

1	TEXT SPACE: LANG SON GEOPARK
2	LOGO OR SYMBOLIC INSTALLATION (to be defined)
3	LSaUGGp INTRODUCTIVE TEXT
	Spanning a vast territory of 4,849 km ² , Lang Son Geopark is a gem nestled in Vietnam's northern mountains. It's a living testament, encapsulating a journey through 500 million years of life's evolution within its diverse landscapes. From ancient seas and volcanic lands to iron-wood forests, each facet of the park tells a unique story. The Geopark is a vibrant tapestry of ethnic diversity, with each group contributing their unique customs and traditions. The spiritual life of the park is deeply rooted in indigenous beliefs, in particular Đạo Mẫu, a Mother Goddess Worship whose practice was recognized by UNESCO. This harmonious blend of natural history, cultural diversity, and spiritual tradition makes Lang Son Geopark a unique destination for exploration and discovery. It stands as a beacon for sustainable development and a tribute to the resilience of nature and culture.
4	LsaUGGp Evolution of Life
	SLOGAN
	A 500 Million year journey through life's grand tapestry
	PANEL EVOLUTION OF LIFE
	<p>Prepare yourself for an awe-inspiring journey through the annals of time at Lang Son Geopark, a unique territory that chronicles the progression of life over a staggering 500 million years.</p> <p>The unearthed story begins 500 million years ago, when this area was submerged under a vast but shallow sea. This period was marked by the Cambrian explosion, often referred to as the 'biological Big Bang', which saw the emergence of complex organisms such as trilobites and graptolites.</p> <p>Fast forward to 450 million years ago, and the area was still a shallow sea teeming with corals, while elsewhere, life was beginning to venture out of the water and onto the continents.</p> <p>By 300 million years ago, our area remained a shallow sea, rich with life, while the first insects took flight in other parts of the world.</p> <p>220 million years ago, this sea was home to ammonites, mythical creatures known for their spiral shells. Eventually, the territory emerged from the sea.</p> <p>130 million years ago, gigantic herbivorous dinosaurs roamed the plains of this continent, their presence punctuated by the eruptions of numerous active volcanoes.</p> <p>The southern part of the Geopark, still continental 30 million years ago, was a large lake surrounded by dense tropical forests. This lake was teeming with life, including crocodiles, the ancestors of rhinos, turtles, and fish.</p> <p>In this grand narrative, the first humans only made their appearance 500,000 years ago, sharing the land with a diverse fauna that included giant apes and elephant ancestors... at the famous archaeological site of Tham Khuyen - Tham Hai cave in the southwest of the Geopark.</p> <p>12,000 years ago, a prehistoric culture known as the Bacsonian emerged in the area.</p>

	<p>These were hunter-gatherers who utilized stone tools.</p> <p>Finally, 4,000 years ago, another human population, the Mai Pha culture, arose. These people practiced animal husbandry and agriculture and crafted beautifully decorated ceramics.</p> <p>Embark on an epic adventure through time and space with the Lang Son Geopark. Nine of its iconic sites offer a gateway to an incredible journey, inviting you to discover the evolution of life.</p>
	LEAFLETS-BOOKLETS
	<p>Travel through 500 million years of history at Lang Son Geopark. Start at an ancient sea, home of the first trilobites, then cross a shallow sea, rich in corals and ammonites. Walk on a land of volcanoes populated by dinosaurs, then sail on a lake bordered by tropical forests, home to crocodiles and fish. Meet the first humans who lived alongside giant apes, discover the fascinating Bacsonian and Mai Pha prehistoric cultures.</p> <p>Lang Son Geopark, a window into the past, an adventure for the present.</p>
