



Una Europa Doctoral Programme
in Cultural Heritage
(Una-Her-Doc)

*Founding Theories Seminars
&
Methodology Seminars*

February 2022 - March 2023



All time references in program are in CET/CEST

Programme

February 2, 2022 (online)

12:30 - 14:00 Introductions to Una-Her-Doc courses programme

Founding Theories Seminars

February 2, 2022 (online)

14:00 - 16:00 ***Sounds as Heritagizable Objects: Sound Studies meets Critical Heritage Studies***
Associate Professor Josephine Hoegaerts, Helsingin Yliopisto

16:15 - 18:15 ***Cultural Heritage, strategic resource for economic development and social welfare***
Professor Ana Yáñez and Lecturer Juan Martín Fernández, Universidad Complutense de Madrid

March 14, 2022 (physical, Paris)

9:00 - 11:00 ***The shifting paradigms that govern valuing and preserving monuments and sites***
Professor Koen Van Balen, KU Leuven

11:15 - 13:15 ***Heritage and postcolonial studies: conceptual and epistemological tools for a change of paradigms***
Associate Professor Giulia Crippa, Alma Mater Studiorum – Università di Bologna

14:15 - 16:15 ***Museums, cultures and societies***
Professor Dominique Poulot, Université Paris 1 Panthéon-Sorbonne

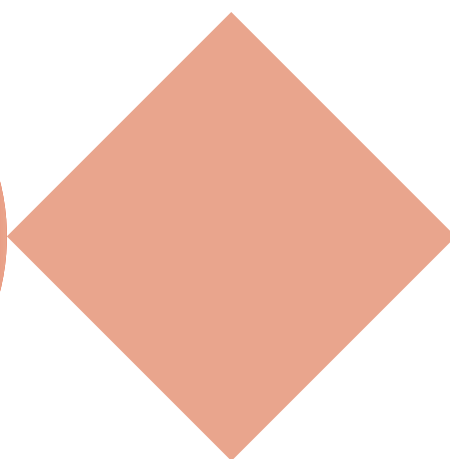
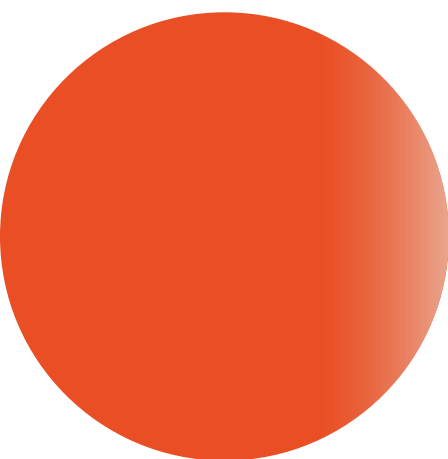
16:30 - 18:30 ***Heritage and the mobility studies***
Professor Maria Gravari Barbas, Université Paris 1 Panthéon-Sorbonne

June 14, 2022 (online)

11:00 - 13:00 ***Critical Heritage Studies: Spatial Perspectives***
Reader María Lois, Universidad Complutense de Madrid

14:00 - 16:00 ***Theorising Digital Engagement with Cultural Heritage***
Senior Lecturer Jen Ross, University of Edinburgh

16:15 - 18:15 ***Archaeology and the making of Cultural Heritage***
Lecturer Alain Duplouy, Université Paris 1 Panthéon-Sorbonne



Methodology Seminars

March 15, 2022 (physical, Paris)

