



7 TREASURES OF THE CULTURAL HERITAGE OF THE STATE OF COLIMA (MEXICO)

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The International Bureau of Cultural Capitals

Ronda Universitat, 7

E-08007 Barcelona

+34-934123294

info@ibocc.org

www.ibocc.org

WORLD HERITAGE CULTURAL TREASURES

The International Bureau of Cultural Capitals has developed a special project that establishes a list of the most representative local cultural "treasures" to be considered as "World Heritage Cultural Treasures."

The purpose of this endeavor is to select, promote and communicate the cultural heritage of a given territory, in order to promote local culture and tourism in an innovating way. This initiative also aims at establishing new touristic routes that engage visitors in learning about the rich cultural heritage of a place with an entertaining educational focus, while promoting local participation.

A "territory" is defined as a place where political, geographical, administrative and/or historical coherence coexist. Therefore, for this purpose, cities, regions, provinces, states, nations, etc. are considered territories.

Campaigns to gather the list of potential "World Heritage Cultural Treasures" developed by the International Bureau of Cultural Capitals have driven strong local participation, as well as national and international media impact.

Any "territory" should contact the International Bureau of Cultural Capitals via email in order to participate in the "World Heritage Cultural Treasure" initiative.



In order to select the cultural treasures of a territory, a three-fold campaign takes place.

First, local citizens have the opportunity to submit a particular "treasure" as contender to the local World Heritage Cultural Treasure list. During the second phase, all potential treasures undergo a selection through a local voting system. The third and final phase after local treasures have been selected encourages the promotion of local treasures at both national and international levels.

The following is information of 7 Treasures of the Cultural Heritage of the State of Colima (Mexico) and previous campaigns to promote local "World Heritage Cultural Treasures" undertaken around the World. Each territory highlights its seven selected treasures. Also in this paper, a photograph of a selected treasure is included, as well as a picture of government officials holding the certificate of each of the seven local "World Heritage Cultural Treasures."

Xavier Tudela
President
The International Bureau of Cultural Capitals

**LA PETATERA, THE CELEBRATION OF THE CHAYACATES OF IXTLAHUACAN,
THE MUNICIPALITY OF COMALA, THE SALT MINES OF CUYUTLAN,
THE HIDALGO THEATRE,
THE FOLKLORE BALLET OF THE UNIVERSITY OF COLIMA AND THE COLIMA
VOLCANOES SCENERY ELECTED BY CITIZENS
VOTING AS THE
7 TREASURES OF THE CULTURAL HERITAGE OF THE MEXICAN STATE OF COLIMA**

The citizens of the Mexican State of Colima have chosen the 7 treasures of the Cultural Heritage of their state through a citizens vote in which 23,476 votes have been issued. A total of 42 nominations had aspired to become Cultural Treasure of the State of Colima.

The 7 elements chosen were La Petatera, the celebration of the Chayacates of Ixtlahuacan, the municipality of Comala, the salt mines of Cuyutlan, the Hidalgo Theater, the folklore ballet of the University of Colima and the landscape of the Colima volcanoes. These 7 candidates elected as Treasure of the Cultural Heritage of the State of Colima will be incorporated in the Representative List of the World's Cultural Heritage of the International Bureau of Cultural Capitals. In this same document, other International elements are listed which are part of the List, having been incorporated always on the base of citizens voting.

The Government of the State of Colima and the International Bureau of Cultural Capitals have promoted the election campaign of the 7 Treasures of the Cultural Heritage of the State of Colima coinciding with the designation of the State as American Capital of Culture 2014.

This campaign's objective is to promote and disseminate information about the cultural heritage of the State of Colima in an educational, pedagogical, entertaining and motivating way as well as to motivate visits to the selected and elected places. It also aims at establishing new tourist routes which will allow visitors to learn about the rich heritage of the State of Colima, at the same time citizens participation will be promoted.



