



United Nations
Educational, Scientific and
Cultural Organization



Intangible
Cultural
Heritage

Use of the Emblem of the Convention for Safeguarding the Intangible Cultural Heritage under Patronage

PATRONAGE REPORTING FORM

This document is available at the following web address:

<http://www.unesco.org/culture/ich/en/forms/>

1. Name, venue, date and organizer of the activity:

Whitsun Heritage Festival – International Gathering of Intangible Cultural Heritage

4–6th of June, 2022

Hungarian Open Air Museum, Szentendre, Hungary

Directorate of ICH, Hungarian Open Air Museum

2. What is the particular relevance of the activity to purposes and objectives the 2003 Convention and its compliance with the principles of the Convention?

The Whitsun Heritage Festival was held in June, and for its tenth anniversary, after a two-year hiatus due to the COVID situation. On the Sunday and Monday of Pentecost, a parade of the communities of the National Inventory of the Intangible Cultural Heritage of Hungary took place. Forty communities attended the festival this year, with more than five hundred participants, making this year's celebration one of the most successful ever. The event is an extraordinary occasion for visitors to see traditional communities from all over Hungary gathered. Visitors not only had the chance to watch stage performances, but could also directly meet the communities who are caring for their heritage, could create objects with their own hands at the pottery and with egg painters, dance with folk dancers and as well as taste traditional food. The communities welcomed everyone by offering a whole day of craft activities, presentations and exhibitions. Visitors had the opportunity to see how the 'busó' masks are carved, or how lace is made in Hövej, Balatonendréd and Halas, how the furrier embroidery is done in Békés and how wool is embroidered in Nagykunság. They could learn folk dances and songs, and watch a costume show by the Matyó and the Sárköz people. The annual event celebrates cultural diversity – not only of domestic communities, but also of those from abroad. Different communities were invited each year from abroad to participate in the Whitsun Heritage Festival. This year, three traditionalist and folk dance groups from across the border, from Novi Bezdán (Újbezdán) in Croatia, Șamșud (Szilágysámson) in Romania and Veľká Ida (Nagyida) in Slovakia brought to present their own customs together with other communities. On the same occasion, participants celebrated the Day of National Unity. The Whitsun Heritage Festival promotes cooperation and sharing experience between communities and mutual learning about different heritage management practices. The performances allowed communities from different parts of the country to present their crafts, dance and oral traditions. These performances raised awareness of the colourful heritage elements inherited and preserved from ancestors, the importance of passing them on, and disseminated important knowledge and information about them. Participation in the event focused visitors' attention on the importance of the recognition and appreciation of cultural diversity and the importance of heritage to communities and visitors alike. Various media platforms advertised the event, both locally and nationally. The event was also promoted on several websites on the internet, and a number of social media posts have been applied to draw people's attention to the colourful range of programmes offered. Newspaper articles, local and national radio and TV coverage also addressed the event, and outdoor posters were displayed. Our aim was to reach the widest public possible, thus making the Whitsun Heritage Festival and the intangible cultural heritage it represents more visible and popular. The media coverage also contributed to making the intentions and motivation of the celebration and the objectives of the UNESCO Convention clearer.

3. Who were the audiences of the activity? (Please tick the five most relevant)

- ☒ UNESCO network (e.g. commissions, chairs, associated schools, clubs, national committees)
- ☐ Development agent (e.g. Intergovernmental Organizations, UN system)
- ☐ Policy maker (e.g. ministries, parliamentarians, local authorities)
- ☒ Civil Society (e.g. private persons, NGOs, companies)
- ☒ Scientists / researchers / academia
- ☐ Educators / teachers / trainers
- ☒ Youth / students
- ☒ Mass media
- ☐ Specialized media
- ☒ Other (please specify) _____ visitors of the Hungarian Open Air Museum_____

4. **Was there any media coverage for your activity?** (Please specify the number of features)

Type	Local	National	Regional	International
Print		Magyar Hírlap 2022.06.01.(p.13.)	Nógrád Megyei Hírlap 2022.06.08.(p.2.) Tolnai Népújság 2022.06.15. (p.4.)	
Radio		Karc FM Déli News 2022.06.06. Kossuth Rádió, Jó reggelt Magyarország! 2022.06.06.(7:19) Kossuth Rádió Napközben 2022.06.06.(9:14) Civil Rádió 2022.05.31. Manna FM 2022.06.06.		
Television		HírTV News 2022.06.05. (22:44) HírTV News 2022.06.05. (7:19) HírTV News 2022.06.06. (12:30) HírTV News 2022.06.06. (15:19) HírTV News 2022.06.06. (17:20) HírTV News 2022.06.06. (18:52) HírTV News 2022.06.06. (22:42) TV2 Tények 2022.06.05. (18:33) TV2 Tények 2022.06.06. (6:48) TV2 Tények 2022.06.06. (18:32) M1 Ma reggel 2022.06.04. (8:22) DunaTV CsaládBarát 2022.06.03.		
Internet	szentendre.hu 2022.05.30 https://szentendre.hu/punkosdi-	eletforma.hu 2022.05.31 https://eletforma.hu/kul-tour/irany-a-skanzen-busoiarastol-a-magyar-	nool.hu 2022.06.06. https://www.nool.hu/rovidhirek/2022/06/szentendren-iart-a-nograd-	

