



## **CALL FOR NOMINATIONS - 2021 Edition**

### **Master of living tradition Program**

#### **Guidelines**

#### **Presentation of the program**

The National Master of living tradition program recognizes outstanding artists and craftspeople who master a practice or technique passed down from generation to generation. It also aims to highlight these Masters on the territory of Quebec through transmission and dissemination actions, spread over a minimum of one year. Three (3) to five (5) Master of living tradition will be selected during the first call for nominations.

This prestigious program, supported by the Ministry of Culture and Communications, represents the implementation in Quebec of the UNESCO Living Human Treasures system already in place in several countries. It will contribute to the development of intangible cultural heritage (also called living heritage). It is managed by the Conseil québécois du patrimoine vivant (CQPV).

#### **Definition of Master of living tradition**

Master of living tradition are people who possess at a high level the knowledge and skills needed to interpret or recreate specific elements of intangible cultural heritage. (UNESCO)

Master of living tradition are bearers of tradition and mediators of living heritage as defined in the Charter of Competencies of the Living Heritage mediators (CQRHC 2011). They are experienced pedagogues, virtuosos or experts in the handling of ancient techniques, and are recognized by their peers. They are both role models in their community and ambassadors for the general public. Their action aims at sustainable development and contributes to education on the cultural demand. (CQPV)

#### **Summary rules and general operation of the program**

The title of Master of Living Traditions is awarded to the same person for an unlimited period, except in the event of serious breaches of the letter of acceptance to be signed by the Master.

This distinction is awarded at an official ceremony. **A \$ 5 000 bursary is awarded to successful applicants**, as recognition of their status. Masters then receive a fee based on the work performed in the program, with the exception of interviews or certain initiatives to document their work. Transport and subsistence costs are the responsibility of the CQPV.

For each of the chosen Masters, an action plan is put in place, which presents the objectives, the description of the projects and a schedule. Upstream, the Master is met in order to evaluate his vision of his practice, his needs, his ideas, his strengths and his challenges, etc. **Throughout the process successful applicants are supported by the CQPV Project manager.**

Briefly, the activities that the selected candidates will be able to provide are : **teaching** (master class, initial and professional training, internships, mentoring), **presentation activities** (shows, exhibitions, conferences, demonstrations, animations, media interviews ). They will also collaborate on **documentation** initiatives (films, audio recordings, articles, inventory, etc.). Depending on the financial partners involved, and selected candidates, an **artistic creation and production** component could complement the initiative. The Masters could thus realize new works. All of these activities will be carried out in collaboration with a wide range of partners throughout Quebec.

The program of activities of each selected candidate will be modulated according to the available budgets, the discipline specific to each and the demand on the Quebec territory.

At the end of the period provided for in the action plan, an evaluation of the program is carried out in order to improve the subsequent experiences.

As an indication and not exhaustive, the disciplines that can be envisaged within the framework of this program are for example:

- Oral traditions (storytelling, legends, etc.)
- Performing arts (diatonic accordion, traditional violin, stepdancing, dance, call, etc.)
- Social practices, rituals and festive events (Inuit throat singing, etc.)
- Knowledge and practices concerning nature and the universe (herbalism, traditional medicines, indigenous knowledge, hunting, fishing, etc.)
- Knowledge and know-how related to traditional crafts (textile art, arrow sash, forge, bark canoe, snowshoes, etc.)

## Objectives of the program

The "label" Master of living tradition thus allows a prestige enhancement for artists and craftsmen. In addition to this official designation of Master of living tradition, this program promotes atypical collaborations between Masters and various cultural venues or spaces, presenting spaces, libraries, media companies, educational institutions, health institutions and more. The fundamental objective remains to increase the visibility and the presentation of living heritage and its various cultural elements.

The specific objectives related to this program are:

- Recognize masters of exemplary oral tradition;
- Increase the dissemination and influence of the oral tradition culture by promoting a professional, dynamic, prestigious and innovative image of the disciplines concerned;

- Allow a training offer for several under-represented disciplines in the educational spectrum in Quebec;
- Promote citizens' access to their own cultural heritage in various regions of Quebec;
- Produce and disseminate documentation on particular practices very well mastered;
- Provide interesting content to the media to increase the visibility of the sector of intervention.

