

EUROPEAN CITIES IN THE PROCESS OF CONSTRUCTING AND TRANSMITTING OF THE EUROPEAN CULTURAL HERITAGE. INTERNATIONAL CURRICULUM FOR UNDERGRADUATE AND MASTER STUDENTS.



8. Cultural Landscape

Culture landscape is composed of:

Landscape - territory - man - city - architecture - genius loci – life.

Architecture is an intervention into (otherwise intact) landscape environment that reflects the perception of space (time, society, values). British architect Kenneth Frampton views architecture as applied science, as a form of fine art - "a craft dedicated to the formation of the human environment." A Swiss architect critic Siegfried Giedion says "architecture should interpret the way of life" and a Norwegian architect Norberg Schulz says that architecture provides people with existential support, helps us find our place in the world.

We can say that the landscape affects the activity and thinking of people. People then transmit their ideas to the transformation of nature and thus create a cultural landscape.

Cultural Landscape definitions:

"The cultural landscape is based on" cultivation "and contains designated places, paths and areas that concretize the way in which one understands the natural environment."

Norberg-Schulz

“Man creates a certain type of land, but it influences and completes it.” Cílek

Man is the product of nature and its part, humanity is constantly searching for new ways of "living in the world."

Current trends in cultural landscape creation:

1. Urbanization of settlements
2. Urban growth (landscape protection)

3. Suburban development
4. Improvement of internal development

The key factor we deal with is a CITY as cultural landscape:

Definitions:

“The city is not just a concentration of buildings and facilities with various practical functions, but it also means something more. It is a historically created form of the human world. It is a distinct framework within which and in relation to which one schedules his life and his attempt to make it meaningful.”Norberg-Schulz

“A house is a house where it lives. Then the world becomes a house - a world where we live, and the city becomes a city only when it is walked and sleeping - when it dwells - because without inner living the city exists only as a pile of stones.”Heidegger

A city is:

1. Philosophical world of meanings
2. Maze of signs and symbols
3. Artificial place
4. Urbanistic scene
5. A cultural phenomenon

Culture of a City / Culture in a City:

“The culture of the city cannot be associated only with a certain range of selected buildings and facilities for the so-called cultural activities, nor can it be identified solely with the aesthetic or historical-historical character of the building stock.” Halík-Kratochvíl

Public Space in a City:

The question of public space quality?

"It is important to realize how different categories of public activities are influenced by the quality of public spaces and how improving this quality gives a chance to develop especially optional, essentially recreational functions and social activities.“ Gehl

“Creating a valuable environment designed for modern life in a high aesthetic quality and cultural environment” Chang

Aims of cultural landscape creation:

1. Maintain the legacy of the place, but bring new vitality to it
2. Use of modern elements in a historically valuable environment
3. Citizens and city visitors become critics and observers

Cultural Landscape and / for Tourism?

Heritage industry - includes monuments, various cultural and historical sites that are of interest to visitors. Otherwise, the cultural monuments are viewed by the visitor, otherwise by an expert and otherwise by ordinary people.

“Touristification of Cultural Heritage“ – What it means?

Cultural Landscape is a Product (for sale)?

Touristification / Disneylandisation of Cultural Landscape:

"Culture and cultural heritage is to be seen as one of the sources of economic and social development of the community, as a form of capital that can be appreciated.“ Kesner

What risks does it bring? Is the cultural heritage for sale?

Cultural Capital

Includes cultural, economic, social values in material (collections, settlements, monuments) and intangible (music, language, ...). It leads to the purposeful development of the city as a cultural center and forms the image of the city. It should take into account the attractiveness of the city for contemporary life and its cultural-historical legacy.

"In an environment of increasing competition between metropolitan centers, it is important that the site is visible - cities must know their specificity and the differentiation to sell.“ Kesner

Art Marketing

The profile of the city as a cultural center is part of a marketing strategy to increase traffic (tourism). Applying marketing to culture and art is called art marketing. It has the task of conveying the cultural heritage to the public by highlighting those features and facts that make space / city / place / object exceptional and interesting

Cultural tourism

Tourism is currently the world's largest industry and employer. Includes services, products, offers ... Cultural tourism is focused on specific cultural events, cultural experiences and visits to cultural institutions. It directly supports economic development

Cultural Heritage as a Product

It is different from normal consumer goods. Specific product - linked to place, prestige, atmosphere, architecture and genius loci.