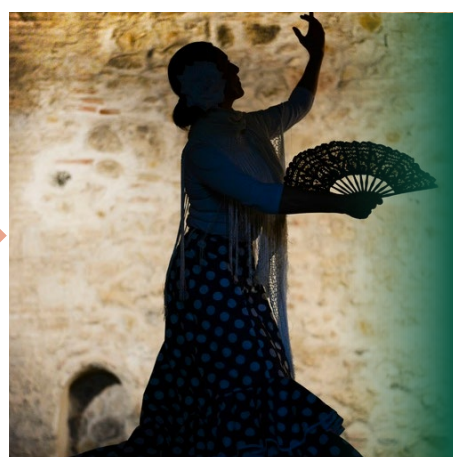
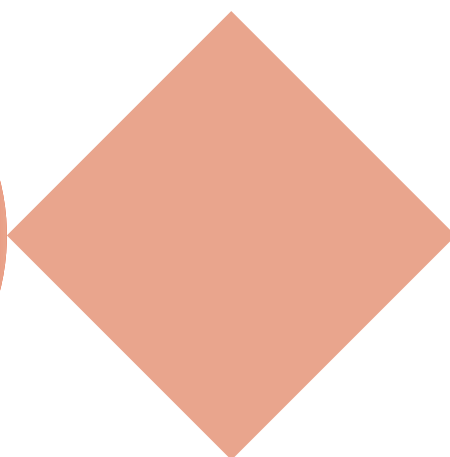
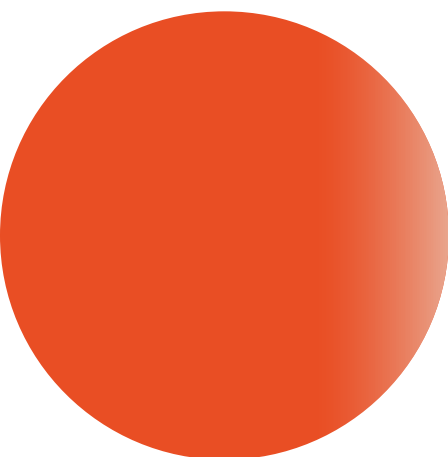
- 9:00 - 11:00 ***Cultural heritage and social relationship: To the social perception studies from resolution of conflicts in cultural heritage***
Professor Alicia Castillo Mena, Universidad Complutense de Madrid
- 11:15 - 13:15 ***(Re)creating Heritage: creative methods for research***
Professor Edward Hollis, University of Edinburgh
- 14:15 - 16:15 ***Europeanization of heritage – how to approach museums as civilizing agents***
Assistant Professor Łucja Piekarska-Duraj, Uniwersytet Jagielloński w Krakowie
- 16:30 - 18:30 ***Between public history and service design: participatory methodologies for heritage enhancement***
Professor Patrizia Battilani, Alma Mater Studiorum – Università di Bologna

April 4, 2022 (online)

- 14:00 - 16:00 ***Oral History and Life Writing Collections as Cultural Heritage***
University Researcher Ulla Savolainen, Helsingin Yliopisto
- 16:15 - 18:15 ***Anthropological interventions in heritage studies***
Associate Professor Magdalena Banaszek, Uniwersytet Jagielloński w Krakowie

June 15, 2022 (online)

- 11:00 - 13:00 ***Heritage discourses as deactivation***
Lecturer Alicia Fuentes Vega, Universidad Complutense de Madrid
- 14:00 - 16:00 ***The human skeletal remains of scientific interest in the frame of cultural heritage***
Professor Maria Giovanna Belcastro, Alma Mater Studiorum – Università di Bologna



Programme & Lectures

November 8, 2022 (online)

- 9:00 - 11:00 ***An ethnography of non-existent “heritages”: constructing the object of study where “heritage” makes little sense***
Lecturer Aurélie Condevaux, Université Paris 1 Panthéon-Sorbonne
- 11:15 - 13:15 ***New narratives in Cultural heritage: the PAR (Participation-Action-Research) like tool for subverting the axiom of authorized discourse***
Professor Alicia Castillo Mena, Universidad Complutense de Madrid
- 14:15 - 16:15 ***Counter-hegemonic narratives in European metropolis: heritage, identities, space***
Lecturer Linda Boukhris, Université Paris 1 Panthéon-Sorbonne
- 16:30 - 18:30 ***Digital humanities, a new paradigm for heritage?***
Lecturer Sébastien Jacquot, Université Paris 1 Panthéon-Sorbonne

March 2023 (physical, Paris)

- tbd One-day methodology seminar on counter hegemonic heritage discourses in the 8 cities of Una Europa
- tbd Followed by one-day interactive seminar of founding theories

