

# Pacific Heritage for *What* and *Whom*?

*Reflections on the relationship between custodianship and sustainability*



*Kaivai – Navigational Expert*

\* Art Work by Lingikoni Vaka'uta, 2006

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# Context

- Colonial Legacies & Neo-colonial challenges
- Decontextualized Education & Development
- Western ideas/ definition of cultural heritage and sustainability
- Dichotomization of heritage
- Cultural heritage and natural heritage,
- Intangible and tangible cultural heritage
- A Pacific agenda for Culture and Heritage, Education, Research and SD

# Development & Indigenous peoples

- Dev as progression or movement from one stage to another, or vaguely as progress, implying improvement
- Complexity of definition
- Close association with Economic growth
- Est. 370 mil indigenous ppl in 90+ countries worldwide, 5% of global pop., 15% of the world's extreme poor & “regularly appearing at the bottom of human well-being index ratings” (Cosentino, 2016).

# Culture in the Pacific

- Holistic perspective
- Language/ Ways of life/ Rituals
- Heritage / Rationality/ Engagement with each other /Identity/ memory/practice
- Manulani Meyer : “*We simply see, hear, feel, taste and smell the world differently*” (2001, p.125)
- Problematic of an imposed global north (developed ‘west’ views about culture and heritage and what is important)

# *Heritage* as defined by whom?

- UNESCO as leading definition
- Article 1 – Cultural heritage as monuments, groups of buildings and sites
- Article 2 – Natural features, geological and physiographical formations and natural sites
- For indigenous peoples heritage as inheritance, legacy, treasure
- Cultural and Natural heritage as one
- Custodian = guardian/protector/defender

# Sustainable Development for what?

- *SD - development* that meets the needs of the present without compromising the ability of future generations to meet their own needs (Bruntland Report, 88)
- What does it mean for Pacific Islanders/ People of Oceania?
- Continuity & Survival at the heart of IKS (Thaman, 2002)
- Sustainable Livelihoods & Education Project (SLEP, 2006) “Mo’ui Fakapotopoto” – Learning to live sustainably
- Sustainability & Sustainable Livelihoods/Lives

# Sustainability means ...

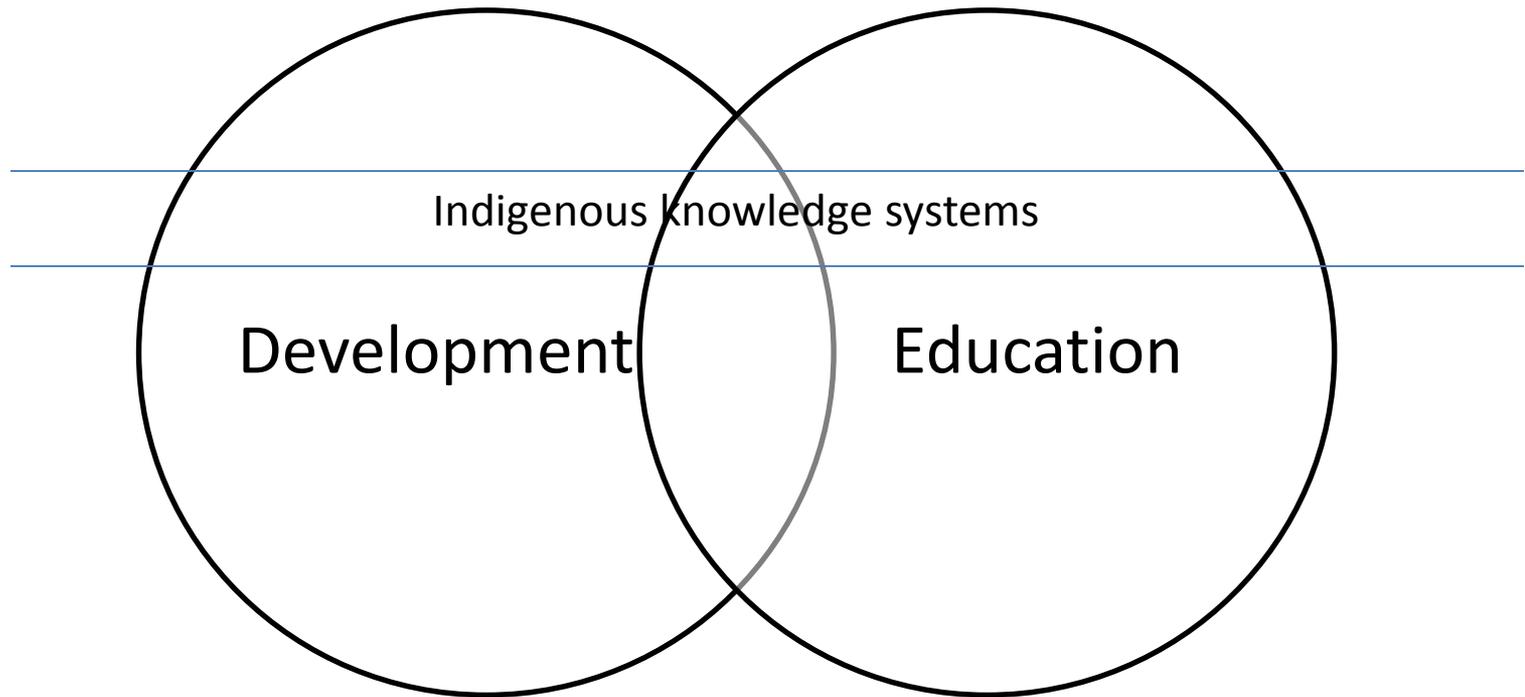
- Life Philosophy/Living well/ in balance/ harmony
- Maintaining relational spaces and connectedness
- E.g. Va Tapuia (Samoa), Veitapui (Tonga), Sautu (Fiji)
- How do we practice these?
- How are they manifested in our customs/rituals/ceremonies/ relationships with the land and sea?
- How are these communicated 'tangibly' through heritage production / heritage arts and practices?