	oroksegunnep-a-skanzenben/	cirkuszmuveszetig/magyarorszag.hu 2022.06.01. https://www.szeretlekmagyarorszag.hu/programok/keznapos-punkosdi-orokseg-unnep-var-szentendren/ evamagazin.hu 2022.06.02. https://www.evamagazin.hu/vilagom/sok-programmal-var-a-punkosdi-hetvege minimatine.hu 2022.06.02. https://minimatine.hu/gyerekprogramok-a-punkosdi-hetvegere-2022-junius-3-6/ hirtv.hu 2022.06.05. https://hirtv.hu/ahirtvhirei/beran-ferenc-atya-punkosd-unnep-alatt-fontos-a-belso-beke-megtalalasa-2546471 index.hu 2022.06.03. https://index.hu/belfold/2022/06/03/iden-nem-maradnak-el-a-punkosdolesek--valtozatos-programok-lesznek-orszagszerte/ agriatv.hu 2022.06.06 https://www.agriatv.hu/?p=23712 szeretlekmagyarorszag.hu 2022.06.03. https://www.szeretlekmagyarorszag.hu/programok/keznapos-punkosdi-orokseg-unnep-var-szentendren cseppek.hu 2022.05.30. https://cseppek.hu/cikk/18646busojarastol-a-magyar-cirkuszmuveszetig aktivpihenes.hu 2022.05.30. http://www.aktivpihenes.hu/programok/busojarastol-a-magyar-cirkuszmuveszetig/ tollal.hu 2022.05.30. http://tollal.hu/mu/busojarastol-a-magyar-cirkuszmuveszetig kultura.hu 2022.05.30. https://kultura.hu/busojarastol-a-magyar-cirkuszmuveszetig-punkosdi-orokseg-unnep-a-skanzenben/ amiotthonunk.hu 2022.05.30. https://amiotthonunk.hu/busojarastol-a-magyar-cirkuszmuveszetig/ eletforma.hu 2022.05.30. https://eletforma.hu/kul-tour/irany-a-skanzen-busojarastol-a-magyar-cirkuszmuveszetig/ hirstart.hu 2022.06.01. https://m.hirstart.hu/hk/20220531_irany_a_skanzen_busojarastol_a_magyar_cirkuszmuveszetig	tancegyuttes?utm_source=hirstart&nool.hu 2022.06.07. https://www.nool.hu/helyi-kultura/2022/06/a-skanzenben-jartak?utm_source=hirstart&utm_medium=referral&utm_campaign=hiragregator ilovedunakanyar.hu 2022.05.30. https://ilovedunakanyar.hu/programajanlo/busojarastol-a-magyar-cirkuszmuveszetig-punkosdi-orokseg-unnep-a-skanzenben/	
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		hirekma.hu 2022.06.01. https://hirekma.hu/hir/3692448/iran-y-a-skanzeno-busoiarastol-a-magyar-cirkuszmuveszetig.html hirnavigator.hu 2022.06.01. https://hirnavigator.hu/hir/3398368-busoiarastol-a-magyar-cirkuszmuveszetig-punkosdi-orokseg-unnep-a-skanzenben turistamagazin.hu 2022.06.01. https://www.turistamagazin.hu/hir/kulonleges-kirandulohelyek-a-nyar-elso-hetvegejere-programajanlo mokk.skanzen.hu 2022.06.01. https://mokk.skanzen.hu/punkosdi-orokseg-unnep-a-skanzenben skanzen.hu 2022.05.20. http://skanzen.hu/hu/latogatas/programok esemenymenedzser.hu 2022.05.31. https://esemenymenedzser.hu/szabadido-2/item/32573-punkosdi-orokseg-unnep-a-skanzenben-2022-junius-5-6.html szallas.hu 2022.05.31. https://szallas.hu/programok/punkosdi-orokseg-unnep-2022-szentendre-p20181 fesztivalok.hu 2022.05.31. https://fesztivalok.info/events/punkosdi-orokseg-unnep/ glamour.hu 2022.05.31. https://www.glamour.hu/q-eletstilus/hosszu-hetvege-program-glamour-nagykovet/mvlgmme programturizmus.hu 2022.05.31. https://www.programturizmus.hu/helykategoria-unneppek.szentendreisziget.html femcafe.hu 2022.05.31. https://www.femcafe.hu/cikkek/utazas/juniusi-hetvegi-programajanlo		
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5. How many people have been reached approximately through the communication about the activity?