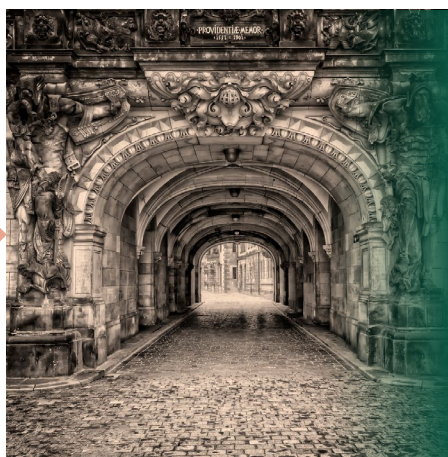
Founding Theories Seminars

Sounds as Heritagizable Objects: Sound Studies meets Critical Heritage Studies

The last 30 years has seen a surge of interest in the historical and cultural meaning of sounds “beyond” music – sounds as cultural artifacts that have meaning not because of their beauty, but because of their historical, geopolitical and cultural specificity and performative power. The discipline of sound studies, in particular, has helped establish the notion that sounds can be “objects”, and as such they can be heritagized much in the way other, more tangible, objects have been. This has given rise to numerous initiatives to preserve, store and digitize sounds into “sound archives”, and to projects reconstructing historical acoustics in heritage landscapes and buildings; but also to a critical discourse on the validity of thinking of sound as a sheer object, independent of the culturally attuned ears for which they were originally designed. This lecture offers an introduction to the basic tenets of sound studies, how sound can be heritagized, and how a contextualized “period ear” can be applied to sound archives.

Reading: most likely an excerpt of Dylan Robinson’s Hungry Listening (2020)

Josephine Hoegaerts is Associate Professor of European Studies at the University of Helsinki and PI of CALLIOPE: *Vocal Articulations of Parliamentary Identity and Empire*. Her current research focuses on acoustic heritage, and particularly historical practices and imaginations of the human voice. Her wider research interests concern the practices of articulation and embodiment that created modern citizenship in Europe. Whilst her previous research elucidated aspects of the construction of the citizen self (i.e. masculinity, maturity, dignity, notions of authority and rationality), in her current research on the articulation of “vocalized” identities within modern nations (notably in England, the Low Countries and France, and their respective colonies) the politics of location, and socio-cultural embeddedness come to the fore.



Cultural Heritage, strategic resource for economic development and social welfare



The role of Heritage is changing with the accelerated transformation of the global socio-economic scenario of the 21st century. Its traditional condition of elements that bear testimony to the past is still present, but other aspects that are also characteristic have come to the fore. Although the ability of Heritage, as cultural capital, to contribute to economic activity is widely recognized, some of its attributes make it strategic given the challenges of today's societies. This is the case of the non-offshoring nature of many of its elements and the consequent rooting of its consumption, that protects it from the growing voracity of digitization. Or of its links with creativity, talent attraction and innovation. Or with sustainability, both internal, due to the need for its preservation and enhancement, and external, for its decisive contribution to social cohesion, territorial rebalance and healthier lifestyles. These are just some examples of the many reasons for dealing in detail with the analysis of Heritage from an economic and social perspective.

Ana Yáñez is a Doctor of Law and Professor of Administrative Law at the Faculty of Political and Social Science of the UCM since 2000. She has more than twenty years of experience in the management of historical goods, having directed the *Fundación de Casas Históricas y Singulares* [Foundation of Historic and Singular Houses] and others institutions. She is a specialist in Cultural Heritage Law and museums and in the legal regime of non-profit entities. Much of her research and interest focuses on the fight against plunder and illicit trafficking of archaeological assets, in the valuation of damages caused to heritage archaeological and procedural activities to prove illegal activities against these goods, having published numerous books and articles on these topics. She has participated and participates in national and international research projects and she gave lectures and teaching in numerous Spanish and foreign centers.

Since 2018 is the Secretary-General of ICOMOS Spain and Nemesis, *Asociación para la investigación y defensa del Patrimonio Cultural contra el expolio y el tráfico ilícito* [Association for the Investigation and defense of Cultural Heritage against plunder and illegal traffic].



Juan Martín Fernández, Department of Applied Economics, Public Economics and Political Economy Lecturer at the Faculty of Political Science and Sociology, Complutense University of Madrid (UCM). PhD since 2002, he has worked in public and private universities and institutions. He has conducted pre and postdoctoral research stays (University of Manchester and Université de Toulouse). As a researcher, he has more than fifteen years of experience in the field of Economics of Cultural Heritage, being Principal Researcher and member of several teams. His work focuses on estimating the economic and social impacts of activities related to cultural heritage, the monetary valuation of the preservation efforts and its returns in terms of economic activity and social wellbeing. Currently he teaches in the UCM-UPM Master *Patrimonio Cultural en el Siglo XXI: Gestión e Investigación*.