# SDGs



<https://assets.mcc.gov/images/image-102715-un-sdgs.jpg>

# Towards a Pacific people's orientation of heritage



# Pacific Heritage Arts



I Fanlalalian Oral History Project, Chamorro orator/Dance Group, FESTPAC 2016



Cook Island National Dance Group, FESTPAC 2016



Tongan Ngatu



Samoan Fine Mat 'ie toga

# Important Epistemological sites

1. *Functionality:*
2. *Spirituality:*
3. *Social order:*
4. *Gendered spaces:*
5. *Relationships:*
6. *Symbolism (relational to 1 – 5)*



# Appreciation or Appropriation?

The screenshot displays a web browser window with multiple tabs. The active tab shows the website 'fineartamerica.com' with a sub-page for 'Custom Carpets'. The website features a navigation menu with links for 'Shop', 'Coll', 'ABOUT', 'HOME', 'CARPET', 'PORTFOLIO', 'SERVICES', and 'CONTACT US'. The main content area shows a 'Machine-Made Area Rugs' section with a featured rug and a 'Specifications' sidebar. The sidebar lists: 'Carpet: Dye-injected area rug', 'Artist: Dilana', 'Title: Tapa', and 'Size: 4 x 4 metres (13.1 x 13.1 feet)'. Below the rug image are 'Start', 'Prev', and 'Next' buttons. A 'Read Artist Area Carpet PDF' link is also visible. A sidebar on the left lists 'Subjects' including 'Maori'. A Facebook post from 'Tonganow - Online Community for Tongans' is overlaid on the right, dated September 3, with a 'Share' button and 'Top Comments' section. A 'Give Feedback' button is at the bottom right of the Facebook post. The Windows taskbar at the bottom shows various application icons and the system clock indicating 12:34 AM on 9/16/2016.

