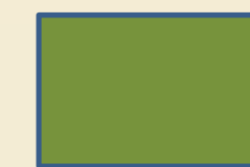
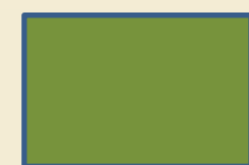


# Celtic-derived Intellectual Property & Intangible Cultural Heritage

Megan Rae Blakely

1. Choose your favourite ICH from Scotland, Wales, or Ireland.

2. Follow along to see how your ICH is protected and why it matters.



## ICH Key Points:

- ❖ Historically, European states put greater emphasis on protecting built heritage and intellectual property.
- ❖ Thus the more subtle, consistent erosion of unique ICH in these countries, driven strongly by globalisation and cultural homogenisation, has received little attention.
- ❖ Research will proceed by creating a theoretical compass for value of ICH and continue by analysing the following case examples:
  - ❖ governmental regulation of tartan in Scotland;
  - ❖ domestic cultural branding in Ireland;
  - ❖ and community driven language and festival revivals in Wales.