



# The Oma of Laos: Piloting a Model for Traditional Textile Design Protection

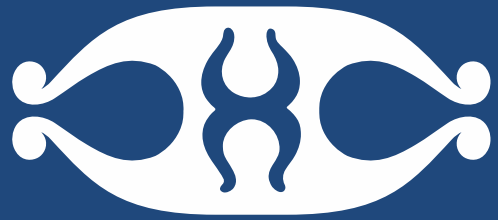
TARA GUJADHUR

24 SEPTEMBER 2021

VIRTUAL REGIONAL SEMINAR ON COPYRIGHT AND TRADITIONAL  
CULTURAL EXPRESSIONS



**TRADITIONAL ARTS  
& ETHNOLOGY CENTRE**



# TRADITIONAL ARTS & ETHNOLOGY CENTRE

Luang Prabang, Lao PDR

Museum



Artisan training



Research



Craft shops



Cultural events



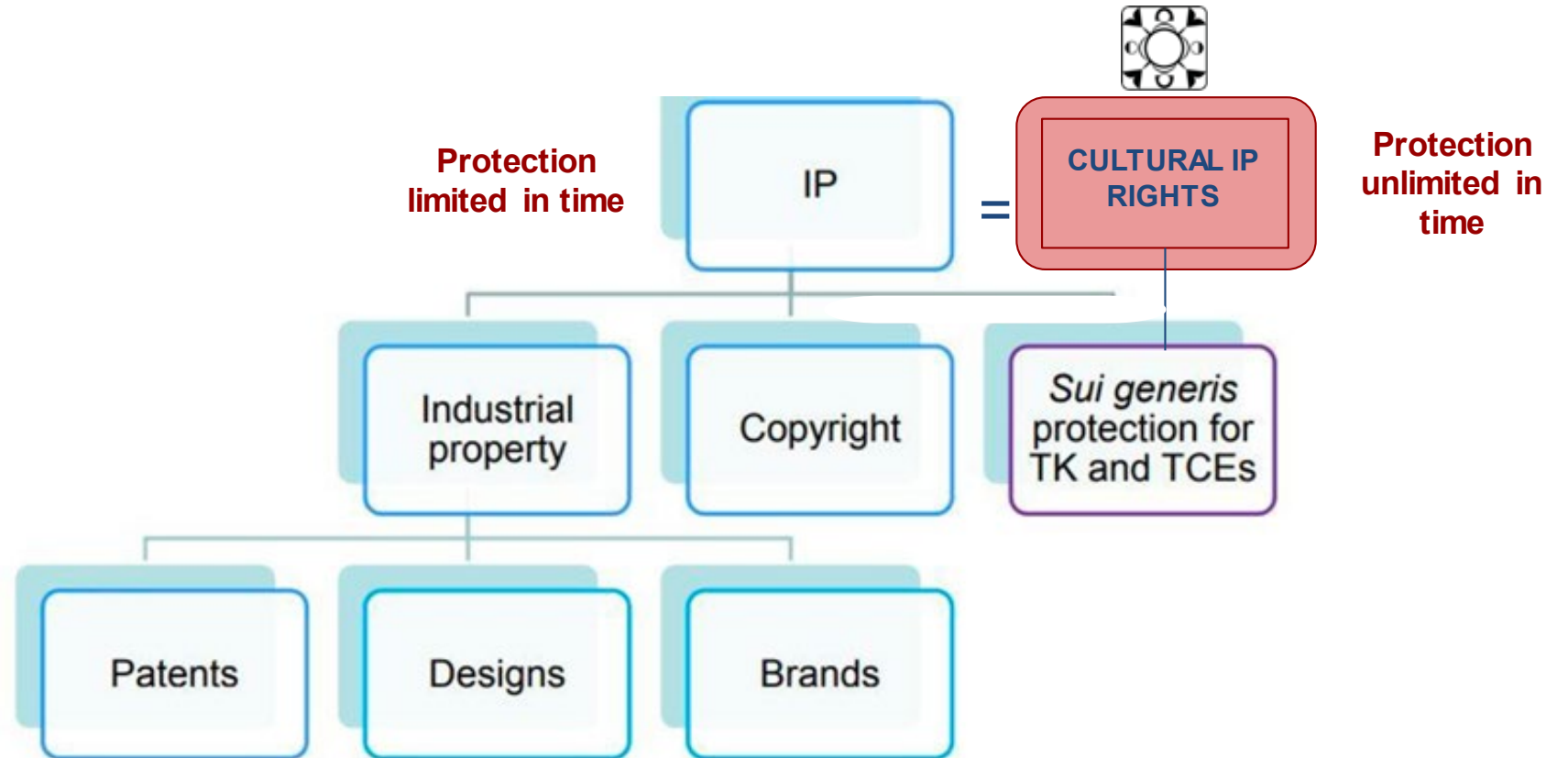
Education

# Oma vs Max Mara

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# Argument for Cultural IP Rights