Rubén Pérez, Secretary (Minister) of Culture of the State of Colima; Xavier Tudela, President of the International Bureau of Cultural Capitals; Mario Anguiano, Governor of the State of Colima, and Antonio Crestani, Director General of Cultural Linking of the National Council for Culture and the Arts (CONACULTA), equivalent to the Federal Ministry of Culture of Mexico, during the act of appointment of the State of Colima as American Capital of Culture 2014, held on the 13th of April 2013

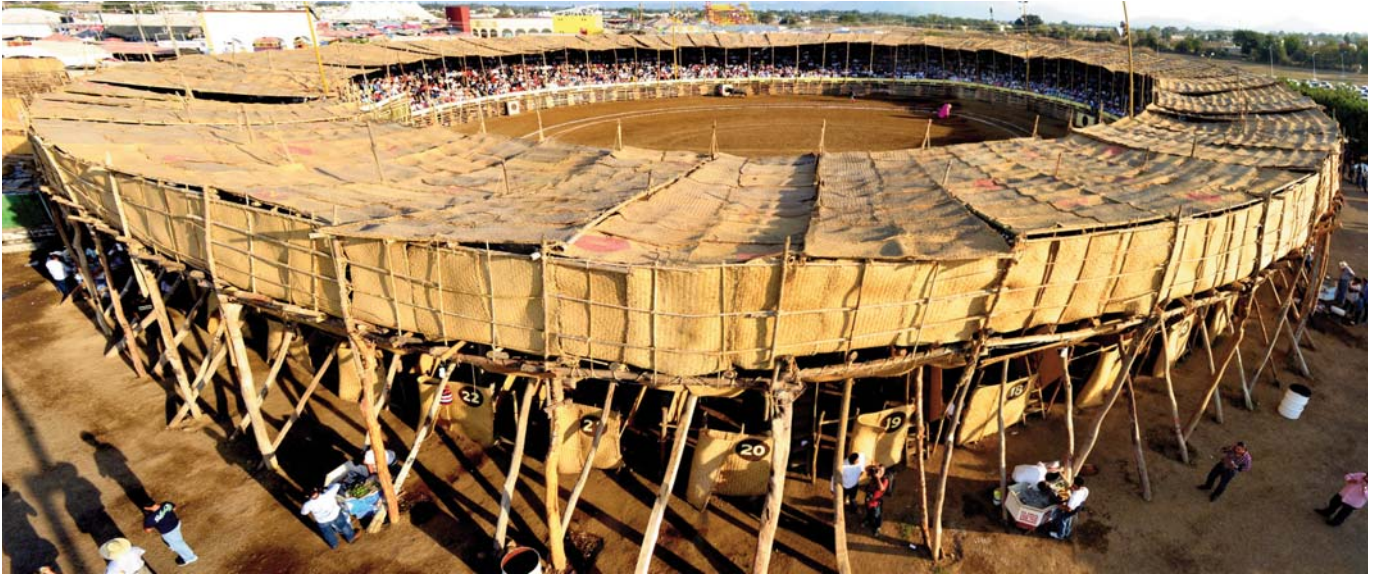
42 NOMINATIONS HAVE ASPIRED TO BECOME ONE OF THE 7 TREASURES OF THE CULTURAL HERITAGE OF THE STATE OF COLIMA (MEXICO). THEY ARE THE FOLLOWING, IN ALPHABETICAL ORDER:

- 1) Colima's Rangel-style craftsmanship and Furniture
- 2) Folkloric Ballet of the University of Colima
- 3) Colima's typical drinks such as the tuba, the bate, the tejuino and the ponche
- 4) Embroiderers of Zacualpan
- 5) Pedro A. Galvan Road
- 6) Royal Road of Colima
- 7) Cathedral of Colima
- 8) Celebration of the Chayacates of Ixtlahuacan
- 9) Historic Centre of Colima Capital
- 10) Municipality of Comala
- 11) Historic Centre of Tecoman
- 12) Pre-Hispanic Colima ceramics
- 13) "Los Morenos" dance
- 14) Punta de Campos lighthouse
- 15) All Saints fair
- 16) Feast of Candlemas of Tecoman
- 17) Feast of Our Lady of Guadalupe
- 18) Religious and popular feast in honour of Our Lord of the Expiry of the Rancho de Villa
- 19) Regional Speaks of Colima or "Colimotismos"
- 20) Noguerras ranch
- 21) Hadas Golf Resort & Marina
- 22) Traditional bread making
- 23) Garden in the historic centre of Villa de Alvarez
- 24) Traditional Mariachi
- 25) Masks of Suchitlan
- 26) Monument to King Coliman.
- 27) Museum of Caxitlan
- 28) Landscape of palm trees and its culture
- 29) Landscape of the Colima volcanoes
- 30) "Paspaques" of Suchitlan
- 31) Traditional pastorals
- 32) Pre-Hispanic Colimo dogs
- 33) "Petatera" of Villa de Alvarez
- 34) Piedra Lisa of Colima Capital
- 35) Historic bridges of Colima
- 36) Port of Manzanillo
- 37) El Chanal ruins
- 38) La Campana ruins
- 39) Cuyutlan salt mines
- 40) Salto and its Cascade Nights (Minatitlan)
- 41) Tecoman Iguana Sound
- 42) Hidalgo Theatre of Colima

LA PETATERA OF VILLA DE ALVAREZ

With a history of more than 150 years, La Petatera is a bullring which was built in Villa de Alvarez, one of the ten municipalities of the State of Colima, with a very special technique using wood, ropes and mats (petates). Each piece has a number and is part of a structure perfectly located between tradition and modernity.

The most salient features of La Petatera are that it was designed for 4,500 people but has housed up to 10,000. It has a radius of approximately 60 metres. Its structure is composed of more than 1,000 individual parts and can withstand a seismic event. It is mounted and removed each year.



CELEBRATION OF THE CHAYACATES OF IXTLAHUACAN

Having deep indigenous influence, this remarkable festivity is a product of the syncretism of the evangelizing faith of the Spanish colonizers and the pre-Hispanic fertility ceremonies. A combination of popular theatre, mystical ceremony, evangelizing pastorel-play and ritual dance of clear mysticism linked to the cycles of agricultural production.



COMALA

The municipality of Comala, declared Area of Historical Monuments by presidential decree in 1988, includes some outstanding buildings, such as the parish church of San Miguel, the portals of Comala, the municipal presidency, etc. In a privileged place of the Main Garden there is a sculpture dedicated to the writer Juan Rulfo (1917-1986).



THE CUYUTLAN SALT MINES

At present, the salt is extracted with methods inherited from pre-Hispanic times by salt miners in the Cuyutlan Lagoon, located on the northeast coast of Colima. The extraction is done by solar drying, to which only a few innovations have been incorporated, relating to the hygiene especially. The process consists in manually making small dams, with the same material of the lagoon's soil. This is where the salt is collected, with manual tools such as hoes and brushes.



HIDALGO THEATRE OF COLIMA

This theatre's construction started in 1871, a process that lasted several decades. It was opened on 15 September 1883. The Neo-Gothic style building was begun under the direction and creation of Lucio Uribe. The Hidalgo Theatre is considered to be one of the most beautiful in the country, after a great building process between 2004 and 2007 was undertaken in order to culminate the theatre's edification. It is also the most important cultural forum of the State of Colima..



FOLKLORE BALLET OF THE UNIVERSIDAD OF COLIMA

Founded by the choreographer and sculptor Rafael Zamarripa Castañeda, this group was officially presented in July 1983. As of that date, and for 28 consecutive years, it has made more than 35 national and international tours representing Colima and Mexico.



COLIMA VOLCANOES SCENERY

The volcanoes are one of the most representative landscapes of the State of Colima. One active, the so-called Fire (De Fuego), and another inactive, the Nevado de Colima, they seem to be twins from the distance and provide a unique natural spectacle in the world. These volcanoes have a lasting impact on the character of the people of Colima and remain as a source of literary, artistic and cultural inspiration.