The shifting paradigms that govern valuing and preserving monuments and sites

In the Cultural Heritage subdomain “Monuments and Sites” (immovable heritage) various theories and approaches have been developed. Their evolution do reflect the evolving way various actors consider cultural heritage. The evolution can be projected on major societal changes (paradigm shifts or wave based changes) which helps to open the debate in an interdisciplinary context as they also connect with other cultural heritage domains.

The basic documents, charters and related (UN) conventions are explained as to create a common understanding on what “drives” and “has driven” valuing and preserving immovable cultural heritage. From the Charter of Athens, the Venice Charter over the Burra charter and the Nara document on authenticity the actual more community centred approach of cultural heritage is explained.

Similarly the Cultural Heritage Counts for Europe report (2015) is a good basis to explain the relationship between cultural heritage and sustainable development, which is today a major concern in which the impact of cultural heritage should be well understood.

Koen(raad) Van Balen is an Engineer-Architect (1979); post-graduate in architectural conservation (1984) and Ph.D in Engineering (1991, KU Leuven).

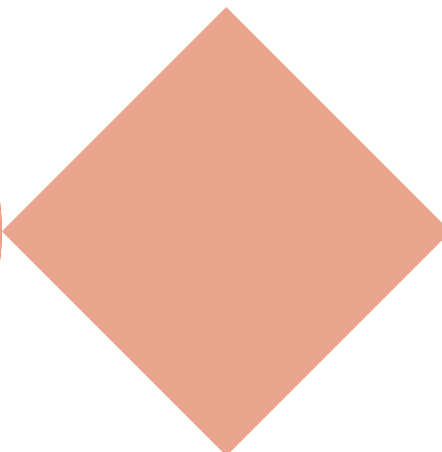
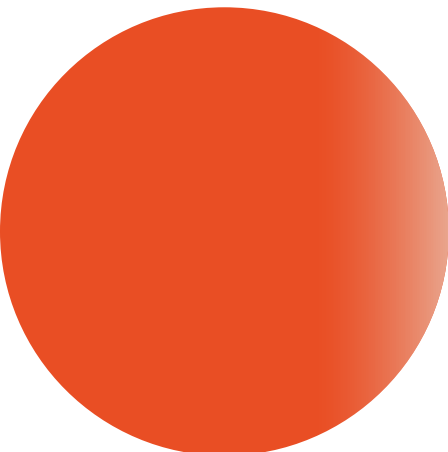
Academic staff member at KU Leuven since 1993, he is full professor at Civil Engineering department; director of the Raymond Lemaire International Centre for Conservation (RLICC). Koen is member of the research Council of KU Leuven. He is the holder of the UNESCO chair on preventive conservation, monitoring and maintenance of monuments and sites (PRECOM3OS) since 2008. Member of various associations and advisory organisations in the field of cultural heritage as ICOMOS, RILEM and member of the Council of Europa Nostra. He was involved in activities of periodic reporting on World Heritage and has long-term research collaboration in Ecuador and Cuba. Koen was a visiting scholar at the Getty Conservation Institute in Los Angeles. His publications and research projects deal with heritage preservation, ancient and new sustainable construction materials. He was coordinator of past FP7 projects and is the coordinator of the ILUCIDARE project. Koen was the former chair of the Scientific Committee of the Joint Program Initiative Cultural Heritage.



Heritage and postcolonial studies: conceptual and epistemological tools for a change of paradigms

If memory is a constitutive dimension of the identity image and a continuous adaptation of the subjects to the world around them, the cultural processes of its negotiation, appropriation and reinvention increasingly occur in transnational and transcultural contexts. Cultural heritage is a public commemorative legacy of memories that each era wanted to perpetuate and communicate to the future. On the other hand, especially for scholars, it is the set of documents that act as sources for studying the past and its values. When these symbols become part of the agenda of social movements, or when the public authorities themselves decide to remove them from their location or leave them to the insults of time, it is because the commemorative message entrusted to them in the past is questioned or has lost its meaning for the groups that proposed it or for other social groups. One of the aspects of the current conflicts over cultural memory is epistemic in nature: it is based, in fact, on the “modern” conceptions of Nation and, mainly, of National Identity, declined from the National Culture and its Heritage, as institutionalized memories by the Nation itself. The emergence of a post-colonial thought at the end of the 20th century requires not only the recognition of the political right to independence, but the revision of the foundations of Western history itself and of its liberal self-indulgence that remained intact.