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# Securing Cultural Intellectual Property Rights for the Oma of Laos: Traditional Design Digital Library





Free, prior and informed consent and partnership of the Oma of Nanam Village





Research and documentation of Oma Traditional Textiles





4.1.9 Bah deu leu heh: "rainbow"

4.1.8 Si sa aye: poison wood motif

4.1.7 Ou zhou mia ghou: chain stitch spiral. Usually in groups of 10.  
Ou zhou zah peh: chain stitch

4.1.6 Abu la mah - spider motif (body with two legs) inside "doh tcheuh" - triangle

Whole back section: Oh mu mu dang

4.1.5 Ah kheu sa tsoh: "V" shape

4.1.4 Mee shung lee pah: motif of a leaf  
Applique: nyeh dah ner

4.1.2 Sah pah tzhoh zah – applique striped line  
Striped line: tzhoh zah

4.1.3 Theh cheh "hapa la phyew" – "frog's hand"

Theh cheh nyeh dah nyer – applique motif

4.1.1

3 stitch line: Gu tzer tzer tcheu

Single line: Gu tzer

Always at the "bottom" of the headdress





Creation of a Traditional Textile Design Database



# Oma Traditional Textile Design Database

Securing Cultural Intellectual  
Property Rights for the Oma  
Ethnic Group of Laos



## Welcome

Here, you will discover traditional designs created, passed down, and worn by the Oma People of Laos. This unique database was created with the Free Prior Informed Consent of the Oma of Nanam Village in Laos as an act of cultural





## ລາຍຜ້າ 3. ລາຍມີກົບ



### ຊື່ໃນພາສາໂອມາ

ຮາພາລາພິວ

### ຄຳອະທິບາຍ

ການຕັດຫຍິບຕິດແມ່ນໃຊ້ຫຼາຍສີສະຫຼັບກັນດ້ວຍການຫຍິບແສ່ລາຍ “ນິ້ວມີກົບ” ສີ່ ຫາ ຫ້າລາຍ ໂດຍໃຊ້ ຜ້າສີແດງ. ແຖວໜຶ່ງໃສ່ລາຍ “ມີກົບ” ເຖິງສີ່ລາຍ

### ວິທີການ

ການຕັດຫຍິບຕິດ

### ການວາງໂຄງສ້າງ

ຜ້າພັນຫົວ: ລາຍມີກົບປະດັບໃສ່ດ້ານຫຼັງ  
ເສື້ອແຂນຍາວ: ລາຍມີກົບປະດັບໃສ່ແຂນເສື້ອທັງສອງເບື້ອງ

ການປະສົມປະສານລາຍຕົ້ນກົບເຂົ້າກັບລາຍອື່ນໆ

1.1 ລາຍກື້ນຫອຍ

## ເຄື່ອງນຸ່ງຫົ່ມ

ເຄື່ອງນຸ່ງຂອງເຜົ່າໂອມາເຮັດດ້ວຍຜ້າຝ້າຍຕໍ່າດ້ວຍມືຍ້ອມສີຄາມ ຫຼື ສີດໍາ ແລະ ໃຊ້ຜ້າຈາກໂຮງງານຕັດຫຍິບຕິດ, ປັກແສ່ວເປັນລາຍຮູບຊົງຕ່າງໆ ປະດັບເຂົ້າກັບເນື້ອຜ້າໄດ້ດີ ເດັ່ນຕ້ອງຕາ, ມີເອກະລັກສະເພາະ ແລະ ສາມາດ ຈໍາແນກ ໄດ້ງ່າຍ.

