



Rediscovering Wood Culture and Approaching “Wood is Good ”

International Wood Culture Society
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The 55th International Convention of Society of Wood Science and Technology
August 27-31, 2012 - Beijing, CHINA

- The Mission
- Three Projects
- Rediscovering Wood Culture
- Wood Culture Tour
- Approaching "Wood is Good"
- World Wood Day

Mission

- *IWCS-International Wood Culture Society*
- *IWCS is a non-profit, non-governmental, international organization, dedicated to the research, education and promotion of wood culture*

Mission

- Wood Is Good——
effective phrase and a positive way
- Wood Culture
as a subject of study and method of inquiry
- World Wood Day
March 21st to celebrate

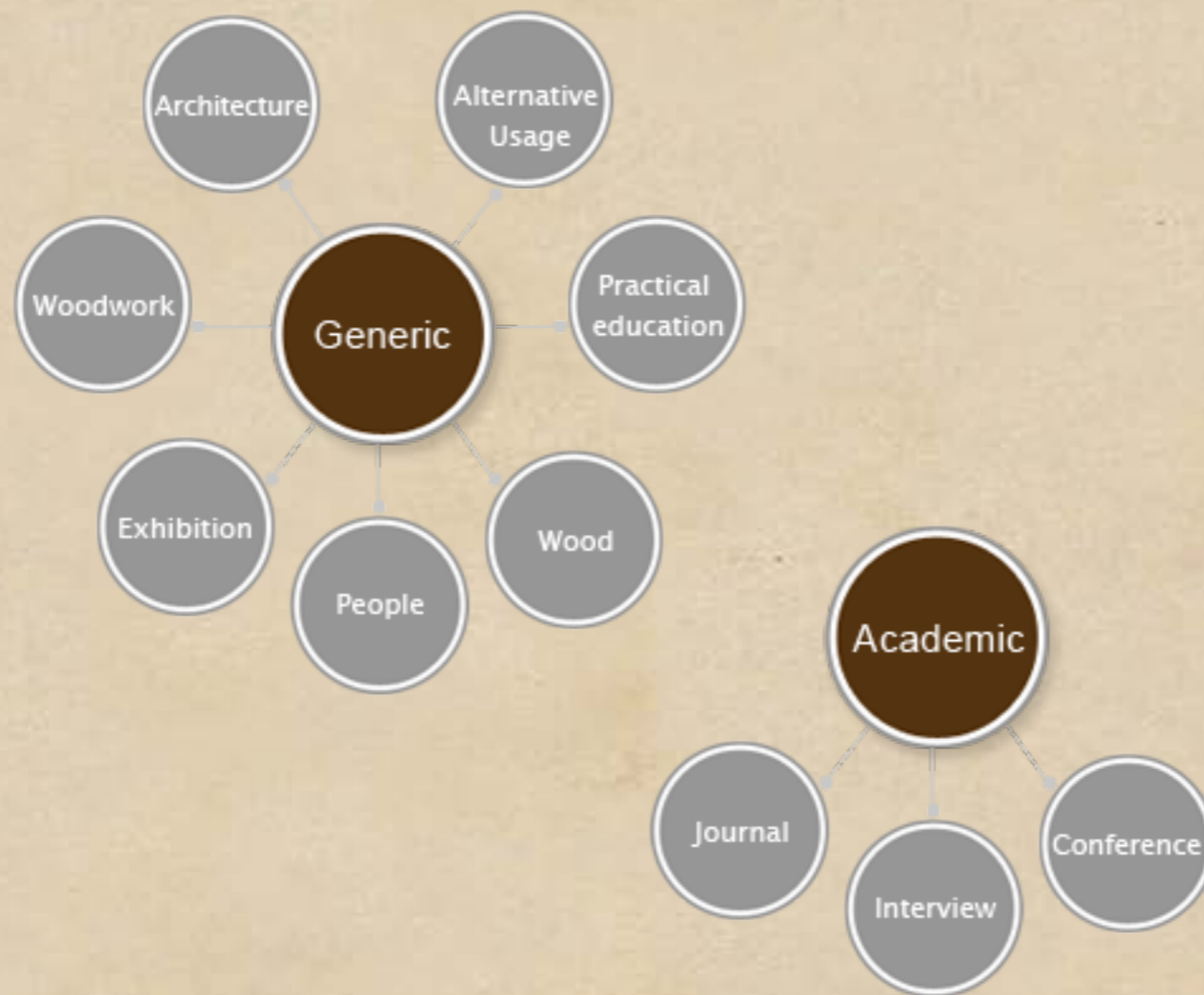
Project

Knowledg
e

Experienc
e

Life

Knowledge Project



Experience project

Wood culture is not about saying, but to experience the truly beauty of wood!



