



## Overview

***“There is in the (Golden Triangle) a collection of races diverse in feature, language and customs such as cannot, perhaps, be paralleled in any other part of the world.”***  
- Sir George Scott (1899)

The Golden Triangle, set in the Himalayan foothills where Thailand, Myanmar, and Laos once knew no boundaries, is one of the most culturally rich places on the planet because of the staggering number and diversity of its peoples and cultures, which represent some of the oldest civilizations in the world.

A dramatic terrain marked by rugged, often impenetrable mountains, river valleys, and forests, the Golden Triangle has served over millennia as a cultural and historical crossroads of ancient migrations from the highlands of China and Tibet, trade routes linking India and Mongolia, and passages along the great rivers of Asia—the Irrawaddy, Salween, and Mekong.

Such movement and interchange have given rise to over 135 different ethnic groups and subgroups, who have found refuge in remote hill villages, havens that have effectively safeguarded their individuality. In this way, each group maintains its ancestral lifestyle and unique worldview, revealing distinct features, language, music, customs, spiritual beliefs, dress, and arts.



# Mission and Goals

***“Effort and courage are not enough without purpose and determination”***

## Mission

To honor, preserve, share, sustain, validate, and include the full spectrum of peoples who inhabit this corner of the world.

To create a dynamic, permanent focal point for cultural awareness – educational, artistic, spiritual, environmental - for those who live here and for those who visit.

## Goals

1. **Demonstrate** the incredible scope of the region’s ethnic diversity.
2. **Inspire and Inform** all guests who visit **Cultural Crossroads Asia** – indigenous peoples, Thai citizens, and travelers to Thailand – about traditional lifestyles, practices, and beliefs.
3. **Document, Preserve, and Sustain** these cultures before they change or vanish forever.
4. **Honor** the integrity, wisdom, beauty, and individuality of ancestral cultures, thereby validating traditional peoples in a world that is becoming evermore homogenized. This is critically important when seeking equality and unity among all peoples.
5. **Support** the livelihood and values of traditional groups through their participation: sharing their knowledge of arts, secular practices, sacred rites, and environmental sustainability.



Lo Shi Lisu Children



Lahu Shi Father & Son



Peu Sau Akha Mother & Baby



Mien Bride & Attendants



Hmong Tsai Elder & Child



Pwo Karen Sisters

# Cultural Crossroads Asia Center

## Design 1: San Pa Koi Gallery, Chiang Mai

*“Architecture is the very mirror of life. You only have to cast your eyes on structures to feel the presence of the past, the spirit of a place; they are the reflection of society.”*

— I. M. Pei

Housed in a charming century-old post-colonial style building with Lanna features, set in the San Pa Koi neighborhood in the heart of Chiang Mai, **Cultural Crossroads Asia** will represent a vibrant center of indigenous history, culture, and activity. The property comes with many features that lend itself beautifully to a community hub where the indigenous community and visitors flock.

### 1. **Exhibition Hall**

Charming two-story building

Seven rooms with high ceilings

Veranda overlooking the back garden and future restaurant

Environmental sustainability will be incorporated in renovations (e.g. solar panels)

**Permanent Exhibition Rooms** – Showcasing the diversity of the indigenous peoples

History - Story of journey, community, and power of place

Intangible Heritage - Inner world reflected in outer world

Tangible Heritage – Culture as seen through collections of artifacts

### **Temporary Exhibit Rooms**

In-house collections and researched themed displays that rotate

Visiting displays from outside researchers, collectors, and museums

### **Reception**

Welcoming and informing guests

**Library / Conference Room / Education Center** – for ethnic youth, visitors, researchers

Books, photographs, films, recordings, digital archives

Classroom / Conference Room

Training center for audio-visual documentation in villages

Children’s Corner

### **Gift Shop**

“We-Economy” – Sales will support the center and traditional artisans: 50% / 50%

Handcrafted products made in ethnic villages

Handcrafted products by ethnic youth made in the **Living Legacy Program**

**Office space** (Rent next door)

**Storage space** (Climate controlled)

**Large Car Park** (Located nearby)

### 2. **Garden**

Landscaped garden set behind the center

Small pool leads to the garden

Outdoor seating for guests of the Café/Restaurant

Outdoor Workshops / Demonstrations

### 3. **Café/Restaurant** – Satellite Structure in Garden

Constructed with three stories in bamboo and wood

Inspired by indigenous wisdom, mores, diversity, resilience

Designed with renewable, ethical energy

Serving traditional tribal cuisine, coffee, tea – organic produce grown in the villages

