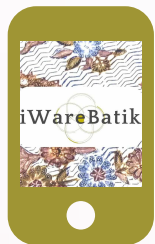




Website  
[www.iwarebatik.org](http://www.iwarebatik.org)



iWareBatik  
 Mobile App

To be launched on:  
**August, 17th, 2020**  
 Android/iOs

Supported by:

The UNESCO Chair in ICT to develop and promote Sustainable Tourism in World Heritage Sites, Switzerland, Indonesian LPDP Endowment Funds Scholarship, Sobat Budaya Association, and Bandung Fe Institute. The app technical development has been done in collaboration with the eLab – eLearning Laboratory of USI - Università della Svizzera italiana, Switzerland.



lembaga pengelola dana pendidikan



Contact :

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# iWareBatik

Digital Technologies for Batik  
 Indonesian Textile enlisted by UNESCO as Intangible  
 Cultural Heritage in 2009

# ABOUT

- iWareBatik is designed as a digital platform to showcase and communicate the exceptional cultural values of Batik tradition that is protected by UNESCO as a legacy of humanity.
- It facilitates international and domestic stakeholders on Batik to better identify the variety of Batik textiles and of related socio-cultural elements, as well as to promote Indonesian sustainable tourism and heritage preservation.
- Available in two languages:

 English

 Bahasa Indonesia



## HERITAGE

iWareBatik aims at raising people's awareness towards sustainable preservation of Batik UNESCO intangible cultural heritage in Indonesia.

### Features

- Interactive Map
- Batik Classification based on Types and Meanings
- Tourism Sites and UNESCO Sites
- 1 - minute Visual Journey for each Indonesian province.
- Overview of 34 Batik Villages/Workshops



## MEANINGS

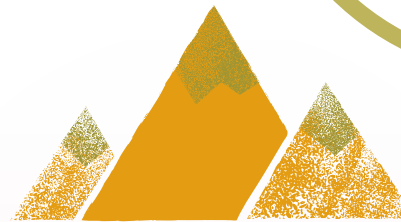
iWareBatik provides information related to socio-cultural elements of Batik, such as the history, the philosophical values behind 124 Batik motifs, its origins, and local producers in 34 Indonesian provinces.

### Features

- History of Batik
- Interactive Spinning Wheel (available for mobile app)
- Batik Recognition Tool (available for mobile app)
- Guest Contributor Form
- News and Events
- Newsletter

iWareBatik

[www.iwarebatik.org](http://www.iwarebatik.org)

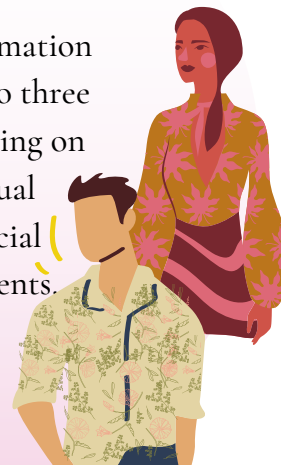


## TOURISM

Batik characterises the culture of each region in Indonesia, iWareBatik platform also provides an overview in order to promote 129 Indonesian natural and cultural tourism, as well as UNESCO Sites in Indonesia.

## BATIK WEARING RULES

iWareBatik features information about the use of Batik into three wearing purposes depending on the events, such as ritual ceremonies, formal social functions, and casual events.

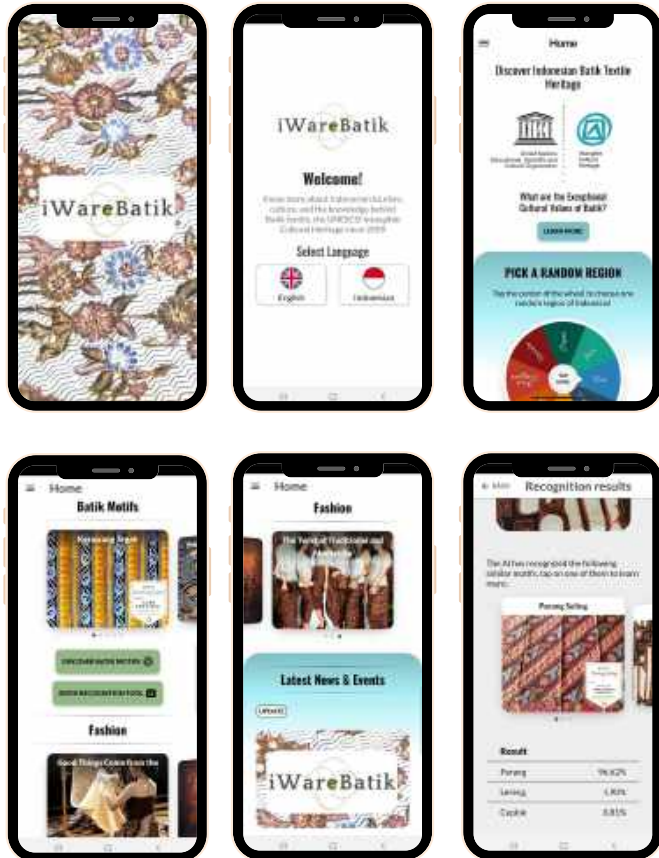


# INTEGRATION

## iWareBatik

Website and Mobile App

### App Overview



## SCHOOLS & BATIK WORKSHOPS/VILLAGES



### Batik Educators & Learners

The iWareBatik mobile app can be used to support Batik producers/young apprentices in rural areas in order to deepen their understanding about Batik without using internet connection. It can also be used as an eLearning tool to assist Batik educators and government stakeholders to conduct Batik training at schools, workshops and fine arts academy.



## ARTS & CULTURAL EVENTS



### Curators & Visitors

iWareBatik mobile app may help organizers/curators create an engaging activities with the visitors of the art and cultural events. Equipped with an artificial intelligence function, the iWareBatik mobile app helps users find the meaning of the Batik by using the Batik Recognition Tool (BRT). There are at least 8 motifs that can be identified by the AI system namely, Parang, Ceplok, Lereng, Kawung, Mega Mendung, Merak, Gurdo, and Ampiek,

# IWAREBATIK

[www.iwarebatik.org](http://www.iwarebatik.org)

*Let's Preserve Indonesian Batik through Education and Empowerment*



## TOURISM FASHION EXHIBITIONS



### Travellers & Fashionistas

iWareBatik also provides information about 34 Batik villages, 129 natural and cultural tourism, as well as UNESCO sites in Indonesia. Travellers may use iWareBatik website and mobile app to seek for travel inspiration and information about meaningful Batik souvenirs for their loved ones. Fashionistas may also gain fresh ideas from the special wearing rules of Batik textile, adding a new look for their special occasions.

## BATIK SMALL & MEDIUM ENTERPRISES