Life Project

- primarily as the promotion of World Wood Day on March 21st, is now pushing forward to the first celebration in 2013

Rediscovering Wood Culture

Wood Culture Tour

- Northern Europe
- Eastern Europe
- Western Europe
- Southern Europe
- Africa:
Morocco, Cameroon, Benin, Kenya

Northern Europe - Norway

Norwegian Ski Museum

1. shaping



2. Tie knots



3. Put ski above the stove



4. Bent the wooden ski



5. Painting



Northern Europe - Denmark

The Viking Ship Museum



Eastern Europe - *Romania*



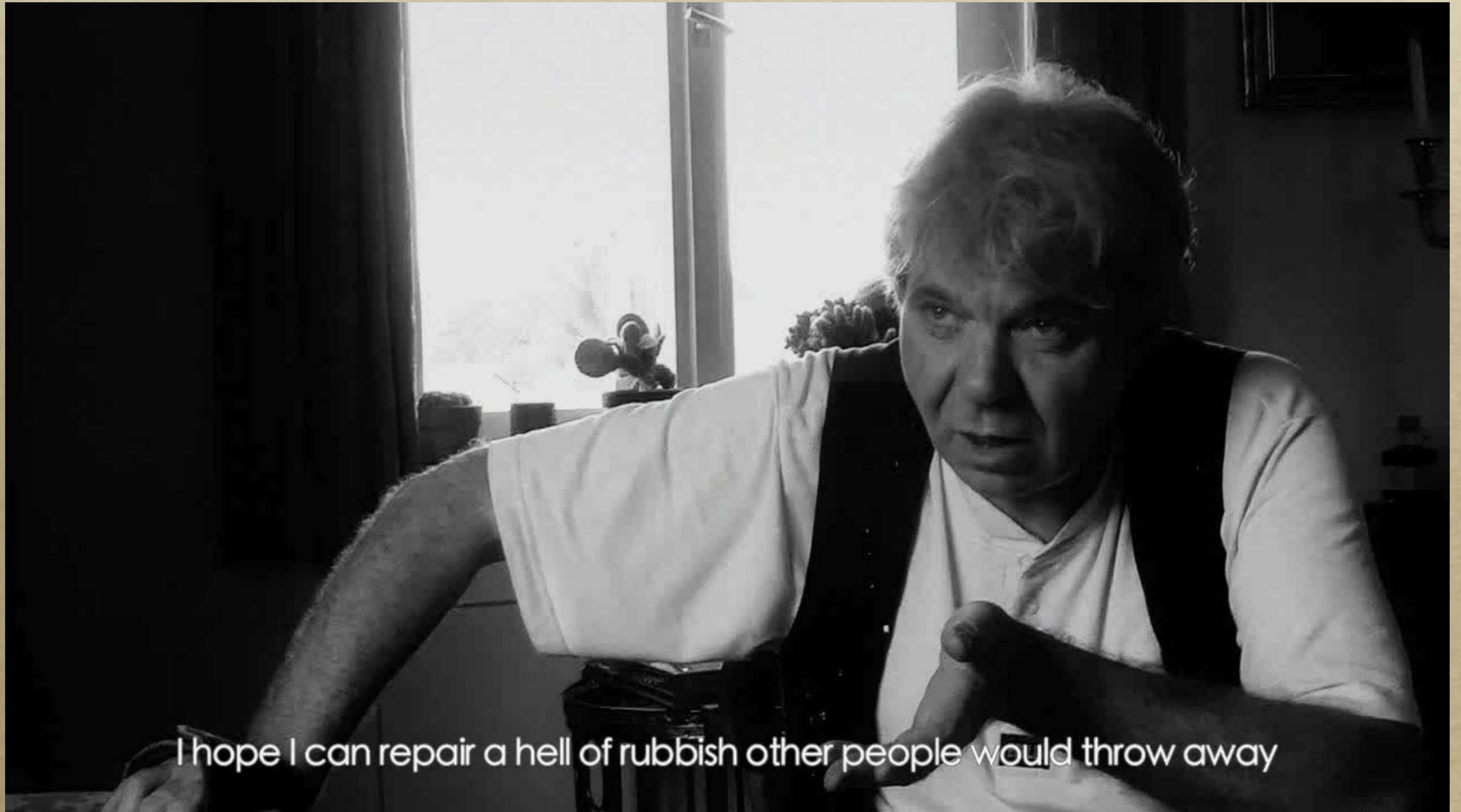
Southern Europe - *Spain*



Western Europe - *Holland*



Western Europe - Germany



I hope I can repair a hell of rubbish other people would throw away

Approaching "Wood is Good"

Wood Competition in Africa

Wood: Art, Joy and Culture

- ◆ Morocco
- ◆ Cameroon
- ◆ Benin
- ◆ Kenya

Africa - Wood: Art Joy and Culture



World Wood Day
— upcoming event “World
Wood Day” in March
21st, 2013

THANK YOU