# IP vs. cultural/ indigenous knowledge



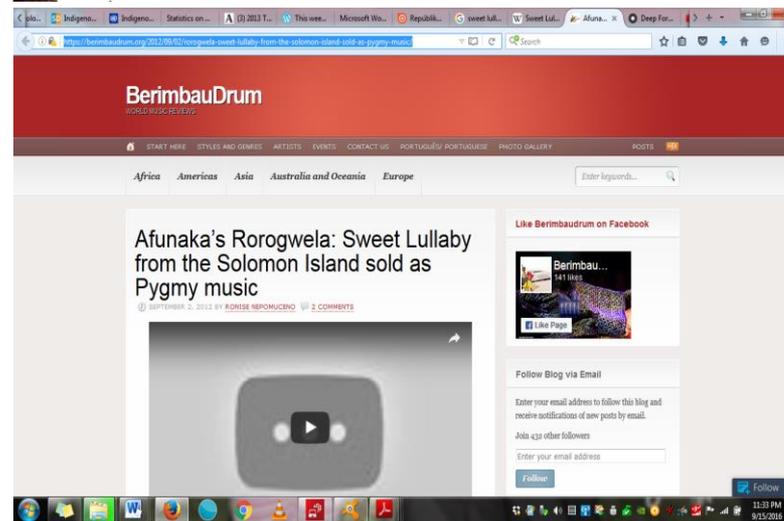
## Case 1. Fiji Airways

At the top are the 15 designs that Air Pacific/Fiji Airways has applied to Trademark. You can see below that the designs have been taken from the whole piece of Tapa/Masi designed by Makereta Matemosi. Makereta is a highly reputable Fijian Masi maker following in the tradition of her ancestors. The motifs that she uses have been passed down to her and are also representative of different provinces in Fiji. She doesn't own those motifs they belong to all Fijians. If Air Pacific/Fiji Airways Trademarks these designs even Makereta will lose the right to use them in her Tapa/Masi making!

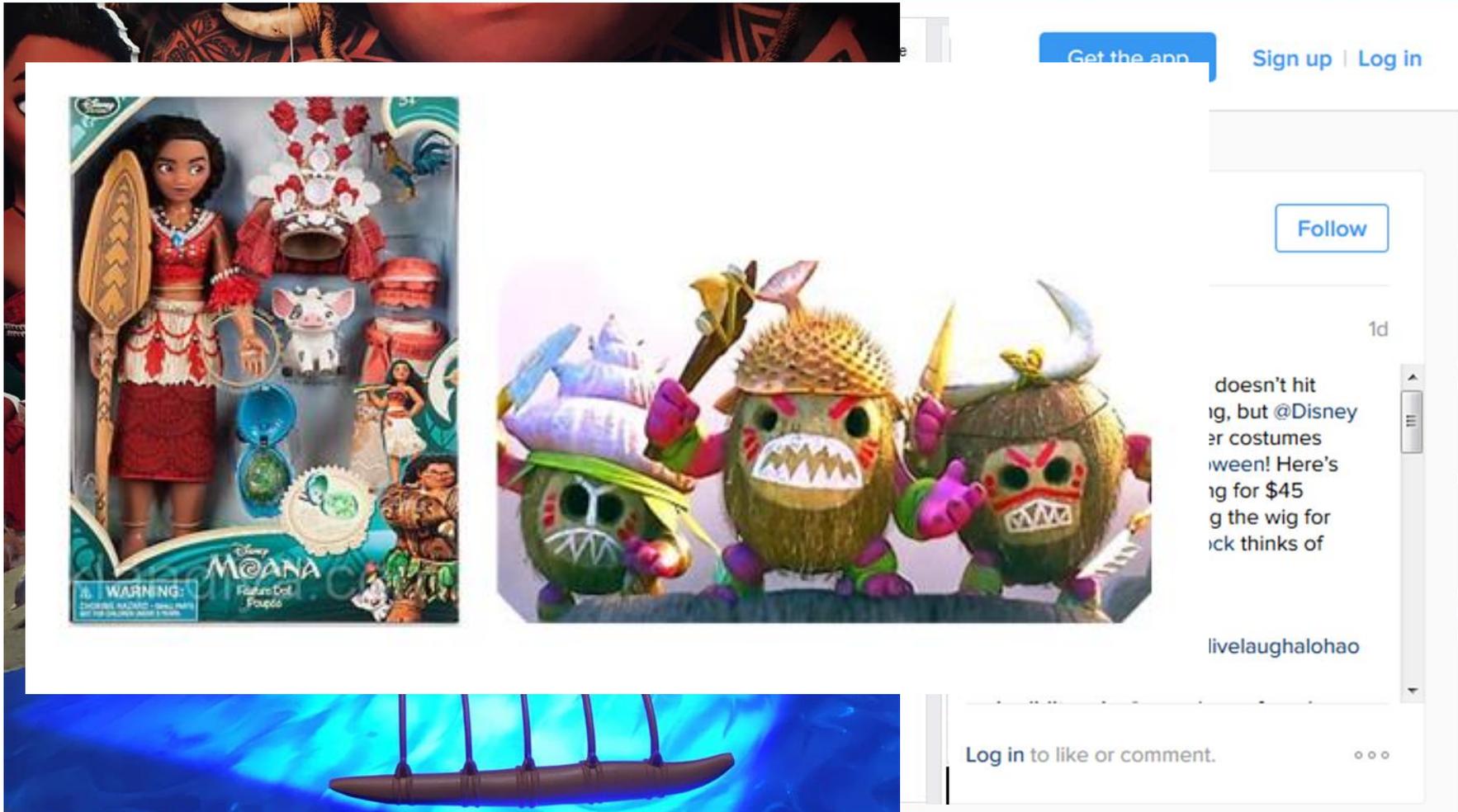
# Case 2. Deep Forest



Deep Forest - Sweet Lullaby (Original Completo)