### 4. **Community Space** (held in the Exhibition Hall, Garden, and Restaurant)

Concerts, Presentations, Conferences Demonstrations, Author Lecture Series,

International Films, Storytelling

# San Pa Koi Gallery, Chiang Mai

Chiang Mai, Thailand



# Cultural Crossroads Asia Center

## Design 2: Nacha Art Gallery, Chiang Mai

*“Architecture is the very mirror of life. You only have to cast your eyes on structures to feel the presence of the past, the spirit of a place; they are the reflection of society.”*  
— I. M. Pei

The spacious layout of multi-tiered Nacha Art Gallery, once home to a massive collection of Thai fine art, is ideal to house the **CCA** permanent collections, **CCA** temporary exhibits, visiting exhibits, and series of lectures and demonstrations. Located near the Mae Ping River and the Wararot Market, and abutting the US Consulate, the property comes with many features that lend itself perfectly to a community hub where the indigenous community and visitors will flock.

### 1. **Exhibition Hall**

- Tall, expansive seven-tiered building
- Eight open, spacious spaces with high ceilings
- Environmental sustainability will be incorporated in renovations (e.g., solar panels)

#### **Permanent Exhibition Rooms** – showcasing the diversity of the indigenous peoples

- History - Story of journey, community, and power of place
- Intangible Heritage - Inner world reflected in outer world
- Tangible Heritage – Culture as seen through collections of artifacts

#### **Temporary Exhibit Rooms**

- In-house collections and researched themed displays that rotate
- Visiting displays from outside researchers, collectors, and museums

#### **Reception**

- Welcoming and informing guests

#### **Library / Conference Room / Education Center** – for ethnic youth, visitors, researchers

- Books, photographs, films, recordings, digital archives
- Classroom / Conference Room
- Training center for audio-visual documentation in villages
- Children’s Corner

#### **Gift Shop**

- “We-Economy” – Sales will support the center and traditional artisans: 50% / 50%
- Handcrafted products made in ethnic villages
- Handcrafted products by ethnic youth made in the **Living Legacy Program**

#### **Office space** (Four rooms)

#### **Storage space** (Three rooms, Climate controlled)

### 2. **Guest Rooms - Four furnished en suite bedrooms for visiting guests, scholars)**

### 3. **Rooftop Café/Restaurant – with views of Doi Suthep**

- Inspired by indigenous wisdom, mores, diversity, resilience
- Designed with renewable, ethical energy
- Serving traditional tribal cuisine, coffee, tea – organic produce grown in the villages

### 4. **Community Space** (held in the largest Exhibition Hall)

- Concerts, Presentations, Conferences Demonstrations, Author Lecture Series, International Films, Storytelling

### 5. **Car Park and Delivery Entrance in Rear**

# Nacha Art Gallery Chiang Mai, Thailand



## Possible Designs



**Library / Conference Room**



**Small Pool with Bridge**



**Garden**



**Café/Restaurant**



# Collections

*“When we try to pick out anything by itself,  
we find it hitched to everything else in the universe.”*  
- John Muir

## 1. **Textiles and Jewelry**

Clothing – Displays of indigenous families shown in full attire  
Adornments – Jewelry, bags, baby carriers, ceremonial weaponry  
Textiles of cultural importance – ritual attire, cycles-of-life garments

## 2. **Handcrafts**

Basketry, Textiles, Wood / Bamboo / Rattan Crafts

## 3. **Tools**

Farming, Hunting, Cooking, Cloth Fabrication

## 4. **Musical Instruments**

Secular instruments – Strings, winds, percussion  
Sacred instruments – Percussion