Giulia Crippa, PhD in Social History, Free Professor in Information Science (University of São Paulo - Brazil) is UNIBO Associate Professor since 2018 at the Cultural Heritage Department. PhD and Master professor for the Library and Information Science post-degree Program of the *Escola de Comunicação e Arte* – University of São Paulo. From 2003-2018: Full Professor at the University of São Paulo, for the Library and Information Science Bachelor. She works in the field of Social Memory and Cultural Heritage focusing on how CH is structured in contemporary society and its informational and cultural mediations.



Museums, cultures and societies



Since its origins in the Enlightenment, the museum has been a fundamental element of heritage, both the embodiment par excellence of artistic and historical legitimacy and a notorious instrument of public policy. For a long time assimilated to a national icon, it has become over the last half-century a more complex institution, whose multiple identities are inscribed within issues that are both local and transnational, depending on the heritage communities concerned. Recently, we have seen a metropolisation of public collections, marked by the multiplication of exhibitions and the growth of audiences, the constitution of networks of institutions, and the hegemony of global expertise. Finally, museums refer to a memory – national, European, Western, universal – that has become problematic in a post-colonial context, with a concern for the ethics of collections. We will choose to illustrate all these phenomena by examining the histories of some European museums, in a multidisciplinary approach.

Dominique Poulot is professor of cultural history of art at the University Paris 1 where he created the first French MA “Politics and History of Museums and Heritage”. He has been the recipient of many fellowships – European University Institute, CNRS, Getty Foundation, NYU, National Gallery of Art (Washington), IAS of Bologna – and was Visiting Professor in the Universities of Laval, Geneva, Columbia, Viadrina, Montreal, Girona, Bologna, Università Italo Francese. He is on the board of *Museum & Society*, *Future Anterior*, *erph*, *Museo y territorio*, *Nueva museologia*, *Arte (BUP)*, co-editor in chief of *Culture & Musées* (OpenEdition) and member of the Scientific Council of Louvre.

He has written books about the history of French Heritage and of French Museums as well as some essays about the history of Heritage and Museums in Europe. He has published widely in journals – *Annales*, *Revue de l’art*, *Oxford Art Journal*, *Antropologia*, *Historical Reflections*, *Hermès*, *Perspectives*, *Museologia*, *PT*, *Varia Historia*, *Museos.es* – and in various collections translated in several languages, from *Les lieux de mémoire* to *Europa. Notre Histoire*.

Heritage and the mobility studies



Though mobilities have historically created the conditions for both the production and the consumption/utilization of heritage, the concept of heritage has been built and understood by focusing exclusively on the relationship between heritage and (the) territory, whether national or local. Traditionally founded on the concept of “historical monument”, invented and extensively used by nation states in the 19th century, the modern concept of “heritage”, as it emerged in the Western world after the 1960s, is understood as a reaction against globalization and the generalized mobilities of people, capital, and images (Beauchard, 2000). Adopting an opposite approach, the lecture aims to highlight the role that mobilities have played in the past and increasingly play today in the social production of contemporary heritage. It posits that mobilities of populations, ideas, models, and standpoints contribute significantly to the heritagization of artifacts and mentifacts that may not have been recognized as heritage solely by the action of local communities. It further advances the hypothesis of a new “heritage regime”, which suggests a departure from the dominant understanding of the heritage concept by introducing mobilities as a major player in heritagization processes.

Maria Gravari-Barbas is professor of cultural and social geography at Paris 1 Panthéon-Sorbonne. She holds a degree in Architecture and Urban Design and a PhD in Geography and Planning. She was Fellow at the Urban Program of Johns Hopkins University, Baltimore, USA. Since 2008 she is the Director of the EIREST, a multidisciplinary research team dedicated to tourism and heritage studies. Since 2009 she is the director of the UNESCO Chair “Tourism, Culture, Development” and the coordinator of the UNITWIN network “Culture, Tourism, Development” bringing together 30 universities around the world (including 3 UNA Europa universities: Bologna, KUL and UCM). She is expert for local development at the UNESCO WH Preah Vihear temple, Cambodia. Maria is the chief editor of *Via Tourism Journal*, an open, interdisciplinary and multilingual journal (7 languages) dedicated to Tourism studies (<https://journals.openedition.org/viatourism/>). She is the author of several books and papers related to Tourism, Culture and Heritage with special focus on gentrification, tourismification and heritagization of urban spaces; World Heritage; Tourism and Geographical imaginaries; Tourism, authenticity and simulacra.



