



Call for Papers (new!)



2nd HERMES Symposium:

Practical Aspects of Cultural Heritage – promotion, utilization, and its consequences

Date: Friday, **28 October** – Saturday, **29 October 2005**

Venue: Radio Kraków, al. Juliusza Słowackiego 22, 30-007 Kraków, Poland

Organizers: Radio Kraków, Małopolska Institute of Culture (MIK), Ethnographic Museum, Foundation Weimar Classic & Art Collections, Bauhaus-University Weimar

Background

HERMES ('Heritage and New Media for Sustainable Regional Development') is a joint initiative of 16 institutions from eight countries which is cofinanced by the EU as part of the community initiative Interreg III B CADSES during 2004-2006. The project searches for innovative ways of utilizing and preserving cultural heritage by employing new media technology. The aim is to explore the potential of cultural heritage as a factor of sustainable regional development (for further information see www.swkk.de/hermes).

Four symposia are organized as part of the scientific research accompanying HERMES which is co-ordinated by the Institute of European Urban Studies at Bauhaus-University Weimar. The main results of these conferences will be published in English in a new series at Bauhaus University Press.

Intention and structure of the symposium

The 2nd HERMES symposium will serve to discuss the relevance of the concept of 'cultural heritage' in practical fields such as spatial planning, tourism, conservation, place-marketing, regional development strategies etc. Opportunities and risks of practical heritage work in the field of tension between preservation and utilization are to be investigated, with particular regard to the issue of commercialization.

A second focus will explore possible ways of dealing and working with cultural heritage, e.g. the question, how cultural heritage can be presented by means of new media, in museums etc., and what effect this may have on the heritage itself.

The conference will facilitate the discussion between practitioners and theoreticians of heritage, with regard to opportunities, limitations and risks in heritage work. Practical examples shall be presented, especially from Central and Eastern Europe. After the symposium, guided excursions to interesting heritage sites in and around Kraków will be offered.

The symposium will cover the following main topics:

- **'Cultural Heritage' – an attempt at defining and conceptualizing a key term of HERMES**

The term of 'cultural heritage' stands at the very centre of HERMES, and it is the point of departure for all our activities. Therefore, it is essential for the further course of the project to elaborate a working definition which reflects the richness, as well as the ambiguity of the term, and which should be applicable to the various activities within HERMES. In this session, the various facets of 'heritage' shall be explored and discussed, especially advantages and drawbacks of a constructionist approach.



- **Main political actors in the heritage sector in Europe**

Here, main actors in the heritage sector in the European context will be identified and presented, mainly on the supranational level (e.g. UNESCO, CoE, EU), but also on the national and regional or local levels. How is cultural heritage defined by these actors, and what are their intentions, approaches, expectations, priorities, strategies, means etc.? Of particular interest shall be the question as to how cultural heritage is linked to the issue of regional development (e.g. in the European Union Structural Funds).

- **Presenting and promoting cultural heritage in museums, in the media and in education**

Cultural heritage needs to be known and acknowledged, otherwise its significance will be lost. Thus, one has to ask about possible ways and means of conveying this significance, in order to keep heritage alive and functioning. For the HERMES project, the main fields of interest are museums, media, and education. Therefore, the guiding questions of this session will be: How can the notion of (or: the knowledge about) cultural heritage be taught and disseminated? Are there practical experiences from educational events? How do mass media (or new media) and cultural heritage relate to each other? How could cultural heritage be promoted and preserved with the help of (mass) media? What are limitations, or even dangers, inherent in the presentation and promotion of heritage? One explicit aim of this discussion round shall be not only to articulate theoretical considerations and to exchange experiences, but also to establish networks for future co-operation.

- **Utilizing and valorizing cultural heritage – consequences and effects**

HERMES' explicit aim is 'to promote and to support sustainable regional development by innovative interactions of cultural heritage and the new electronic media'. Yet what is the connection between heritage and regional development? What effect do the two phenomena have on each other? In more concrete terms: What can cultural heritage contribute to the economic and social development of (regional) communities, and what not? In how far is this taken into account in spatial planning? In this session, positive and negative effects of heritage tourism, and of the commodification of heritage in general, shall be discussed, as well as non-economic aspects of valorization. Furthermore, the issue of identity-building and place-marketing shall be explored. Theoretical considerations will be illustrated by various case-examples.

- **Final discussion & concluding remarks**

The intention of the symposium is not only to exchange views and experiences concerning practical aspects of heritage work in a *l'art pour l'art* fashion, but also to elaborate policy recommendations as to how the issue cultural heritage should be integrated in spatial planning processes and regional development strategies. One important question in this regard has to be, in how far heritage is affected by its utilization for economic purposes. Is there a danger of abuse, and eventually loss of significance, through the commodification of heritage? What should be the priority? A synthesis of all the contributions to the symposium will not only lead to the formulation of policy recommendations, but also to valuable conclusions for HERMES itself and its particular pilot activities.

Contributions are still sought for this event! This could be either a presentation of 10-20 minutes on a theoretical and/or practical aspect of cultural heritage, or the role of discussant in a panel. Speakers will be kindly asked to submit short abstracts of their paper in advance (until 17 October 2005), so that these can be circulated among all the participants before the symposium.

Deadline for registration is 16 September 2005.

Please contact Sebastian Schröder-Esch, M.A., M.E.S. for further information and/or proposals for presentations (E-mail: sebastian.schroeder@archit.uni-weimar.de).

