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

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ERASMUS+ PROGRAMME

STRATEGIC PARTNERSHIP FOR HIGHER EDUCATION

COOPERATION FOR INNOVATION AND THE EXCHANGE OF GOOD PRACTICES

Project duration is 36 months: 01.09.2018 - 31.08.2021

Co-funded by the Erasmus+ Programme of the European Union
INNOVATION AND HERITAGE
1. HERITAGE

2. INNOVATION

3. HERITAGE TRANSMISSION

4. TECHNICAL INNOVATION FOR HERITAGE TRANSMISSION

5. RISKS IN HERITAGE TRANSMISSION
1. HERITAGE

TANGIBLE:
buildings, monuments, artefacts, clothing, artwork, books, machines, historic towns, archaeological sites.

INTANGIBLE:
practices, representations, expressions, knowledge, skills. This includes language and oral traditions, performing arts, social practices and traditional craftsmanship.
Innovation may be understood as ...

Oslo Manual (OCDE 2005)

- A new product or service that results from human creativity
- A new improved way of creating an already existing product or service
- A new way of organising to provide them
- A new way of communicating or transmitting
3. HERITAGE TRANSMISSION

- IDENTIFICATION
- PRESERVATION
- COMMUNICATION
- EDUCATION
IT IS NECESSARY TO IDENTIFY WHAT FORMS PART OF A COMMUNITY’S HERITAGE, INCLUDING MATERIAL OBJECTS AS WELL AS INTANGIBLE MEANINGS IN ORDER TO SUITABLY TRANSMIT THE CULTURAL HERITAGE
PRESERVING A COMMUNITY’S INTANGIBLE CULTURAL HERITAGE DOES NOT MEAN UNDERSTANDING IT AS AN UNCHANGING DOMAIN WHICH IS SHUT OFF FROM OTHERS. IT IS ALIVE AND UNDERGOES CHANGE GENERATION AFTER GENERATION, AS IT ACQUIRES NUANCES AND NEW SYMBOLIC MEANINGS (Lenzerini, 2011)
3. HERITAGE TRANSMISSION

COMMUNICATION

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HERITAGE SHOULD BE SUPPORTED WITH EDUCATION AND THE NECESSARY SKILLS SO THAT WHOEVER RECEIVES THE HERITAGE CAN UNDERSTAND IT AND APPRECIATE IT APPROPRIATELY.

FURTHERMORE, EFFORTS SHOULD BE DIRECTED TO ACHIEVING THE MAXIMUM INVOLVEMENT OF THE AGENTS AND COMMUNITIES THAT CREATE AND MAINTAIN THE HERITAGE.
4. TECHNOLOGICAL INNOVATION FOR HERITAGE TRANSMISSION

- Digital Culture as living heritage
- Technology for heritage identification
- Technology to preserve heritage
- Technology for communication of heritage
- Technology for education in heritage
Use of video games to create small animated works
DIGITAL CULTURE AS LIVING HERITAGE

NET ART

New ways of creating and disseminating Internet-Based artwork
4. TECHNOLOGICAL INNOVATION FOR HERITAGE TRANSMISSION

TECHNOLOGY FOR HERITAGE IDENTIFICATION

X-ray of portrait of Isabel de Porcel by Goya

HIDDEN TRACES
ARKIKUS – VR app for Vitoria-Gasteiz
http://arkikus.com

TECHNOLOGY FOR HERITAGE IDENTIFICATION

3D MODELLING AND VIRTUAL REALITY
TECHNOLOGY FOR HERITAGE IDENTIFICATION

READINGS FOR ARCHAEOLOGICAL EXPLORATIONS
TECHNOLOGY TO PRESERVE HERITAGE

EKAIN BERRI – copy of original cave Ekain and its paintings
https://www.ekainberri.eus

COPIES OF HERITAGE WORKS
4. TECHNOLOGICAL INNOVATION FOR HERITAGE TRANSMISSION

TECHNOLOGY TO COMMUNICATE HERITAGE

VIRTUAL TOURS
4. TECHNOLOGICAL INNOVATION FOR HERITAGE TRANSMISSION

TECHNOLOGY TO COMMUNICATE HERITAGE

VIDEO GAMES
4. TECHNOLOGICAL INNOVATION FOR HERITAGE TRANSMISSION

TECHNOLOGY FOR EDUCATION IN HERITAGE

AUDIO GUIDES
5. RISKS IN HERITAGE TRANSMISSION

- CULTURAL APPROPRIATION
- TRIVIALISATION
- DIGITAL DIVIDE
THANK YOU!