5	ILLUSTRATION FOR LIFE EVOLUTION ?
6	Dao Mau
	SLOGAN
	A Spiritual Exploration through the Elements
	PANEL DAO MAU
	<p>Nestled in the heart of the Lang Son Geopark, a spiritual tradition of profound antiquity flourishes, the Đạo Mẫu belief, a reverential worship of Mother Goddesses. This sacred practice pays homage to a divine pantheon of Mother Goddesses, each symbolizing natural elements such as the earth, water, mountains, forests, and the sky.</p> <p>However, this belief system is not solely confined to Vietnam. Remarkably, it resonates with spiritual practices in diverse cultures across the globe. In the majestic Andes, for instance, indigenous communities hold Pachamama in high esteem, a goddess who governs over the cycles of planting and harvesting, embodying the spirit of the mountains. In a similar vein, Greek mythology venerates Gaia (Geo), revered as the embodiment of the Earth and the nurturing mother of all life forms.</p> <p>These three distinct traditions, each unique in their practices and cultural contexts, converge on a fundamental belief - the sanctity of the Earth and the pivotal role of femininity in the genesis and sustenance of life. They collectively paint a holistic picture of the intricate interplay between humanity and nature, underscoring the imperativeness to respect and safeguard our environment for posterity.</p> <p>Therefore, the Đạo Mẫu belief, deeply rooted in Vietnamese culture, is an integral part of a broader ancestral tapestry of beliefs that pay tribute to Mother Earth and rejoice in the life she nurtures. It serves as a poignant reminder of the underlying unity that binds all cultures and individuals to the Earth we inhabit, a unity that lies at the very heart of the UNESCO Geopark concept.</p>
	LEAFLETS-BOOKLETS
	<p>Discover Đạo Mẫu, a Mother Goddess Worship deeply rooted in Vietnam's Lang Son Geopark. This tradition venerates mother goddesses, each representing different universe aspects. The practice, recognized by UNESCO as a world intangible cultural</p>

	heritage, includes empowering rituals like the trance ceremony (hầu bóng). Đạo Mẫu continues to inspire Vietnamese families and shape Lang Son Geopark’s spiritual life. Experience this Vietnamese cultural gem.
7	ILLUSTRATION ĐẠO MAU
8	LSaUGGp GEOLOGICAL HERITAGE
	SLOGAN
	To be defined later
	Rigorous open-air museum on the Earth’s evolution
	PANEL GEOLOGICAL HERITAGE
	<p>Step into the time machine and travel back to 500 million years ago. Northeast Vietnam, then a marine realm, was a sanctuary for ancient creatures like Trilobites and Graptolites. The sea, a living entity, sometimes receded entirely, only to return, shaping a landscape rich in diverse paleontological species such as Brachiopods, Bivalves, Fusulinids, Corals, and more. This ever-changing seascape also gave birth to a diverse range of rock types in the Geopark area, including shale, sandstone, siltstone, conglomerate, and limestone.</p> <p>Around 260 million years ago, the sea withdrew completely, transforming Northeast Vietnam into a continent. The Bac Son Limestone Massif stands as a testament to this transformation. However, plate collisions led to the emergence of large faults and the return of the sea, this time more tumultuous than ever. Underwater volcanic eruptions left behind basaltic pillows, intrusive bodies, and various sedimentary rocks.</p> <p>From about 200 to 65 million years ago, plate collisions turned again Northeast Vietnam to continental. Volcanic activities persisted, giving birth to granite and many types of rare minerals. Incidentally, this period marked the worldwide prosperity of dinosaurs.</p> <p>About 65 million years ago, the collision between the Indian and Eurasian plates formed the Himalayan mountain range. In Northeast Vietnam, major faults like the Red River Fault and the Cao Bang-Tien Yen Fault slipped significantly, coinciding with the formation of the East Sea.</p> <p>From about 40 million to 2 million years ago, a large river-lake-swamp-forest area thrived under tropical climate conditions. This lush habitat hosted a myriad of unique paleontological species such as crocodiles, turtles, mammals, ancient rhinos, ancient primates, and more. This area is believed to be the source from where these species migrated up to the Northwest, all the way to what is now the Mediterranean.</p> <p>From about 2 million years ago until now, geological processes continue throughout the Geopark, leading to the appearance of high mountains like Mau Son. Alongside, the karst landscapes in the form of towers, cones, and ramparts together with large caves within the Bac Son Limestone Massif were formed. At least from about 500,000 years ago, due to its special transitional position between the Red River Delta and the lowlands of mainland China, this area has become one of the earliest and most continuous cradles of prehistoric people in the territory that is now Vietnam. This fascinating journey through time showcases the dynamic and ever-evolving story of our planet.</p>
