

## List of Anniversaries in Thailand (1996 - 1997)

**Date** : April 12, 1996

**Name of the Event** : Chiang Mai 700<sup>th</sup> Anniversary Celebration (1296-1996 A.D.)

**Description** :

The City of Chiang Mai traces its roots to the year 1296 when King Mengrai of Ancient Thailand ordered the creation of the city beginning at the foot of the Doi Suthep Temple on April 12, 1296. In about seven hundred (700) years hence, Chiang Mai has managed to flourish on its own accord, with an indigenous culture deeply anchored with time, i.e., having developed its own dialect, native costume, traditional dance, and even its own distinct cuisine.

Despite the steady influx of modernization into this seemingly isolated region, Chiang Mai has held its posture and still retains its natural charm and distinctive culture. Situated some seven hundred and ten (710) kilometers northwest of Bangkok, this fascinating land of mist-shrouded mountain ranges and sprawling fertile valleys lives to its fame as the *Land of Thai Arts and Handicrafts*. In addition, it has retained its prominence as the most livable and the third largest city of Thailand; itself a hub of religious activity with about one thousand and one hundred (1,100) Buddhist temples in and surrounding the city.

Chiang Mai is currently among the world's top historical and cultural cities in terms of culture and development. It reveals unique lifestyles of both the lowland and highland people which are worth researching. Several important factors have contributed to the city's cultural development. Its principle comparative advantage has been the abundance and diversity of its natural resources. Blessed with large expanse of fertile land and managed through the collaboration of researchers, government and community organizations, Chiang Mai has also provided springboard for the development of the cultural context of the natural resource management. This actually confirms the World's and the Region's area where sustainable human development incorporating a cultural dimension.

**Anniversary to be celebrated** : Septicentennial

**Events organized by Thailand** :

1. The issues of stamps and commemorative coins.
2. The Establishment of Arts and Culture Centre.
3. The Restoration of archaeological sites.
4. The 6<sup>th</sup> International Conference on Thai Studies with the Specialization on the city and the people of Chiang Mai
5. The academic seminars and publication of books, posters, pamphlets, newsletters and the production of a video multi-vision presentation of the city of Chiang Mai and its sustainable development.
6. The Fifth CIOFF Asian Folklore Festival in celebration of the 700<sup>th</sup> Founding Anniversary of the city of Chiang Mai.

**Funds allocated to these events by the Royal Thai Government :**

Total allocation not available at the writing in this report.

**Celebration or action expected of UNESCO :**

- 1) Proclamation of June 9, 1996 as a World historical event.
- 2) Invitation issued to UNESCO member countries to publicize the event in their own countries.

**UNESCO's financial contribution :** US\$ 10,000

**Responsible Body for coordinating the Celebrations :**

1. Office of the Permanent Secretary  
The Prime Minister's Office  
Bangkok 10300, Thailand  
Tel. (662) 281 72 21
2. Thailand National Commission for UNESCO  
External Relations Division  
Ministry of Education  
Rajdamnern Avenue  
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