**ຮຽນຮູ້ເພີ່ມຕື່ມ** ກ່ຽວກັບຄວາມສໍາຄັນທາງດ້ານວັດທະນະທໍາ, ການຜະລິດ ແລະ ການນຸ່ງຖືເຄື່ອງນຸ່ງຂອງເຜົ່າໂອມາ ຫຼື ເລືອກປະເພດເຄື່ອງນຸ່ງລຸ່ມນີ້ ເພື່ອຮຽນຮູ້ເຄື່ອງນຸ່ງແຕ່ລະປະເພດ

## ເຄື່ອງນຸ່ງແມ່ຍິງ







## ລາຍຜ້າ 3. ລາຍມືກົບ



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ເສື້ອແຂນຍາວ: ລາຍມືກົບປະດັບໃສ່ແຂນເສື້ອທັງສອງເບື້ອງ

ການປະສົມປະສານລາຍຕົນກົບເຂົ້າກັບລາຍອື່ນໆ

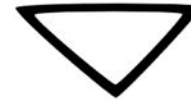
1.1 ລາຍກື້ນຫອຍ

# MOTIFS

Oma motifs are bold and graphic shapes created using hand-stitched appliqué and embroidery techniques. They are predominantly black, white, and red, but other colors can also be used. Most motifs represent elements of fauna and flora, inspired by the natural environment. It is the traditional application of these shapes, but also their combination and placement, that make Oma designs unique to their community.



13. Sisah ahiye



14. Dawchoe



15. Thechelahneu



16. Phyahdzaw neung dah  
phyahmawng neung dah



17. Nyumahchoewhawng  
ahjikheupyah



# Formalisation of Traditional Textile Design Database

Copyright with the Lao Department of Intellectual Property

WIPO Proof

ສາທາລະນະລັດ ປະຊາທິປະ ໄຕປະຊາຊົນລາວ  
ສັນຕິພາບ ເອກະລາດ ປະຊາທິປະໄຕ ເອກະພາບ ວັດທະນະຖາວອນ

ກະຊວງ ອຸດສາຫະກຳ ແລະ ການຄ້າ  
ກົມຊັບສິນທາງບັນຍາ

ອະນຸມັດ  
ໜັງສືຮັບຮອງການແຈ້ງຂໍ້ມູນລິຂະສິດ  
ທະບຽນຂໍ້ມູນເລກທີ: 722

ໃຫ້ແກ່ : ບ້ານ ນາມກີ້ \_\_\_\_\_  
 ອຳເພີ : ບ້ານ ນາມກີ້, ເມືອງ ບຸນໂຕ້, ແຂວງ ສົງຂາລີ \_\_\_\_\_  
 ທີ່ໄດ້ຂໍແຈ້ງຂໍ້ມູນລິຂະສິດ ຕີນງານປະເພດ: ວັນນະກຳ \_\_\_\_\_  
 ລັກສະນະຂອງຕີນງານ: ການລວບລວມຕີນງານສິລະປະ \_\_\_\_\_  
 ຊື່ຂອງຕີນງານ: ຖານຂໍ້ມູນການອອກແບບ ລາຍຕົ້ນເດີມ ຂອງຊົນເຜົ່າໂອນາ \_\_\_\_\_  
 Oma Traditional Textile Design Database \_\_\_\_\_  
 ວັນ, ເດືອນ, ປີສ້າງຕີນງານ: 13/05/2021 \_\_\_\_\_  
 ຄຳຮ້ອງເລກທີ: 722 ; ວັນທີ່ຍື່ນຄຳຮ້ອງ: 17/05/2021 \_\_\_\_\_

ໜັງສືຮັບຮອງນີ້ ໄດ້ຈັດເຂົ້າຢູ່ໃນປຶ້ມຈົດທະບຽນການສັບແຈ້ງຂໍ້ມູນລິຂະສິດ ແລະ ມີຜົນ  
ບັງຄັບໃຊ້ນັບແຕ່ມີລົງລາຍເຊັນເປັນຕົ້ນໄປ.