	LEAFLETS-BOOKLETS
9	ILLUSTRATION GEOLOGY

10	LSaUGGp NATURAL HERITAGE
	SLOGAN
	A Timeless Journey Through Nature’s Masterpiece
	PANEL NATURAL HERITAGE
	<p>Immerse yourself in the breathtaking natural heritage of Lang Son Geopark, a unique territory in Vietnam that is a testament to the evolution of life over a staggering 500 million years. This awe-inspiring Geopark is a sanctuary for biodiversity, with a rich array of flora and fauna that is distinctive in relation to karst and non-karst characteristics.</p> <p>The park is home to the Huu Lien Nature Reserve, a haven for wildlife enthusiasts, housing a diverse range of species, from the musk deer and white-cheeked langur to the Northeast black gibbon. It also provides a safe habitat for many species threatened with extinction at the global scale, such as Leopards, King Cobras, and 3-striped box turtles.</p> <p>A significant feature of the park is a primary forest of iron-wood trees in karst in Dong Dang village, Bac Quynh commune, Bac Son district. This forest, preserved for several hundreds of years, not only contributes to slope stability and groundwater protection but also holds spiritual significance for the locals.</p> <p>The karst areas of Lang Son Geopark, especially Chi Lang and Huu Lung districts, are famous for their planted floras, among which the most distinctive is the custard apple. Grown according to good, clean, and environmentally-friendly production standards, the custard apple is a testament to the park’s commitment to sustainable practices.</p> <p>Non-karst areas of Lang Son Geopark are renowned for the traditional star anise planting and anise essential oil distillation. The star anise is usually grown by sowing seeds in February- March, giving harvest after about 5-10 years, twice a year in July-August and March-April. The anise fruit is harvested and then distilled for about 3-5 days depending on whether it is fresh or dried. Anise and essential oils are used for many different purposes e.g. seasoning dishes, making medicines etc.</p> <p>So, come and explore the Lang Son Geopark, a place where you can witness the evolution of life in the sacred realms. It’s not just a park. It’s a journey through time, a testament to the resilience of nature, and a celebration of life’s diversity.</p>
	LEAFLETS-BOOKLETS
	<p>Lang Son Geopark, a sanctuary of biodiversity, offers a unique journey through time and nature. Home to the Huu Lien Nature Reserve, it safeguards diverse species, including those threatened globally. The ancient iron-wood forest in Dong Dang village stands as a testament to nature’s resilience. Ancient rhododendron forests on subtropical high mountains in the Mau Son Species and Habitat Conservation Area. The Geopark’s commitment to sustainable practices is evident in the cultivation of custard apple and traditional star anise planting. Lang Son Geopark is more than a Geopark; it’s a celebration of life’s diversity and a tribute to the resilience of nature.</p>
11	ILLUSTRATION GEOLOGICAL HERITAGE
12	LSaUGGp CULTURAL HERITAGE
	SLOGAN
	The longest and most continuous human settlement on the S-shaped country
	PANEL INFO CENTER

	<p>Lang Son Geopark, a region steeped in cultural heritage, is a living testament to the evolution of human civilization. The Bac Son Limestone Massif, one of the few places in Vietnam where ancient people settled early and continuously, has been a cradle of life since 500,000 years ago. Excavations have unearthed teeth of ancient humans (<i>Homo erectus</i>) and giant apes (<i>Gigantopithecus</i>) as well as bones of contemporary wild animals, suggesting a rare co-existence between these early creatures.</p> <p>The Lang Son <i>Homo erectus</i> is believed to provide an important link in the evolution and migration of <i>Homo erectus</i>, which consolidates evidence of the cradle of prehistoric man in East and Southeast Asia. Teeth and bones of <i>Homo sapiens</i> have also been found in nearby caves, indicating the continuous presence of human settlement in this region.