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各位部長、各位嘉賓、各位朋友：

各位早安。

香港民政事務局舉辦的亞洲文化合作論壇乃文化界盛事，今年我能參與其盛，實在感到非常榮幸。猶記得今年三月我曾應民政事務局之邀，來港參觀了不少文化藝術設施，從中得悉這個城市既緬懷昔日歲月，也展望未來，並正積極透過文化藝術提升市民的生活質素。上次訪港之行令我感受甚深，所以今次決定故地重遊。

亞洲的文化遺產確實俯拾即是，這裡有各種各樣的傳統和文化，更有不同的民族族羣，既是提供無盡靈感的寶庫，更是我們各自民族身分扎根之所。泰國時刻均留意世事變化，並緊貼最新潮流，但亦不忘致力保育國內的文化和世界遺產，包括素可泰府歷史遺跡公園、大城府歷史遺跡公園和挽昌古物文化村。至於其他獲聯合國教育、科學及文化組織（聯合國教科文組織）列入世界文化遺產預備名單內的古跡，則包括位於烏隆他尼府的朴菩蝙蝠歷史公園、瑪哈達寺、清邁古城、帕儂舍利子佛寺和彼邁府歷史公園。其實，有些非物質文化遺產元素一直潛藏於物質文化遺產內達多個世紀，而我們正為此進行深入研究。著名的水燈節和燭光節便是箇中例子：追源溯始，這兩個節慶早在差不多700年前的素可泰石刻中已有記載。至於皇家御用駁艇遊行和皇室火葬典禮，則已有300多年歷史，兩者均是本國人民和外地遊客所喜愛參與的節慶活動。在文化身分認同快要消失殆盡之際，泰國會致力保存傳統文化，使其與現代世界並存不悖，同時亦會進一步發掘傳統文化的價值，為人民構思創意提供泉源。

Your excellencies, distinguished guests, ladies and gentlemen,

Good morning!

I am truly honoured to be here and to join this prestigious forum held by Hong Kong's Home Affairs Bureau. I remember being invited by the Home Affairs Bureau in March, and being kindly taken to many art and cultural places where I have learned that this city is actively engaging in developing the living of its citizens through the use of arts and culture, with a strong reminiscence of the past while looking forward to the future. I was impressed and therefore determined to be back here.

Asia is indeed a land of cultural heritage. Being filled with diversity of traditions, cultures, and peoples, Asia is a source of endless inspiration and an important root of our identities. Thailand, while being sensitive to changes and modern trends, puts its best effort on preserving its cultural heritage, including its world heritage such as historical parks in Sukhothai, Ayutthaya, and Ban Chiang archaeological site. Other places on UNESCO's world heritage tentative lists include Phu Phra Bat in Udon Thani Province, Phra Mahathat Temple, the ancient city of Chiang Mai, Phra That Phnom Temple, and Phimai Historical Park. The intangible elements which have been contained in the tangible heritage for centuries are now deeply studied, such as the famous Loy Krathong and Candle festival, which date back almost seven hundred years as appeared in Sukhothai stone inscriptions. The Royal Barge Procession and the Royal Cremation Ceremony which date back for more than three centuries are also points of interest for both Thais and foreigners. In the height of the loss of cultural identities, Thailand tries to keep its traditions alive within the modern world and at the same time develops them further as a staple of peoples' creativity.

創新科技發展一日千里，我們現正積極運用數碼技術，把本國的文化更細緻地呈現出來。泰國文化部全力支持打造新的藝術製作平台。我們希望透過提供資金，推動業界利用科技提升創造力，同時重新思考如何才可運用創意展示我國的文化特色。舉例來說，我們現正資助製作的泰國動畫，便穿插了泰國的一些歷史和文化遺產，例子之一是動畫《小戰象》，這是一個講述古時一頭大象驍勇善戰的故事；另外一齣動畫是《羅摩衍那》，故事以泰國傳統壁畫去描述這個印度神話。此外，泰國電影業一向善於利用科技進行製作，為泰國的藝術和文化塑造出獨特的風格。過去數十年來，泰國電影蜚聲國際，究其原因，有部分地方應歸功於泰國電影理事會。該會由我國總理擔任主席，由於他深知電影的威力，因此我們可藉此向數以億計的廣大觀眾推廣泰國的文化和推銷國家的形象。

