

# DECLINE OF ARTISAN EMPLOYMENT

# ISSUE

# URBANIZATION IMPACT ESTIMATED %

According to the Malaysian Handicraft Development Corporation (Kraftangan Malaysia), the number of full-time registered artisans in heritage crafts has dropped significantly over the last two decades.

Many craftspeople are elderly, and their children are not continuing the practice due to low income and social status associated with the profession.

Younger generations are moving to urban areas in search of better-paying, modern jobs, abandoning traditional craftsmanship.

In interviews documented by local NGOs and heritage groups, artisans express concern over the extinction of their knowledge due to lack of apprentices.

In the face of rapid urbanization, Malaysia is witnessing a gradual erosion of its intangible cultural heritage, particularly in the realm of traditional games and craft practices. The growing disconnect between younger generations and cultural knowledge has led to a decline in the popularity of traditional games, once central to community identity and intergenerational learning.

# Traditional Games

"Traditional games are part of our living heritage. They promote inclusion, cultural identity and intergenerational dialogue, all of which are vital in building cohesive communities."

— UNESCO, Intangible Cultural Heritage Section

Simultaneously, the craft industry faces diminishing employment opportunities, as mass production, shifting economic priorities, and rural-to-urban migration displace artisans and reduce the perceived value of handcrafted cultural products. Without architectural and programmatic interventions

there is a risk of losing not only the skills and knowledge of traditional play and making, but also the social bonds and livelihoods they once supported.

# 85%

### LOSS OF PLAY SPACES



# 70%

### FRAGMENTATION OF FAMILIES



# 80%

### GLOBAL MEDIA DOMINANCE



# 65%

### ECONOMIC PRIORITIZATION