Geographical location of the State of Colima (Mexico)



Asunción (Paraguay)

1. Palace of the López
2. Pantheon of Heroes
3. Town Council
4. Cathedral
5. Hotel Guarani
6. Ignacio A. Pane Municipal Theatre
7. Church of the Holy Trinity



Palace of the López



Act of awarding accreditation diplomas to the representatives of the 7 Treasures of the Cultural Heritage of Asunción, chaired by the Intendant (Mayor) of Asunción, María Evangelista Troche de Gallegos, Director General of Culture and Tourism of the Municipality of Asunción, Fernando Pistilli, and the Deputy Minister for Cult of the Paraguay's Education and Culture Ministry, Hugo Brítez

Badalona (Spain)

1. Monastery of St. Jerome of Murtra
2. Roman City of Baetulo
3. Catamaran Sailing
4. Anis del Mono Distillery
5. La Rambla Boulevard
6. Historic site of Dalt la Vila
7. Giants Anastasi and Maria



Monastery of St. Jerome of Murtra



Act of awarding the certifying diplomas to the representatives of the 7 Treasures of the Cultural Heritage of Badalona, held at the Monastery of Sant Jeroni de la Murtra, with the participation of the Councillor for Culture and Cultural Heritage of the Badalona City Council, Mateu Chalmeta

Barcelona (Spain)

1. Expiatory temple of the Holy Family or Sagrada Familia
2. Santa Maria del Mar Church
3. Palace of Catalan Music
4. Milà House, aka. "Casa de la Pedrera"
5. The Great Lyceum Theatre
6. Batlló House
7. Agbar Tower



The Great Lyceum Theatre



Ceremony of awarding the diplomas to the representatives of the treasures of Barcelona, an act held inside the Expiatory Temple of Sagrada Familia, in the presence of the current mayor of Barcelona, Xavier Trias, and several councillors of the Barcelona City Council

Brasilia (Brazil)

1. Brasilia Cathedral
2. National Congress
3. Alvorada Palace
4. Planalto Palace
5. Good Will Temple
6. Temple of Dom Bosco
7. JK (Juscelino Kubischek) Bridge



Brasilia Cathedral



Ceremony of awarding diplomas to the representatives of the treasures of Brasilia, held in the Good Will Temple, in the presence of Silvestre Gorgulho, State Secretary of Culture of the Federal District, and federal deputies and senators of Brazil

Catalonia (Spain)

1. Expiatory temple of the Holy Family or Sagrada Familia in Barcelona
2. Monumental Complex of the Seu Vella Hill in Lleida
3. Archaeological Ensemble of Tarraco
4. Historic Centre of Vic
5. Girona Cathedral
6. Monastery of St. Michael of Cuixa
7. Cooperative Wine Cellars of Gandesa



Expiatory temple of the Holy Family or Sagrada Familia in Barcelona



Ceremony of awarding the diploma to the Monumental Ensemble of the Old Cathedral Hill of Lleida, in the presence of the City Mayor, Àngel Ros, and other authorities

Madrid (Spain)

1. Monastery and Royal Residence of San Lorenzo del Escorial
2. Royal Palace in Madrid
3. University and Historic Precinct of Alcalá de Henares
4. Main Square in Chinchón
5. El Prado Museum
6. Aranjuez Cultural Landscape
7. Main Square in Madrid



Monastery and Royal Residence of San Lorenzo del Escorial



Ceremony of awarding, at the Community of Madrid Presidency, the diplomas to the representatives of the Madrid treasures in the presence of the Councillor of Cultura of this Autonomous Community, Santiago Fisas

Nizhny Novgorod (Russia)

1. Cultural Landscape of the descent to the Volga
2. Blagoveschensky (Annunciation) monastery complex
3. Rozhdestvenskaya Soboro-Bogoroditskaya (of Our Lady's Nativity and Convocation) Church, also known as Stroganov's
4. The citadel of Nizhny Novgorod ("Kremlin". The walls and ramparts)
5. "Garantia" and "Titanic" Buildings
6. Trade Fair Palace
7. St. Alexander Nevsky's Cathedral



St. Alexander Nevsky's Cathedral



Ceremony of awarding the diplomas to the representatives of the treasures of Nizhny Novgorod, in presence of the Governor of this Russian Region, Valery Shantsev. The act took place in the hall of the Council of Ministers of the Nizhny Novgorod government

