



Press release

JOKE SCHAUVLIEGE

FLEMISH MINISTER FOR ENVIRONMENT, NATURE AND CULTURE

Friday 19 October 2012

Ludodiversity programme wins Flemish Culture Award for Cultural Heritage

Flemish Minister for Culture Joke Schauvliege has handed over the Flemish Community Award for Cultural Heritage 2011-2012 to the Sportimonium in Hofstade for its Ludodiversity programme. The presentation took place during Het Groot Onderhoud, the annual event for the cultural heritage sector organised by FARO, the Flemish Support Centre for Cultural Heritage, in Brussels. The Flemish Culture Award is a great reward for the process which Prof. Dr. Roland Renson has initiated and which has already received recognition from UNESCO as well.

In November 2011, UNESCO decided to enter the 'Programme of cultivating ludodiversity: safeguarding traditional games in Flanders' of the non-profit organisation Sportimonium in Hofstade-Zemst in the Register of Best Safeguarding Practices. It is the first time that this honour is bestowed on a Belgian application. Moreover, the application was the sole best practice to receive congratulations from UNESCO for the exemplary way in which it adapts intangible cultural heritage to contemporary settings.

Ludodiversity refers to the wide diversity in games, ranging from curl bowling to popinjay shooting (vertical and horizontal). During these past decades a lot of research has been conducted into the rich traditional sport and game culture present in Flanders. In 1973, Roland Renson started the research project 'Vlaamse Volkssportdossiers' at KULeuven. In 1980, the 'Vlaamse Volkssportcentrale' was established and in 1988 the 'Confederatie Vlaamse Traditionele Sporten'. This rekindled the interest in the sports heritage and gave it the necessary promotion. Participation was aimed at, among other things through a loan service. Throughout the years an important collection of items and related audiovisual documentation was gathered. This collection was exhibited when the Sport Museum in Hofstade opened its doors in 2004. The documentation centre on traditional sport and game culture was embedded. Since 2006 the traditional games park has offered people the opportunity to also become acquainted with traditional sports outside sport clubs.

Roland Renson, his students, his co-workers and the entire team of the Sportimonium have played and still play a crucial role in safeguarding traditional sports and games in Flanders. They act as pioneers in dealing with intangible cultural heritage. For four decades the Ludodiversity programme has been putting into practice the principles and methodologies that are laid down in the 2003 UNESCO Convention for the Safeguarding of Intangible Cultural Heritage and were described in the Flemish Vision Paper 'A Policy for Intangible Cultural Heritage in Flanders' in late 2010. Thanks to this well-founded and sustained process, which led to concrete results, the programme currently serves as an important example for the entire sector.

With this laureate the jury wants to give recognition to the vision that is actively promoted by Prof. Dr. Renson. According to the jury "the result is a traditional game culture which is alive, being aware of its

past, present and future. Flemish Minister Joke Schauvliege presents the Flemish Culture Award for Cultural Heritage to the Sportimonium as a cultural golden medal for its many efforts to safeguard the intangible cultural heritage of the sport and game culture in Flanders, now and in the future."

Flemish Minister for Culture Joke Schauvliege: "Both the entry in the UNESCO Register and the international congratulations which the Ludodiversity programme received are a recognition which Sportimonium and the whole team can boast of abroad as well."

Het Groot Onderhoud

On Friday 19 October 2012, actors from the cultural heritage sector gathered at the Royal Flemish Academy of Belgium for Science and the Arts in Brussels for the second edition of Het Groot Onderhoud. This annual sectoral event is organised by FARO, the Flemish Interface Centre for Cultural Heritage. Some 250 heritage workers discussed, during a range of sessions, how they could increasingly valorise their collections in a better and sustainable manner. More information is available at: www.faronet.be

2011-2012 Flanders Culture Awards

A jury of experts honours a person or organisation that has made a remarkable contribution to the Flemish cultural landscape during the past season. The Culture Awards create public awareness of the laureate at a major event in the sector, which generates attention and appreciation for both the sector and the winner.

A cash prize of €12,500 is connected to the award. The Flemish Community set aside €20,000 for the Award for General Cultural Achievement. Each laureate receives the bronze statuette La ultima isla by Philip Aguirre.

More information: www.cultuurprijzen.be and www.vlaanderen.be/cultuurprijzen