# Case 3. Disney's Moana



The image is a screenshot of a social media post. On the left, there is a photograph of a Moana figurine set in its packaging, which includes a large Moana figure, a smaller Moana figure, a pig, and other accessories. The packaging has the Disney Moana logo and a warning label. To the right of the figurine is a meme featuring three cartoonish, bearded characters with large, toothy mouths, resembling the 'Tiki' characters from the movie. The meme is overlaid on a background of a tropical island. The social media interface includes a 'Get the app' button, 'Sign up | Log in' links, a 'Follow' button, and a text area with a post caption. The caption reads: 'doesn't hit ig, but @Disney er costumes iween! Here's ig for \$45 g the wig for ick thinks of livelaughalohao'. At the bottom of the post, there is a 'Log in to like or comment.' prompt and a three-dot menu icon. The background of the entire image is a dark blue gradient with a faint image of a boat's outriggers.

Get the app | Sign up | Log in

Follow

1d

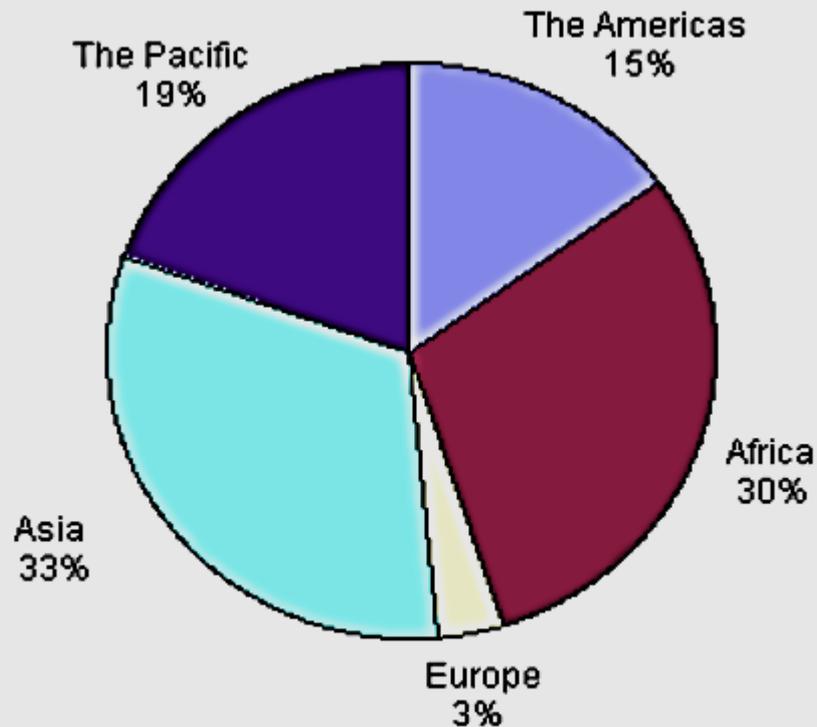
doesn't hit ig, but @Disney er costumes iween! Here's ig for \$45 g the wig for ick thinks of livelaughalohao

Log in to like or comment.

# Valuing Language?

- How do we value Pacific Languages?
- Until recently use of MT in schools punishable
- Are our languages at-risk or endangered?
- An **endangered language** is a **language** that is at risk of falling out of use as its speakers die out or shift to speaking another **language**
- UNESCO (2005). About a third of these are located in the Greater Pacific Area, comprising approximately 1,200 Austronesian languages (principally the Malayo-Polynesian group) and about 800 Papuan languages
- May actually be more languages due to problematic of defining what a language is (Sallabank, 2010)

# Global Snapshot



**Figure 1** The proportion of languages in each continent of the world

(Sallabank 2010, p52)

# Case 4. Language

## Aloha Poke Co Is Really Sorry It Told Native Hawaiians They Couldn't Use 'Aloha Poke'



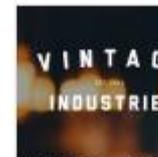
Poke. Sandy Skidng—Toronto Star via Getty Images

By HALLIE DEFRUCK July 21, 2018

A Chicago-based restaurant chain has [apologized](#) for asking Hawaiians to stop using two Hawaiian words...kind of.