Quito (Ecuador)

1. Railway Station Eloy Alfaro of Chimbacalle
2. Church La Compañía de Jesús
3. Church of San Francisco
4. Basilica of the National Vow
5. Church of Our Lady of El Quinche
6. Independence Square
7. Statue of the Virgin of Panecillo



Railway Station Eloy Alfaro of Chimbacalle



Augusto Barrera, Mayor of the Metropolitan District of Quito, and Xavier Tudela, President of the International Bureau of Cultural Capitals, with the representatives of the items chosen as Treasures of the Cultural Heritage of Quito. The ceremony took place in the Church of the Society of Jesus

Santo Domingo (Dominican Republic)

1. Alcázar de Colón or Columbus Alcazar
2. Cathedral
3. Ozama Fortress
4. Museum of the Royal Houses
5. Botanical Garden
6. Pier
7. Fine Arts Palace



Alcázar de Colón or Columbus Alcazar



Ceremony of awarding the certifying diplomas of the 7 treasures of Santo Domingo, held in the National Theatre of the Dominican Republic. José Bobadilla, Director of the Ozama Fortress; Ana Yee de Cury, Directress of the Museum of the Royal Houses; Nicolás de Jesús López Rodríguez, Cardinal Archbishop of Santo Domingo; Xavier Tudela, President of the International Bureau of Cultural Capitals; Bernarda Jorge, Vice-minister of Creativity and People's Participation; José Rafael Lantigua, Minister of Culture of the Dominican Republic; Alexandra Izquierdo, Deputy Mayor of the National District of Santo Domingo; Ricardo García, Director of the National Botanic Garden; Eva Camilo, Directress of the Columbus Alcázar, and Franklin Domínguez, Director General of Fine Arts

São Luís (Brazil)

1. Tiling
2. Convent of the Mercy
3. Cathedral
4. Palace of the Lions
5. Gonçalves Dias Square
6. Portugal Street
7. Arthur Azevedo Theatre



Palace of the Lions



Ceremony of awarding the certifying diplomas of the 7 treasures of São Luís, held in the Arthur Azevedo Theatre, under the presidency of the Prefect (Mayor) of this city, João Castelo

Sarajevo (Bosnia & Herzegovina)

1. Old Town of Sarajevo (Bascarsija)
2. Begova Mosque complex
3. Hadzi Sinan's house
4. Careva Mosque complex
5. National Library
6. Ali-Pasha's Mosque
7. Old Orthodox Church



Ali-Pasha's Mosque



Old Town of Sarajevo (Bascarsija)

The International Bureau of Cultural Capitals (IBOCC)

The International Bureau of Cultural Capitals has its origins in 1998 when it launched the cultural capital of the American continent, with the name of the American Capital of Culture (www.cac-acc.org).

Over time, the Bureau has created and is also developing the Capital of Catalan Culture (since 2004, having the entire Catalan language ambit as its area of activity, which covers four states in Europe), and the Brazilian Capital of Culture (since 2006, being directed to the entire Federal Republic of Brazil, the fifth country in the world by its population and extension).

In addition to the cultural capitals, the Bureau has also been developing international campaigns to promote culture and heritage with great citizen participation. To date there have been a total of 21 promotional campaigns in the following areas:

· **Material Cultural Heritage:**

Asuncion (Paraguay)
Badalona (Spain)
Barcelona (Spain)
Brasilia (Brazil)
Catalonia (Spain)
Madrid (Spain)
Nizhny Novgorod (Russia)
Quito (Ecuador)
Santo Domingo (Dominican Republic)
São Luís (Brazil)
Sarajevo (Bosnia&Herzegovina)

· **Non-Material Cultural Heritage:**

Catalonia
Andorra
Spain

· **Material and Non-Material Cultural Heritage:**

State of Colima (Mexico)

· **Great Persons of Humanity:**

Europe
Latin America

· **Sport Heritage of Humanity:**

Argentina
Brazil
Mexico
Ecuador

Official channels TV of The American Capital of Culture



ANTENA 3
INTERNACIONAL