</p> <p>The Bac Son Culture (12,000-5,000 years ago), unique to the Bac Son Limestone Massif, is a testament to the region’s rich history. This culture is characterized by blade-sharpened axes and the “Bac Son seal”, unique artifacts that provide a glimpse into the lives of the people during this period. About 100 locations containing relics of this culture have been found in Northeast Vietnam, among which nearly three-fourth were found in and around the Bac Son Limestone Massif, demonstrating the special role of the Geopark in this archaeological culture.</p> <p>Following the Bac Son Culture, the Mai Pha culture marks a significant transition of humans from caves to open spaces. Flourishing around 4,000 years ago, this culture is a testament to our ancestors’ ingenuity. The people of Mai Pha were not just skilled farmers, but also remarkable artisans. They crafted intricate ceramics, which were not just functional items, but also artistic expressions reflecting their aesthetics and beliefs.</p> <p>These archaeological sites bear witness to the continuous human occupation in the Geopark, which continued into historic times. This land, with its intermediate and transitional position, also witnesses unique exchanges and interactions between different cultures. The continuous discovery of new archaeological sites and artifacts in this region provides valuable insights into the evolution of human civilization in this part of the world.</p>
	LEAFLETS-BOOKLETS
13	Illustration on cultural heritage
14	LSaUGGp Intangible heritage
	SLOGAN
	Where diverse cultures merge, co-exist and complement each other
	PANEL INFO CENTER
	<p>The Lang Son Geopark is a melting pot of diverse cultural heritage. It not only reflects the interaction between humans and nature but also the socio-economic and cultural exchanges between indigenous groups and deltaic and coastal people.</p> <p>The Geopark is home to a variety of intangible cultural heritage values. For instance, the Then singing - dan Tinh flute ritual, a UNESCO-registered cultural intangible heritage, is popular among the Nung and Tay ethnic minorities. This ritual involves</p>

	<p>master Thens performing dances and music to pray for blessings and prosperity.</p> <p>The Mother Goddess worship, another prevalent practice, symbolizes the peaceful coexistence between different ethnic groups and cultures. Other customs and beliefs, such as the Tro Ngo and Na Nhem festivals, are believed to have originated from the lowland plains.</p> <p>The Na Nhem festival, held annually on the fifteenth day of the first lunar month, is a unique cultural event in the region. It is a tribute to emperors Mac Thai To and Mac Thai Tong and attracts many local people and visitors. Among other rituals and games, the festival includes a procession of male and female genitals, symbolizing the family's desire for longevity. This is the only festival in Vietnam where descendants of the Mac family can shout long live to their ancestors.</p> <p>Lang Son geopark is also known for its folk performances, games, customs, and indigenous knowledge. These include e.g. Sli singing, Luon singing, Phong Slu games, and the cat-faced lion dance. Its indigenous customs and knowledge are reflected in the traditional costumes of the Tay, Nung, Dao, Hoa ethnic groups, the oriental medicine remedies of the Dao, and the culinary dishes of the Tay, Nung.</p> <p>A testament to the rich cultural diversity and heritage of Vietnam, the intangible cultural heritage of Lang Son Geopark is a reflection of its people's resilience, creativity, and adaptability. The Geopark is a place where different cultures, beliefs, and practices coexist and interact, creating a unique cultural landscape. It is a place where the past and the present coexist, where tradition and innovation intersect, and where the local and the global meet. It is a place that invites us to reflect on our own cultural identities and values, and to appreciate the richness and diversity of human culture.</p>
	LEAFLETS-BOOKLETS
	I will reduce myself your text
15	Illustration of intangible heritage
16	4 LsaUGGp Indigenous people
	SLOGAN
	Lang Son Geopark: Where Cultures Coalesce and Traditions Thrive
	PANEL INFO CENTER
	<p>Lang Son Geopark, in Vietnam's northern mountains, is a cultural mosaic. Home to diverse ethnic groups, it's a vibrant blend of tradition and heritage. The majority of the population, 84.74%, is ethnic minorities, each contributing to the Geopark's unique identity.</p> <p>The Nung people, 43.9% of the population, migrated from China around 200 years ago and integrated with the Tay people. They live in close-knit communities scattered across the province.</p> <p>The Tay people, 35.3% of the population, are known for their wet rice cultivation. They inhabit valleys abundant with fields and live in large villages.</p> <p>The Kinh people, 15.3% of the population, are divided into two groups based on their settlement times. They coexist harmoniously with other ethnic groups.</p>