ນະຄອນຫຼວງວຽງຈັນ, ວັນທີ: 26/05/2021

ຫົວໜ້າກົມຊັບສິນທາງບັນຍາ  
  
 ປ.ອ. ນ. ສິນລາສີ ແກ້ວບຸນສິນ

**WIPO | PROOF**  
Trusted Digital Evidence

Subject: **WIPO PROOF token(s) creation**

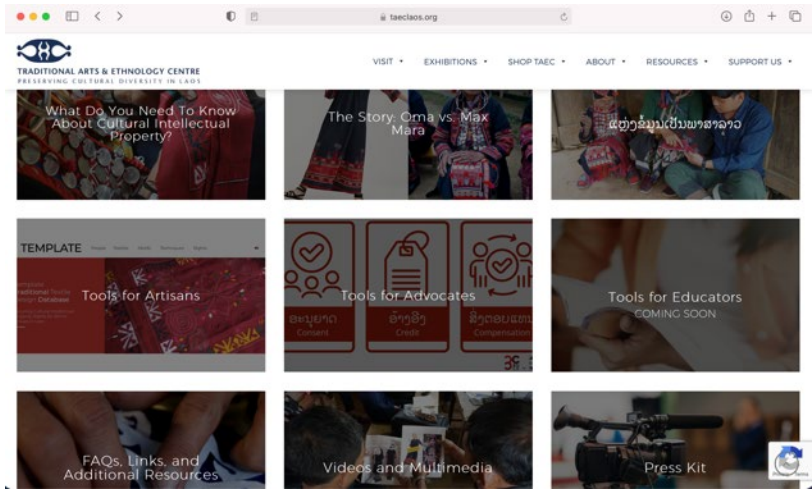
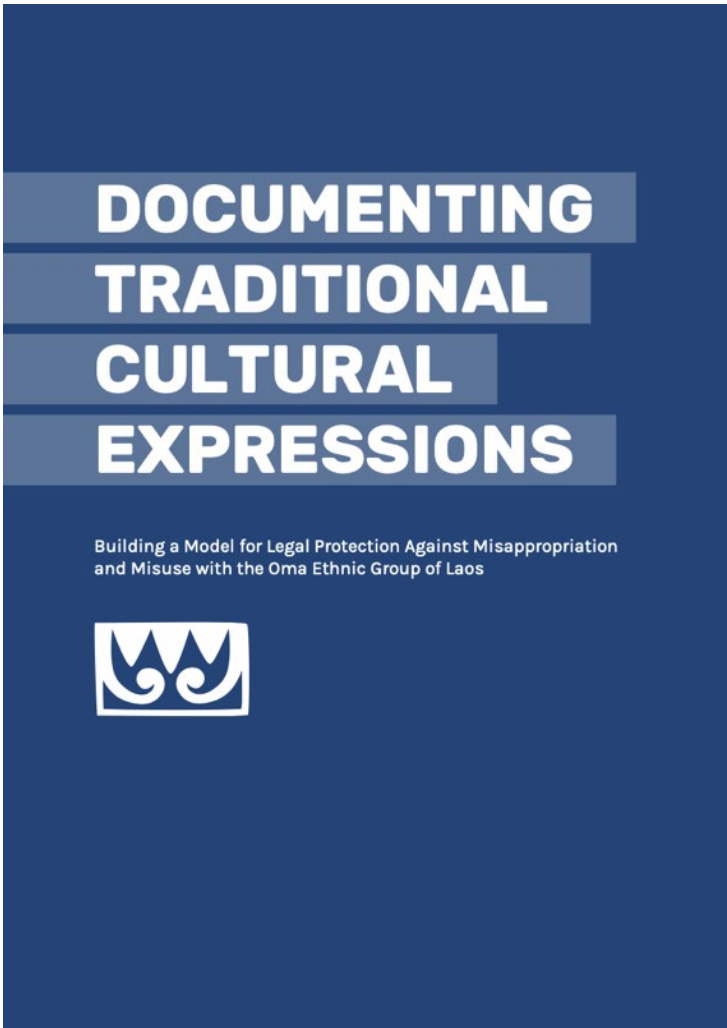
Dear Tara GUADHUR,

This receipt is valid evidence that below 1 token(s) have been created by WIPO PROOF:

Digital File Name	Oma Traditional Textile Design Database
Category	Creative work
Created by	Tara GUADHUR
Owner/Legal Entity	
Client Name	Oma
Client Surname	Nanam Village
Legal entity of client	
Status	Power of Attorney 6/1/2021 Traditional Arts and Ethnology Centre
Issue Date	May 31, 2021 08:25 UTC
Digital File's Hash	4fa2bd6f9e525f4ecc6ba45afeb2ba49540713ba32265d88bd066f43dc555905
Hash Algorithm	SHA-256

Mode of payment	Online payment (Credit Card)
Payment details	20.0 CHF
Order id	EPAY-SW92-SHIQ



Awareness-raising and dissemination in Laos and beyond





# Key Components of Model

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- Multidisciplinary team (community researchers, anthropologists, lawyers, database designer)
- FPIC and community-centred approach (time and resource-intensive)
- Legal formalisation and government buy-in
- Template and model that can be replicated
- Potential benefits:
  - Community documentation and pride
  - Defensive protection
  - Commercial opportunities



TRADITIONAL ARTS  
& ETHNOLOGY CENTRE

# Thank you

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[WWW.TAECLAOS.ORG](http://WWW.TAECLAOS.ORG)