電腦繪圖技術與文化遺產彼此配合，相輔相成，造就了泰國創意產業蓬勃發展，這從泰國所製作的出色平面廣告和電視廣告中可見一斑。除此之外，我們亦鼓勵使用電腦繪圖技術建造和修復文化遺址，相關例子包括藝術局為先王普密蓬·阿杜德建造的皇家火葬場，以及曼谷新建的文化服務綜合大樓，其中這座服務綜合大樓更有望成為亞洲另一個文化合作樞紐。透過電腦繪圖技術，我們亦可把傳統知識轉化為數碼格式，並存入數據庫，而這個數據庫則有助更新國內眾多文化學習中心（例如分布全國各地、展示逾三十萬件文物的多個國立博物館）的資料，同時支援二維碼和擴增實境碼的使用。國家檔案館和國家圖書館也進行了大規模的改進工作，當中的數碼檔案、電子圖書館和文化數據庫均煥然一新，藏品包括由泰國政府出版和持有版權的刊物。

我們十分鼓勵在製作地區特產和傳統工藝品的過程中，運用科技和加入創新元素，以縮短製作時間和降低成本。全賴文化部轄下的當代藝術文化辦公室和泰國創意設計中心等各方支持，以及皇室所贊助的項目全力配合，現時以傳統人手製作技術出產的傳統工藝品在國內外均大受歡迎。泰國政府現推出了兩個項目，分別名為「泰國文化產品 (C-POT)」計劃和「一鄉一產品 (OTOP)」計劃。根據這兩個計劃，我們特別選出多種精美優質的當地特產用作推銷，從而鼓勵當

In the age of innovation, Thailand is keen on using digital technology for a more elaborate display of culture. The Ministry of Culture is a main supporter of a new platform of arts production. We provide budgets aiming to promote the use of technology as a means to enhance creativity, and to rethink of how our identities could be portrayed creatively. For example, we are supporting the production of Thai animation which uses Thai history and cultural heritage, such as the story of Kankluay, a Thai elephant who bravely fought in the ancient wars, and the story of Ramayana, the Indian mythology which is portrayed in Thai traditional mural paintings. Also, the production technology has long been used in Thai film industry, and contributes greatly to the unique portrayal of Thai arts and culture. The international success of Thai films in the past decades is partly indebted to the Film Board of Thailand, under the chairmanship of the Prime Minister, who sees the great potential of films as a tool to promote cultures and images to billions of viewers.

Technology on computer graphics (CGs), when paired with cultural heritage, has fueled Thailand's creative industry as witnessed from the quality of production for advertisement and TV commercials in Thailand. Also, the use of CGs is encouraged in the construction and restoration of cultural sites, such as the architecture of the royal crematorium for the late King Bhumibol Adulyadej, which was done by Fine Arts Department, including the construction of the new cultural service complex in Bangkok, which is expected to be another cultural cooperation hub of Asia. The use of CGs also helps translating the traditional knowledge into the digital format and database, which also supports the renewal of the cultural learning centres in Thailand, such as the national museums across the country where more than 300 000 artifacts are displayed, as well as the use of QR and AR Code. The National Archives and the National Library have gone through a massive improvement, with an updated version of digital archive, e-library, and cultural database with copyrighted publications by the Thai Government.

