexpressions #culturalsustainability #TheCraftCollageProject #amodaessenceofindia #houseofamoda #amodaXcipri

A dark-themed graphic with a repeating geometric pattern of overlapping circles and squares. The text is white and centered. A prominent red rounded rectangle contains the hashtag #CulturalIPRightsareHumanRights. At the bottom right, there is a small version of the Cultural Intellectual Property Rights Initiative logo and a banner that reads "CULTURAL IP MONTH APRIL 2023".

SHARE YOUR ATTENDANCE AT
CULTURAL IP MONTH ON SOCIAL MEDIA
BY USING THE #

#CulturalIPRightsareHumanRights

INCLUDE A COMMENT ABOUT
WHAT YOU LEARNT FROM THIS EVENT!

AND DON'T FORGET TO TAG @CULTURALINTELLECTUALPROPERTY

CULTURAL INTELLECTUAL PROPERTY RIGHTS INITIATIVE
CULTURAL IP MONTH
APRIL 2023