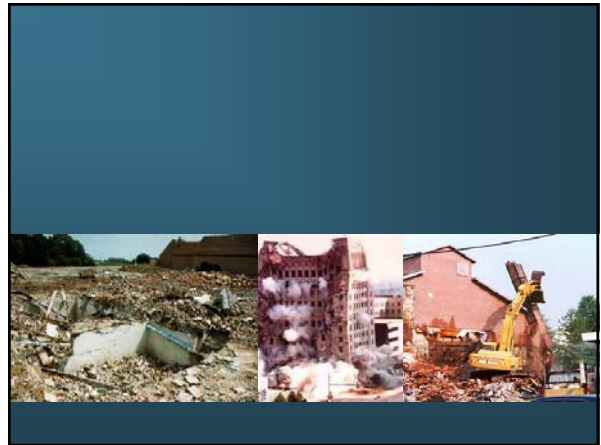
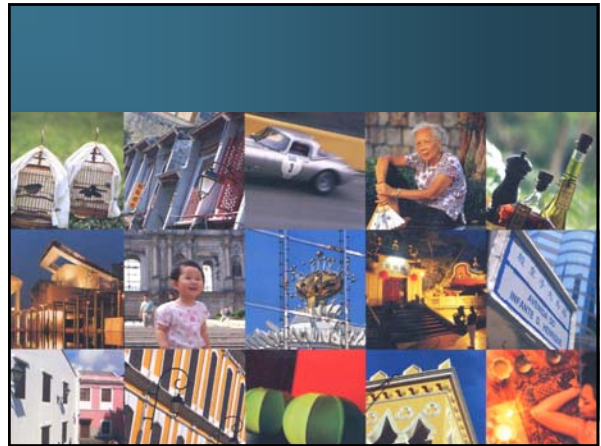


Heritage, Identity and Branding :
the Macao's Experience

Presented by Ms. Angie Wong
Cultural Affairs Bureau, Macao SAR Government



Recovering / Preserving our Identity...

Parallel to history of Heritage Conservation

- (1) Identification
- (2) Research
- (3) Categorisation
- (4) Formulate & Implement Policies
- (5) Raise Public awareness
 - education
 - heritage awareness campaigns
 - application for UNESCO World Heritage Listing

Protect
Identity

Advocate
Identity

Classified Heritage

Military Club C.T.T. Building B.N.U. Building

Leng Nam School Old Bela Vista Hotel Mandarin's House

Classified Heritage

Government Palace Cathedral Happiness Street

Lou Lim Iok Garden Camões Garden

XII CONCURSO DE BOLSAS DE INVESTIGAÇÃO
第十二屆學術研究獎學金公開甄選
XIIth RESEARCH SCHOLARSHIP PROGRAMME

Scholarship Programs directed at building up in-depth studies about Macao's Cultural Heritage Legacy

Under the Decree Laws, Cultural Heritage are classified into the following categories:

Individual Buildings	MONUMENTS (52) <i>(Buildings with outmost Historic values, e.g. Churches, temples, fortresses etc)</i>
	BUILDINGS OF ARCHITECTURAL INTEREST (44) <i>(Building whose architectural quality is representative of an of an important period in the evolution of the Territory)</i>
Building Clusters	CLASSIFIED COMPLEXES (11) <i>(Clusters of classified Buildings inclusive of their urban context)</i>
	CLASSIFIED SITES (21) <i>(Sites - Natural landscapes, streetscapes, parks, cemeteries)</i>
Cityscapes	PROTECTION ZONES (21) <i>(Natural or built-up areas spatially or aesthetically integrated with the above)</i>

Annex to Decree Law 83-92-M

Internal Guidelines for Heritage Preservation

Technical restrictions such as height control, use of original materials, conservation of architectural characteristics, etc.

- Architectural Authenticity;
- Consistency of the Urban Environment;
- Cultural Identity;

Community Involvement and Cultural Awareness



Macao's Young Ambassadors for Cultural Heritage



Regular Cultural Heritage Activities at local Schools



Heritage Information Leaflets



15th Macao Arts Festival 2004
Performative Arts at Senado Square



Historic city center as a cultural venue site



Post Office Building – Innovative performances that interact with the architectural setting