We encourage producers of regional products and traditional crafts to use the technology in the production process, and to add the creative touch that helps reducing time and cost. With supports from all sectors, including the Office of Contemporary Art and Culture under the Ministry of Culture, Thailand Cultural and Design Center, or TCDC, and the projects under the royal patronage, traditional crafts that withhold ancient handmade techniques are now in high demand in and outside Thailand. The Thai Government has established the projects called C-POT and OTOP, the local products specially selected for their exquisite beauty and quality, as a means to encourage the locals to preserve their

地民眾保存傳統智慧、保留文化特色，並努力達至經濟獨立。在策略上，我們資助製作的產品均從價值着眼，例如現時在機場內和飛機上售賣的泰國傳統藝術品和手工藝品。文化部亦鼓勵那些在藝術方面會大有作為的城市加入聯合國教科文組織的創意城市網絡，但最重要的是，這些城市的工藝技術有助我們增加文化資本，以及推動創意產業持續發展。

泰國素以具有豐富的傳統文化藝術見稱，而我們現正透過新興的創意產業，把這些傳統文化藝術轉化成資本。文化部現正資助進行有關整理泰國物質和非物質文化遺產的研究項目，以期把這些文化遺產分類收錄在資料庫中，並讓全國人民查閱。這個方法亦有助保存文化遺產，防止他人剝削利用和濫用，進而增強我國的文化資本實力，最終惠及國內從事創意產業的企業家。文化部很清楚本身在加強文化資本方面責無旁貸，並到目前為止，已成功促進泰國的旅遊業和服務業蓬勃發展。此外，過去我們所付出的努力，如今亦得到了不錯的回報，當中在經濟上，創意產業佔泰國本地生產總值的13%，而相關的中小企商人更有多逾35萬名。泰國在多個國際意見調查中亦名列前茅，例如：最受歡迎舉行新年慶祝活動的國家第六名、最佳國家第26名、亞洲旅遊目的地第一名、未來前景最樂觀的國家第五名、全球旅遊目的地第一名、最宜創業國家第一名，以及具有最優秀文化的國家第七名。由此可見，只要我們在文化藝術方面投資有道，不但有利於拓展經濟，更可藉此保存和增潤我們的文化，使文化得以持續發展。

最後，我衷心希望大家不妨嘗試運用創新科技以彰顯各自的文化特色，並要知道科技之所依其實在於文化。世界事物瞬息萬變，我們有幸活在豐富多元的文化環境之中，並擁有多姿多彩的文化特色，因此必須善加發展以造福人類。

多謝各位。

wisdoms, maintain their identities, and be economically independent. The supports include value-oriented strategy, such as Thai traditional art and craft merchandises being sold in airports and on the aircrafts. The Ministry of Culture also prompts cities with artistic potential to join the Creative Cities Network under UNESCO. But most importantly, their craftsmanship will help add up the volume of our cultural capital and the sustainability of our creative industry.

Thailand is known for its rich heritage of arts and culture, and we are turning them into capital in the emerging creative industry. The Ministry of Culture is supporting the research of Thai heritage, both tangible and intangible ones, to be arranged and categorised in the database with equal access for Thais. This method also helps preserve the heritage, prevent the exploitation and abusive use, and in turn enrich the cultural capital which will benefit Thai entrepreneurs in the creative industry. The Ministry of Culture is aware of its duty to enrich cultural capital, and so far it has resulted in the successful development of tourism and service sector in Thailand. Also, our effort has yielded positive results as the creative economy shares 13% of Thailand's GDP, with more than 350 000 small and medium-sized enterprise (SME) entrepreneurs in the field of creative industries. Thailand also placed positively in lists of international surveys, such as number 6 on the list of countries most favoured for new year celebration, number 26 on the list of best countries, number 1 for Asia's tourist destinations, number 5 on the list of countries with optimistic views toward the future, number 1 on the list of global tourist destinations, number 1 on the list of countries to start a business, and number 7 on the list of countries with most outstanding culture. It is obvious that arts and culture, when properly invested, serve not only for the economy, but also act as a tool to preserve and enrich our culture, and thus pave the way to the sustainability of culture.

Lastly, I truly hope that innovations and technologies will be used with an attempt to emphasise our cultural traits, and with awareness that the heart and soul of technology is in fact culture. In the world where we move with fast pace and constant changes, diversity of culture and identities is a blessing to humankind, and thus needs the development which guarantees that this notion shall be put into practice.

Thank you very much!