

**PRESERVATION AND DEVELOPMENT OF HÁT XẨM IN NINH BÌNH
TRADITIONAL ART CLUB**

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Ninh Bình province is home to Hà Thị Cầu, a merited artist and the last Xẩm singer of the 20th century who wrote and contributed many important works in the Hát Xẩm repertoire. Hà Thị Cầu planted the seeds for the development of the art in the cultural and spiritual lives of people inside and outside of Ninh Bình province. The Cultural Center of Ninh Bình province has inherited this rich folk tradition and continues the tradition by organizing the activities of traditional art clubs in villages and hamlets throughout the province.

The article introduces and analyzes the activities of the clubs, showing that the art of Hát Xẩm is similar to an underground water that penetrates deeply into the cultural and spiritual life of the people of Ninh Bình. In this way the Cultural Center of Ninh Bình helps to provide for the conservation and promotion of the important intangible cultural heritage of Hát Xẩm art for today and into the future.

Keywords: club, Hát Xẩm, preservation and promotion activities, Ninh Bình.