Critical Heritage Studies: Spatial Perspectives

Critical Heritage Studies have become an interdisciplinary research area, by engaging in an approaching to heritage policies and practices as a complex power relation always subject to changes, negotiations and contestations. Heritagization, as a process of negotiation of a visibilization of narratives, voices, memories, affections and emotions involved in heritage-making, displays the politics of a community representation. One central dimension of this negotiation is the spatial one, since the production of heritage usually entails a spatial demarcation and a social identification.

Previous research has already contributed to the conceptualization of scale to the analysis of heritage (Harvey 2015; Lois and Cairo 2015; Lahdesmaki, Thomas and Zhu, 2019), proposing an understanding heritagization as scalar politics (Prokkola and Lois, 2016; Lois, 2019; Lois, forthcoming).

Drawing in fieldwork developed in Europe, Latin America and Oceania, this seminar aims to open a space standing for a theoretical reading and a methodological proposal to approach heritagization as an inherently spatial discourse.



María Lois

Reader in Political Geography and Geopolitics, working at the Political Science and Sociology faculty of the Universidad Complutense de Madrid (UCM) since 2001.

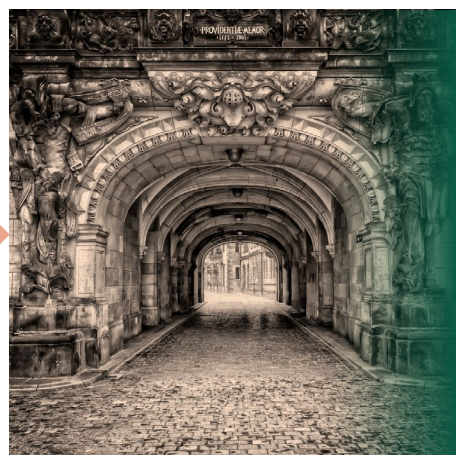
She is member of the "Space and Power" Research Group (UCM), that publishes a journal -*Geopolítica(s)*- where she serves as deputy director. María is also part of "Polarts (The Politics and the Arts)", a Standing Research Group within the ECPR (European Consortium for Political Research-ECPR), and chair of the Research Committee 15 (RC15/Political and Cultural Geography) of the International Political Science Association (IPSA-AISP). Her main work is related to Border Studies, with special interest in cultural governance and the heritagization of European borders. She also works on heritage and politics, specifically in Bolivia and New Zealand.

Archaeology and the making of Cultural Heritage

Archaeology became established as a scientific discipline over the nineteenth century through the invention of typology, stratigraphy, and technology in a process of distinguishing human-made artefacts from naturalia. Archaeologists were then distinguished from mere antiquarians who, since the Renaissance, accumulated objects within Wunderkammern or cabinets of curiosities. Collected objects gained a scientific status, beyond a value based on their sole curiosity or esthetic aspect. But how did they become cultural heritage? And do all archaeological objects belong to cultural heritage? Here, esthetic values and irrational feelings may strike back, as the general public does not necessarily find connections with every single artefact of human craftsmanship. Since cultural heritage is also a matter of community building, how archaeology as a scientific approach to the past may engage with topics of identity making? Accordingly, archaeological heritage has often been a key aspect of nationalism. All these questions will be addressed during the seminar.



Alain Duplouy is a Lecturer in Greek archaeology at the Université Paris 1 Panthéon-Sorbonne. A former Dean of the Faculty of Art history and archaeology, he is now Visiting Professor at Columbia University. He received his PhD from Brussels and Paris universities in 2003 in both archaeology and history, and his Habilitation from Paris in 2017. He was British Academy visiting scholar in Leeds in 2009, Fulbright scholar at UCLA in 2011 and Fellow in Hellenic Studies at Harvard University in 2018/9. He has led archaeological fieldwork programs in Greece (Itanos) and Italy (Laos and Pietragalla) and has published extensively on elites and citizenship in archaic Greece. He is the author of *Le Prestige des élites* (Les Belles Lettres, 2006) and has edited with Roger Brock the collective volume *Defining citizenship in archaic Greece* (Oxford University Press, 2018). His new book (*Construire la cité*, Les Belles Lettres, 2019) offers a sociology of the various communities of archaic Greece.