Important features: accessibility, attractiveness, authenticity.

Profit: invested in restoration, protection, maintenance, operation.

Cultural Heritage in Cultural Landscape

A part of a culture that comes from the past and which is considered valuable and representative. The cultural heritage has had/ has a high artistic value or is evidence of the development of society. Each culture has its own cultural heritage, which is maintained, used "in its own way". Cultural heritage is a value in itself, but the value depends on its "usability".

Cultural Heritage Management

The process of protection, research and exploitation of cultural heritage with a view to sustainability (development). ! If management does not perform these processes and does not achieve any results, then it is not a cultural heritage management!

Profit can be economic, educational, recreational, recreational, social-entertaining, differentiating-integrating (serves to strengthen identity). Cultural management should use an assessment model of cultural potential.

Cultural Potential

A set of cultural values (phenomena, elements, complexes) that can be used for profit.

It consists of 5 components:

1. Cultural heritage
2. Cultural organizations and institutions

3. Cultural events and products
4. Cultural infrastructure
5. Human resources in the cultural sector

Cultural Mapping Method

Cultural mapping methodology is used to obtain information about cultural potential in order to identify cultural resources. Assessment of cultural potential is a "new" approach based on experience from several different countries / organizations:

Cultural mapping was used by UNESCO

Many countries came up with their own projects (eg NIPOS in the Czech Republic)

In 2018, Valetta (Malta) became the European Capital of Culture (by using cultural mapping)

Cultural Heritage Assessment - Quantitative Material Components:

1. Archival documents
2. Historical library collections and documents
3. Collections of museums and galleries
4. Works of music, dance, dramatic art and scenography
5. Works of cinematography, television and audiovisual production
6. Works of fine and applied art
7. Works of traditional art and artistic production
8. Historical urban, architectural and building structures in relation to landscape structures
9. Cultural landscape

Cultural Heritage Assessment - Quantitative Intangible Components:

1. Language (including variants)
2. Verbal and literary expressions
3. Dramatic, musical and dance art
4. Cultural traditions
5. Historical events
6. Geographical and local names

7. Technological procedures and specific techniques
8. Intangible manifestations of extraordinary value

Example: Pottery

Cultural network:

1. Pottery tradition in a village(cultural heritage)
2. Pottery Civic Association (organization)
3. Pottery workshop (event)
4. Pottery Museum Yard (Infrastructure)
5. Two potters and cultural officer of the municipality (human resources)

The Importance of Assessing Cultural Potential

Increases the accessibility of culture and access to cultural content. Stimulates the revitalization of cultural life, civic engagement, community development, local identity. It serves for socio-economic development eg. in tourism, for the local community, visitors, third sector. It can be used for spatial planning, development of creative economy, development of educational society.

Cultural Potential Usability

It is not necessary that these be unique (endemic) cultural resources. Defining the recipients (target group) is more important. More important than "originality at all costs" is the evaluation of cultural heritage possibilities, creation of an appropriate mix of cultural services / products, effective marketing, flexibility. It is essential to create a year-round offer - events are a diversification of people's lives and also a profitable activity. The potential of a place is often underused or occasionally used.

Networking can also increase the potential in the microregion where the visitor finds more interesting places that cooperate with each other. Involvement of domestic people contributes to authenticity. Cultural potential can be underdeveloped, but there is also a problem of over-saturation of services and over-interest.

Analysis of Cultural Potential

Questions for students (discussion)

Choose a cultural landscape (this can be a place, a city, or just a specific monument)

1.1 Briefly describe selected cultural heritage

1.2 Is this part of the culture of the past and is it considered valuable and representative?

1.3 Is the cultural heritage of high artistic value and / or evidence of the development of society?

1.4 Is it maintained and / or used in another way?

1.5 Cultural heritage is a value in itself, or does the value depend on its 'usability'?

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