## 5. **Ritual Artifacts**

Ceremonial altars, totems, paraphernalia, objects, cloths, and garments

## 6. **Films**

Ethnographic films – Cycles of Life Rites, Seasonal Ceremonies, Festivals

## 7. **Photos – Visual documentation of the indigenous peoples**

Identity and diversity, Traditional life-style, Landscape, Environmental practices

N.B. The cornerstone collection of the **Cultural Crossroads Asia Center** comes from the comprehensive **Songs of Memory** archives amassed by researcher and documentarian Victoria Vorreiter over two decades, which highlight the music, ceremonies, and cultures of the Karen, Hmong, Lu Mien, Akha, Lahu, and Lisu peoples. As **Cultural Crossroads Asia** develops, further collections of artifacts, textiles, photos, recordings, and films will be added.



# Display Design Strategy

*“Planning is bringing the future into the present so that you can do something about it now.”*

**Cultural Crossroads Asia** will seek to fuse tried-and-true indigenous techniques with state-of-the-art 21<sup>st</sup> Century technology for exhibition designs, including:

1. **Three-Dimensional Models** to display traditional garments and jewelry
2. **Dioramas** to show life-size, digital, and miniature scenes of traditional daily life and rites
3. **Installations** to present large-scale items of cultural importance (e.g. Akha spirit gate, Hmong shaman altar, Mien ritual scrolls, Kayan Lahwi ritual poles.)
4. **Photographs** to illustrate people, activities, and scenes of daily and ceremonial life
5. **Videos and Recordings** with Interactive components to animate rites and scenes of traditional life
6. **Text Panels, Captions, Maps**  
Initially bilingual in English and Thai, with other languages to be added as required
7. **Digital Forms** – Incorporate the newest digital forms used by visitors (audio tours)



Songs of Memory Multi-media Exhibition  
Chiang Mai Arts and Cultural Center  
Chiang Mai, Thailand



# Outreach

*“Serving and attempting to inspire others is a responsibility, not a choice.”*

1. **Sustainable Environmental Initiative** – Supporting indigenous people’s initiatives
2. **Educational Programs** – Classes/workshops for indigenous students and visitors
3. **Concerts** – Scheduled in a series and as special events
4. **Speaker Series** - Indigenous artisans / specialists, cultural experts, ethnologists, academics
5. **Conferences** - Regional and international
6. **Films** - Screenings of films about indigenous peoples around the world
7. **Storytelling** and **Book Fair** – Promoting the stories and history of the region
8. **Demonstrations of Crafts**
9. **Curator Walks**
10. **Food Fair** of traditional indigenous and local cuisine
11. **Collaboration** - With universities and cultural centers in Southeast Asia and abroad



# Partnership with Indigenous Peoples

*“Coming together is a beginning.  
Staying together is progress.  
Working together is success.”*

The **Cultural Crossroads Asia Team** – curators and personnel – will consult with our **Council of Indigenous Leaders and Future Leaders** and visit their communities to:

1. **Learn** what and how the people want **CCA** to reflect their community.
2. **Ask** what stories they would like to tell.
3. **Invite** their participation and local representatives.

Once launched, **CCA** will help support the livelihood and traditions of indigenous peoples.

1. **Staff Members** chosen / trained from different ethnic groups with the idea that CCA will one day be overseen by the indigenous peoples themselves.
2. **Voices of Villagers** must be heard in presentations, conferences, and recordings.
3. **Walks and Talks** for the public and students will be carried out by ethnic guides.
4. **Team of Villagers** will be trained to document traditional customs in their community.
5. **Communities will be helped to** preserve their own historical pieces.