Over the weekend a furore broke out when it came to light that the Aloha Poke Co. had sent cease and desist letters to several small businesses operating as some variation of "Aloha Poke," which it owns the trademark for. Many of these businesses are run by native Hawaiians. Aloha Poke Co. is not.

The issue first gained attention when a [video](#) posted on Facebook by Dr



VINTAGE INDUSTRIES  
Lighting, Decor & More  
A lighting, decor & more  
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## Bula! Fiji fights US bar's trademark on a national greeting

29 September 2018



The cafe and bars go big on selling the island vibe

Fiji is fighting back against a company in the US that's trademarked its national greeting "Bula", saying it was "tone-deaf and wrong".

The trademark has been registered by a chain of bars and cafes in Florida which among other things serve kava, a mildly narcotic drink popular across Fiji and other Pacific island nations.

Bula is a common Fijian greeting with a much wider cultural significance.

Fiji says the move amounts to a "blatant case of heritage-highjacking".

"We would never give permission for anyone - particularly someone outside of Fiji looking to profit - to effectively claim ownership of 'bula', a word so deeply-rooted in our national identity that it has become synonymous with Fiji," Attorney-General Aiyaz Sayed-Khaiyum told Radio New Zealand.



- ▶ SPL 1451 Ono Island Project
- ▶ SPL 1495 Sigatoka Ironsands Project
- ▶ SPL 1452 Nadrau Project
- ▶ Sonic Drill Information

Home > Our Projects > SPL 1495 Sigatoka Ironsands

### SPL 1495 Sigatoka Ironsands

#### Overview to date

The Sigatoka Ironsands Project lies within SPL located approximately 80km south of Nadi and SPL1495 covers an area of 2,522.09 hectares an area offshore.

The satellite image below shows the main geoc down-thrown fault block and are underlain by course was initially along the western margin of the large washed sand deposits with the assist currents. Large volumes of sand containing m as is evident in the satellite image.



Destroying our natural environment is ultimately bad for us all. This is not progress. It's a vandalism on our vanua and our future.



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Like



Comment



Share



New Zealand, Maldives, Australia and Papua New Guinea were the first to back at the Paris negotiations in August 2014. Photo: rufuslory.com

In 2015, Parliament accepted a petition and agreed to protect the site but Prime Minister Jacinda Ardern is now leading developments there.

The Ministry of Environment has announced it will explore a potential relocation to the site.

# Positive indicators?

- FESTPAC 2016, Guam held its first Indigenous Languages Conference
- 2016 and 2018 Culture Ministers Meeting commitment to
  - a. developing cultural industries through enhanced funding and development partner support;
  - b. USP Professional Certificate in Heritage Management & BA in Pacific Studies, Heritage and Arts; and, countries to provide scholarships for arts and culture sector studies;
  - c. mainstreaming culture into disaster risk reduction and inc country capacity in this and other areas through South-South cooperation; and
  - d. ratification of the UNESCO cultural conventions relv. to the region, specifically - 2005 Convention on the Protection & Promotion of the Diversity of Cultural Expressions.

# A New Heritage Agenda

- A decolonization agenda
- Anti-colonial response to hegemonic paradigms
- Practice to Praxis
- Practice – the way we do things
- Praxis – informed committed action (critical reflection + action)
- The New Agenda is about contextual place(s), space(s), time(s) and knowledge-bases



# PIKS Cultural Heritage. Sustainability.



**What matters in the pursuit of indigenous Pacific knowledges is that it survives – and survives because it gives us meaning and belonging. Everything else is clutter.**

***T*ui Atua Tupua Tamasese Taisi Efi**

Photo © <http://www.nettyroyal.nl>

Quote Ref: Tui Atua Tupua Tamasese Ta'isi Efi. (2005). Clutter in Indigenous Knowledge, Research and History: A Samoan Perspective, *Social Policy Journal of New Zealand* 25, 61–69.

The Pacific future we seek is one in which we grow a movement of Pacific Island thinkers, researchers, leaders – agents of change who will hold the vanua/ fanua/ fonua/ fenua/ whenua firmly and safely in their care and of allies and partners who will help us to achieve the core goal of sustainability for all.



L. Vaka'uta, 1999 *Pukepuke 'a Fonua*