Lectures

Theorising Digital Engagement with Cultural Heritage

Digital cultural heritage settings are rich sites of visitor engagement and interpretation, but they require imaginative ways of theorising how people make and express connections with digitised objects and collections. A narrow focus on engagement within the measurable, contained spaces of museum websites, collections, exhibitions or buildings is unsuited to the dominance of digital platforms, and the plethora of places and ways that people now encounter cultural heritage objects and collections online. As anticipated boundaries of engagement are exceeded or subverted, trajectories of engagement online coalesce around an object whose meanings are shifting in the process. The tensions and uncertainties of digital engagement can be understood in online contexts as a relationship between visitor and institution which is spatially and temporally “out of joint”: museums and visitors work co-operatively, but not always together, to create new encounters with objects. Encounters with digitised heritage online directly or indirectly make a connection to the museum, through the use of these objects, and trace a trajectory away from it, to express personal and collective memories, relationships, feelings, ideas and sensibilities. This creates new possibilities and tensions for museums and those studying them. This talk introduces work done by museum educators and scholars over several decades to develop crucial insights about the unpredictability of the visitor experience, interpretation and meaning; and it argues for some distinctive features that emerge from practices of digital co-production: the impact of multiple spaces and times, the “unknowable other”, the challenges to the stability of relationships of host and guest, and a rethinking of hospitality.



Jen Ross is a senior lecturer and co-director for the Centre for Research in Digital Education at the University of Edinburgh. She leads the University’s Digital Cultural Heritage cluster in the Centre for Data, Culture and Society, and the Digital Cultural Heritage Research Network, and is co-director of the MSc in Education Futures at the Edinburgh Futures Institute. Her research interests include digital cultural heritage engagement and interpretation, critical approaches to technology in education, and digital cultures and futures for learning and engagement. She has led on research projects including the AHRC’s Artcasting project which explored innovative mobile methods for evaluating engagement with art; developed an international network on the topic of surveillance in higher education; and is co-author of the *Manifesto for Teaching Online*.

Methodology Seminars

Cultural Heritage and Social Relationship: to the Social Perception Studies from Resolution of Conflicts in Cultural Heritage

TOPICS:

- What do we understand about social relationships in the context of cultural heritage treatment?
- From description to the action: methodologies applied to understand better and activate the population from research in cultural heritage perspective (PAR, Mapping stakeholders, social perceptions studies, analysis and resolutions of conflicts)
- Case studies as examples of applications.

Methodology of teaching: debating seminars in base of theoretical contextual masterclasses (half or one hour max per classes) and programating readings/case studies to discuss together (students and professor. The most of time)

Alicia Castillo Mena

University professor, archaeologist specializing in Cultural Heritage Management. Advisor to the Vice-Rectorate for Culture, Sports and University Extension of the UCM. Director of the Cultural Heritage Management Research Group (GPC in Spanish), UCM coordinator of the Interuniversity Master’s Degree in Cultural Heritage in the 21st Century: Management and Research, Complutense University of Madrid and Polytechnic University of Madrid. Her main works have focused on the relationship between urban planning and archaeology up to World Heritage issues (check e.g. Documentary). Her projects include work on participatory processes, social perception studies and conflict resolution in heritage management, as well as teaching innovation (check e.g. <https://www.patrimoniocultural.eu/en-GB/>).



(Re)creating Heritage: creative methods for research

If heritage is understood as not just the conservation or the re-production, but the production of the past in the present, then how might its practices intersect with those of the “creative” arts? The question might be read in reverse: if the “creative” is concerned with the new, how does it build upon and work with what already exists?

These questions might be well understood in some fields, such as the performance of music or theatre, which often involve the contemporisation (in the act of performance itself) of existing things (scripts or scores). In recent years, these discourses have informed other disciplines classically understood as “conservative” (for example museum curation) or “creative” (contemporary art gallery curation).

This lecture will explore this point of coincidence, and at the same time, its possibilities to ask a further question – how might the methodologies of creative practice research inform heritage research: at what point does, or can, it become research “about” or “for” and become, instead, research “through” heritage practice?



Edward Hollis studied Architecture at Cambridge and Edinburgh Universities; and practiced as an architect for six years, first in Sri Lanka, then in the practice of Richard Murphy, well known for his radical alterations to ancient and historic buildings in and around Edinburgh. He has, since 1999, lectured in Interior Architecture at Edinburgh Napier University, Edinburgh, and at Edinburgh College of Art. In 2012, Hollis became Deputy Director of Research across Edinburgh College of Art, Director of Research ECA 2015-18, and between 2019-21 deputy dean of research across the college of Arts, Humanities and Social sciences.