	<p>The Dao people, 3.5% of the population, are known for their distinct dialects and unique settlements. Their villages are often located halfway up mountains, near water sources.</p> <p>The remaining 1.4% of the population includes the Hoa, San Chay, Hmong peoples, and other ethnic groups, each adding their unique customs and traditions to Lang Son.</p> <p>The San Chi people, meaning “mountainous people”, migrated from China over 400 years ago. They are skilled in fields such as carpentry, bamboo and rattan weaving, and blacksmithing.</p> <p>Chinese people, who migrated to Vietnam since the third century BC, are concentrated in towns like Dong Dang, Na Sam, That Khe, and Ky Lua. They are mainly involved in business and trade.</p> <p>The Hmong people migrated to Vietnam about 300 years ago. They are divided into two groups: the Black Hmong and the White Hmong. Their life mainly relies on agriculture.</p> <p>In essence, Lang Son Geopark is a testament to the harmonious coexistence of diverse cultures. Each group contributes to the collective identity of the region. It’s a fascinating glimpse into the rich tapestry of ethnic diversity that Vietnam has to offer.</p>
	LEAFLETS-BOOKLETS
	78 words, 415 characters without text
	Lang Son Geopark, nestled in Vietnam’s northern mountains, is a vibrant tapestry of diverse ethnic groups, each contributing to its unique identity. From the Nung and Tay people, who form the majority, to the Kinh, Dao, San Chi, Hoa, and Hmong peoples, each group adds their distinct customs and traditions to the region. This cultural mosaic is a testament to the harmonious coexistence of these groups, making Lang Son Geopark a fascinating glimpse into Vietnam’s rich ethnic diversity.
17	Illustration for intangible heritage
18	LsaUGGp sustainable development
	SLOGAN
	Lang Son Geopark: Where Heritage Meets Sustainability
	PANEL INFO CENTER
	<p>Lang Son Geopark is a beacon of sustainable development, where the ancient spiritual tradition of Đạo Mẫu thrives amidst the breathtaking natural beauty. This UNESCO Geopark is a testament to the harmonious coexistence of humanity and nature, a place where the reverence for mother goddesses echoes the universal respect for Mother Earth.</p> <p>Lang Son Geopark is not just a geographical marvel; it’s a living, breathing tapestry of cultural heritage and natural wonders. The spiritual tradition of Đạo Mẫu, deeply rooted in Vietnamese culture, resonates with the sacred practices of diverse cultures worldwide, creating a unique blend of local and global beliefs.</p> <p>The Geopark’s sustainable development strategy is a masterpiece of strategic planning. It involves the careful selection of sites that encapsulate the 500 million-year evolution of life present in its territory. These sites are then organized into four discovery routes, each offering a unique exploration of the Geopark’s concept and the</p>

	<p>intricate interplay between humanity and nature.</p> <p>But the Geopark’s commitment to sustainability doesn’t stop there. It actively supports traditional activities and encourages the discovery of local products and techniques. This not only boosts the local economy but also enriches the visitor experience, making each visit a unique journey of discovery.</p> <p>Lang Son Geopark is more than just a tourist destination; it’s a symbol of sustainable development and a celebration of the intricate relationship between humanity and nature. It serves as a poignant reminder of our collective responsibility to respect and safeguard our environment for future generations.</p>
	LEAFLETS-BOOKLETS
	<p>Lang Son Geopark’s sustainable development strategy is a masterstroke. It carefully selects sites that encapsulate the 500 million-year evolution of life, organized into four discovery routes. This not only enriches the visitor experience but also respects the environment. The Geopark supports traditional activities and promotes local products, boosting the local economy. It’s a symbol of sustainable development, reminding us of our responsibility to safeguard our environment for future generations. It’s where the past and present converge towards a sustainable future.</p>
19	Illustration for sustainable development
20	Map of LSaUGGp with the 4 routes, all the sites of each route and presentation text of each route (minimum 1m60)