# Foundation and Advisory Bodies

*“Unity is strength. When there is teamwork and collaboration, wonderful things can be achieved.”*

1. **The Cultural Crossroads Asia Foundation** will establish and manage the center efficiently within the framework of the Thai legal system.
2. **The CCA Board of Directors**, with a combined mix of skills and experience in cultural, educational, developmental, and technical areas, will offer guidance in establishing, developing, and managing **Cultural Crossroads Asia**.
3. **A Council of Indigenous Leaders and Future Leaders**, with whom relations have already been built, will ensure that the ‘voice’ of the indigenous people will be followed.
4. **A Fundraising / Public Relations / Marketing Committee** will initiate, organize, and oversee all aspects of the fundraising, PR, and marketing, both direct and on-line. This will involve corporate, philanthropic, and Individuals members.
5. **A Membership Committee** will create a **Database** to invite support and collate the membership at different levels (e.g. individuals, foundations, corporations) and keep them informed on all aspects of Cultural Crossroads Asia.
6. **A Network of Partners** including organizations focused on indigenous history, culture, and issues, are being approached to provide support and advice. These may include:
  - NGOs of Indigenous Peoples
  - Thai Royal Family
  - Chiang Mai University – Regional Center for Science and Sustainable Development
  - Thai Embassy
  - Thai Government (Governor, Mayor)
  - Tourism Authority of Thailand
  - Thai Businesses (Banks, Airlines, Hotels, Entertainment Services)
  - US Embassy (US Ambassador’s Fund)
  - Foundations in Asia, the E.U., and the USA
  - EFEO (École Française d'Extrême-Orient)
  - International Organizations (Rotary, American Chamber of Commerce)
  - Businesses specializing in Technology (Nikon, Canon, Apple)

# Fundraising

***“Giving is not just about making a donation, but also making a difference.”***

Fundraising is key for this exciting initiative to become a reality. It is our hope to engage donors and sponsors in a way that they appreciate the enduring importance of Cultural Crossroads Asia and feel a part of its creation and success.

Donors will receive a Project Proposal Dossier that includes materials about our fundraising strategy:

1. ***Business Plan*** with detailed budget / time frame to establish the CC
2. ***Subsequent Plan and Budget*** for management / staffing of the CC
4. ***Fundraising Plan for Short-Term Sustainability***  
Initial ‘Silent’ campaign (without visible profile)  
Public campaign request for support / membership
5. ***Fundraising Plan for Long-Term Sustainability***  
Endowment Campaign  
Events
5. ***Projection for Fundraising / Revenue*** from  
Ticket sales  
Daily / Monthly subscription to events  
Gift Shop  
Café / Restaurant



Tangyo Woman Offers Donations to Monks

# Marketing and Public Relations

***“Storytelling is the most powerful way to put ideas into the world”***

A key element to the success of the **Cultural Crossroads Asia** projects lies in compelling and sustained marketing and branding campaigns. The following will be necessary:

1. ***Cultural Crossroads Asia Website*** – design and launch in English, later translating into Thai, Chinese, Japanese, French, Spanish, German  
[www.CulturalCrossroadsAsia.org](http://www.CulturalCrossroadsAsia.org)
2. ***Establish a Profile on Media Platforms*** - Facebook, Instagram, X, TikTok
3. ***Marketing Strategy for National and International Visitors***  
Strong brand awareness  
Well-defined core proposition for Tourism Market  
Advertising pamphlets at Tourist information centers, hotels, cafés  
Name Cards / Promo Cards  
Outdoor advertising
4. ***Collaborate with Tourism Organizations*** – National and Regional  
Seek opportunities to be included in their press, PR, and advertising
5. ***Introduce CC to other Museums and Galleries*** – Regional, National, and International
6. ***Introduce CC to Travel Agencies***  
Independent visitors  
Organized groups
7. ***Introduce CC to Travel Guide Books***



Iu Mien Priest Channels P'an Hung's Wisdom for Villagers



# Start-up Budget

*“It takes a village.”*

The start-up budget will include:

1. *Cost of Building Purchase*
2. *Building Operating Fees*
3. *Living Legacy Project Budget (Outreach in the Villages)*
3. *Graphic Designer (Logo / website / branding / style guide)*
4. *Project Manager and Staff fees*



Padaung Girls Threshing the Harvest