## **Selection criteria and skills of the candidate**

Candidates will be selected based on the following criteria :

- Excellence in the application of traditional knowledge and skills ;
- Ability to transmit knowledge and skills (teaching skills) ;
- The candidate's ability to publicly present their knowledge and expertise in various dissemination contexts ;
- The commitment of the individual and his / her availability to provide services over the period foreseen by the program ;
- The relative scarcity of educational offerings across Quebec and the world of the cultural element concerned ;
- The high degree of specificity related to the territory of Québec or the relevance of active safeguarding of the cultural element concerned ;
- The availability of the candidate to document his practice ;
- Asset: demonstrate interest in creating new works.

The program targets practices passed down from generation to generation that meet the definition of "intangible heritage" in the Quebec Cultural Heritage Act: "know-how, knowledge, expressions, practices and representations transmitted from generation in perpetuity and recreated permanently, in conjunction, where appropriate, with the objects and cultural spaces associated with them, which a community or group recognizes as part of its cultural heritage and whose knowledge, preservation, transmission or enhancement is of public interest ". The program is for living heritage mediators as defined in the Living Heritage Mediator's Charter (CQRHC 2011).

Recognition as a Master of living tradition can be attributed exclusively to an individual. Businesses, NPOs and other organizations or corporations are not eligible. Posthumous nominations or recognitions will not be considered either.

The candidate must be over 18 years of age, be a Canadian citizen or permanent resident and reside in the province of Quebec.

First Nations and Inuit applicants are encouraged to apply.

## Calendar

- Launch of the call for nomination: January 15, 2021
- Deadline for receipt of applications: March 15, 2021
- Jury : April 2021
- Announcement to successful candidates: April 2021

## Presentation file

Applicants must provide the following documents :

- [Application form](#) (online)
- Curriculum vitae (Maximum 5 pages - PDF or Word document)
- Photos (maximum of 10 - 5 MB per photo)
- Link to videos (Youtube, Vimeo, etc.)
- Portfolio and / or press kit (PDF or Word document - Maximum 5 files of 10 MB)
- Letters of recommendation or proof of recognition by third parties (PDF document - maximum of 5)
- Any other document relevant to the analysis of the file (PDF document - maximum 3 files of 1 MB)

## Jury

A jury composed of peers, representatives of cultural organizations and professionals from public institutions will have the mandate to analyze the application files and select the Master of living tradition.

The CQPV project manager acts as a facilitator on the jury.

## Rights and obligations of successful candidates

A contract binds the Master to the CQPV, the terms of which are established after the selection of successful candidates.

## Deadline and application form

Deadline to submit an application: **March 15, 2021**

Applications must be sent to the Conseil québécois du patrimoine vivant by completing the form available at the following address :

[Application Form - Master of living tradition Program](#)

Taking into account the guidelines, the candidate will have to answer three essay questions (in addition to information about the candidate) :

1. Provide a brief description of the candidate's approach and practice in the field of intangible heritage (living heritage) (3,000 characters maximum).

2. Provide the reasons why the candidate should receive the title of Master of living tradition and participate in the CQPV program (refer to the selection criteria and competencies of the candidate, particularly with regard to pedagogy and cultural mediation). (5,000 characters maximum).
3. Referring to the candidate's field experience, present projects or examples of activities that the candidate might wish to complete as part of the Master of living tradition program (3,000 characters maximum).

## For any information contact:

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*The masculine form is used to lighten the text and designates both women and men.*

### Le Conseil québécois du patrimoine vivant

Le Conseil québécois du patrimoine vivant (CQPV) constitue le regroupement national pour le secteur du patrimoine culturel immatériel, reconnu et soutenu par le ministère de la Culture et des Communications (MCC) depuis 1993. Il fédère et rassemble des individus et plus de 100 organismes du domaine des traditions vivantes aux quatre coins du Québec. Son conseil d'administration est formé de spécialistes, de porteurs de tradition, de représentants d'associations et de médiateurs du patrimoine vivant. Le CQPV agit officiellement à titre d'organisation conseil auprès de l'UNESCO dans le cadre de la Convention pour la sauvegarde du patrimoine culturel immatériel

**Le programme des Maîtres de traditions vivantes est soutenu financièrement par le ministère de la Culture et des Communications du Québec.**

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