Kun Opera being performed at St. Paul's Ruins



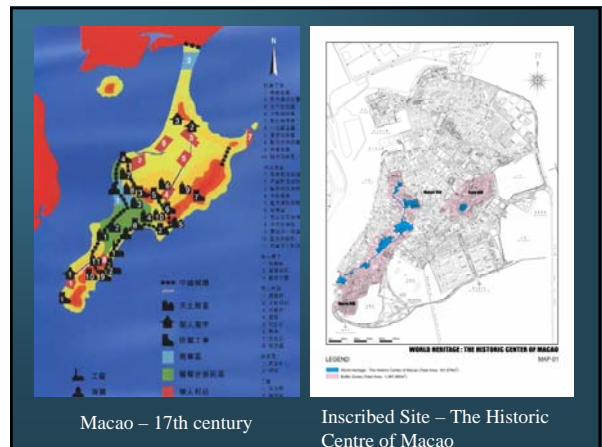
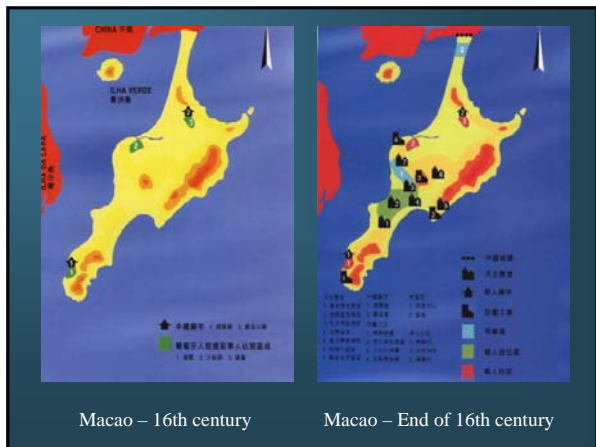
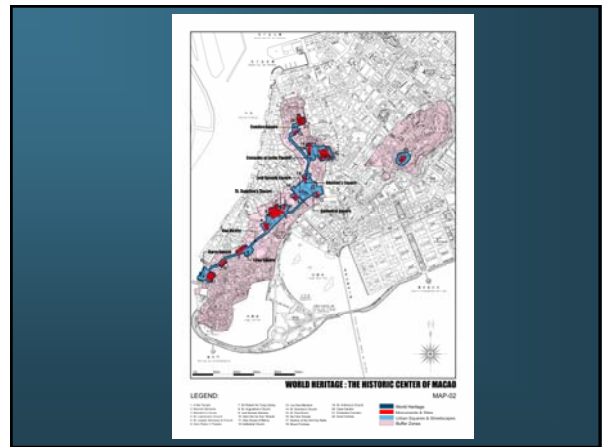
St. Paul's Ruins in the context of Macao Arts Festival



Classic music concert inside St. Joseph Seminary Church



Dance performance & Chinese Opera at Lo Kau Mansion



Selection Criteria – Architectural Integrity

- Historical Significance
- Cultural Significance – Multi-cultural Identity
- Architectural Quality – Authenticity
- Representative Value of the City’s Urban Evolution
- Universal Value as a whole – Human History

Balanced number of Religious, Military and Civil Architectural examples, which were crucial in the City’s urban evolution process of over 450 years and are representative of Macao’s unique multi-cultural identity



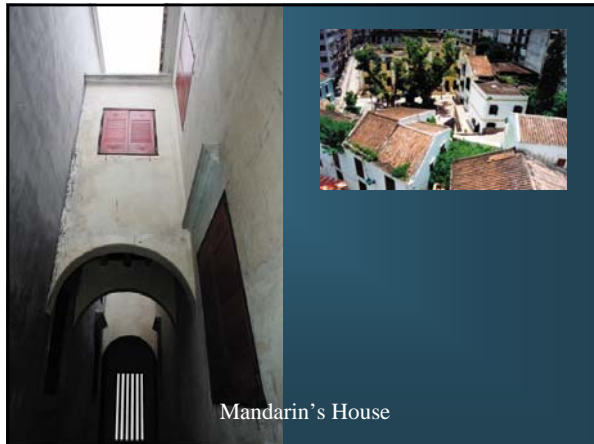
A-Ma Temple



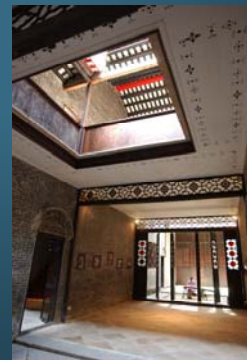
St. Lawrence's Church – Originally established before 1563



St. Lawrence's Church - Interior



Mandarin's House



Lou Kao Mansion – Built in 1889



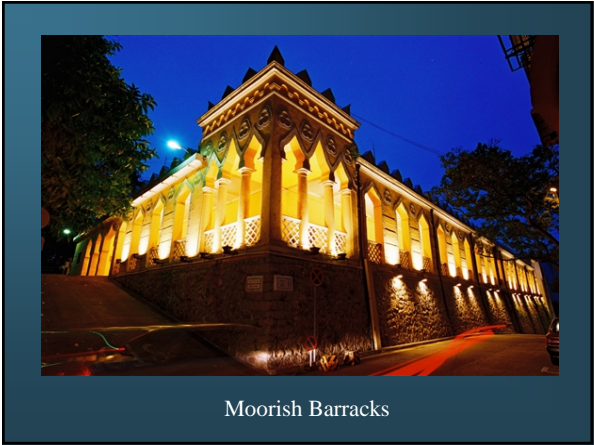
Cathedral Church – Built before 1622



Leal Senado Building



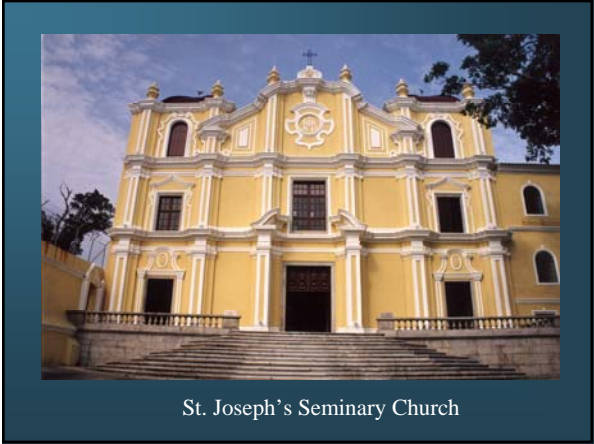
Sam Kai Vui Kun Temple – Built before 1792



Moorish Barracks



Mount Fortress



St. Joseph's Seminary Church



St. Paul's Ruins – General view



Dom Pedro V Theatre – Main Facade



Sir Robert Ho Tung Library – Built in 1894



Holy House of Mercy – General view



Guia Chapel and Guia Lighthouse – Guia Fortress



Protestant Cemetery – Grave of Robert Morrison