_____350.000_____

6. What was the effect of your activity for the Convention's visibility? (Please tick the two most relevant)

- ☒ The name and linked logo of UNESCO and the 2003 Convention were made visible to new audiences
- ☒ The purposes and objectives of the 2003 Convention were made known to new audiences

- ☒ The achievements of the 2003 Convention were promoted to new audiences
☐ UNESCO's publications (www.unesco.org/publishing) were promoted to new audiences

Please send this questionnaire to the Secretariat of the 2003 Convention, together with, if relevant, the following materials:

Information materials (especially those featuring the name or logo of the Convention for the Safeguarding of the Intangible Cultural Heritage), press clippings, radio recordings, television and video footage, statistics.

LIST OF ATTACHMENTS

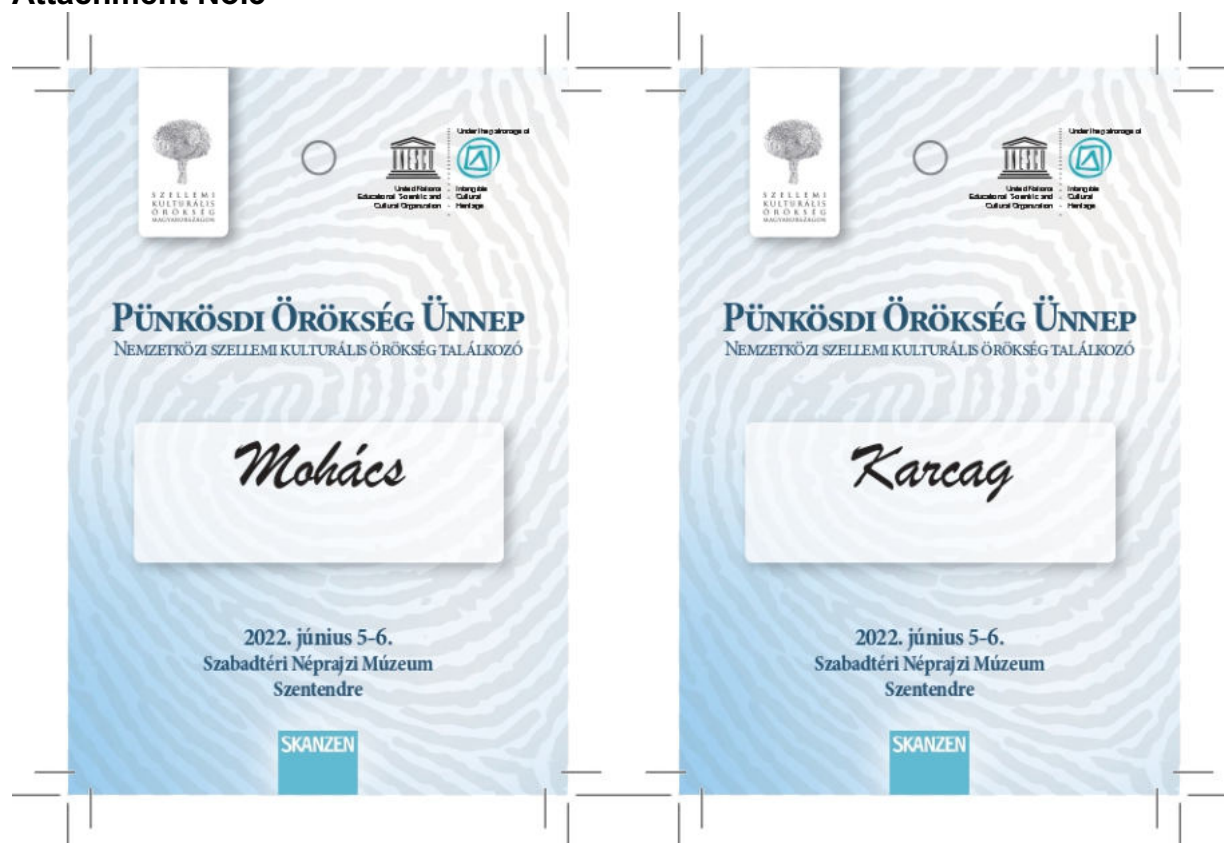
1. Attendance of the event
2. Program guide of the event in Hungarian
3. Name badge, which all participants and organisers received
4. Photos

Attachment No.1

Attendance of the event
Hungarian Open Air Museum
4–6th of June, 2022

	Number of visitors
Sold tickets	3561
Free tickets	2038
Visitors together	5599
Numbers of visitors from abroad (%)	10%

Attachment No.3



Attachment No.4