Working with follies and ruins in Sri Lanka, with modern interventions to historic buildings in Scotland, and in the slippery discipline of Interiors, has focussed Hollis’ research and theoretical thinking on building stories and narrative structures connecting time, folk tale, and the built environment. His first book, “The Secret Lives of Buildings”: a collection of folk tales stories about mythical buildings was published in 2009; and his second “The Memory Palace: a book of lost Interiors” was published in 2013. His work also engages with heritage activism. Between 2012-18 Ed was involved with experimental plans to re-occupy the ruins of Gillespie Kidd and Coia’s modernist seminary at Cardross in Argyll. He is a member of the educational advisory board of the Scottish Historic Buildings Trust. Since 2018 he has been working with the inhabitants of Asansol, a coal-mining town in West Bengal, India, to find innovative ways to celebrate their industrial heritage through storytelling and study.

Europeanization of heritage – how to approach museums as civilizing agents

Europeanization of heritage is a recognized yet not a very well elaborated phenomenon, which is usually reduced to collective memory (for instance in convincing works of K. Leggewie on seven circles of European memory). In the intensive course an interpretive approach to the research of processes of Europeanization of heritage in museums will be presented. Its core is an analytical framework which consists of seven European values (progress, utility, dignity, diversity, inclusion, narrativity, (democratic) governance) and allows to analyse museums not only as agents of Europeanization but also as institutions of public service, which often aim to connect localities with Grand Narratives at the same time targeting diverse audiences. In the course some key ideas connected with Heritage Interpretation will be introduced, while its planned outcome would be to empower researchers in terms of analysing museum exhibitions and designing effective research in site. The approach has been successfully applied in a number of dissonant heritage institutions as well as developed in a monograph (L. Piekarska – Duraj, The Invisible Hand of Europe. The museum as a civilising Tool: Peter Lang Verlag, 2020)



Łucja Piekarska – Duraj, Ph.D. is a social anthropologist affiliated with the UNESCO Chair for the Education about the Holocaust, Jagiellonian University (Krakow, PL) as well as independent consultant in heritage interpretation. In her recent book *The Invisible Hand of Europe. The Museum as a civilizing tool* (Peter Lang 2020) she examines processes of heritage Europeanization in museums with regard to Europe’s core metaphors. She is currently involved in research on populism in Poland and especially its connections with the Catholic Church as part of POPREBEL (H2020).



Between public history and service design: participatory methodologies for heritage enhancement



Social sustainability is a broad concept fostering both participatory approaches and cultural diversity promotion in designing heritage enhancement. Its impact on many disciplines has been strong, such as some of the new research approaches can be considered a way to implement sustainable social processes. Public history and service design are a case in point. Public history pursues the collaboration between historians and the local community to make history a vivid knowledge supporting civic engagement and the peaceful coexistence of different (sometimes contrasting) communities. Service design is a new approach in planning and implementing new services and products based on the co-creation between users and producers. Their use in heritage management paves the ways to a stronger involvement of local communities, but of course opens also new challenges and issues, which deserves to be discussed.

Patrizia Battilani is a UNIBO Economic Historian. Her research focuses on cultural heritage valorisation, public history and economic history. She has been visiting scholar at the University of Sidney (2013) and Glasgow (2018 e 2019). She served as director of the Bachelor degree in Tourism Economics (2012-2016). She has experience on participating and managing national and international projects as Head of CAST, the UNIBO Center for tourism study. She is responsible for the UNIBO Unit of the Interreg Italy-Croatia project Recolor (Reviving and Enhancing artWorks and Landscapes Of the Adriatic). Between 2018 and 2019 she coordinated a transnational research on dissonant heritage focusing on the European cultural route ATRIUM. Her last publications include *How to cope with dissonant heritage: a way towards sustainable tourism development* in *Journal of Sustainable tourism* (2018) with A. Mariotti and C. Bernini.

Oral History and Life Writing Collections as Cultural Heritage



Oral history interviews are both sources of historical information and products of the social and communicative encounter in which they are produced. Similarly, life writings, especially when produced as thematic collections by an institution (e.g. archive; association), bear the mark and reflect the social and communicative relationship between writers and collectors. In Finland and Estonia, collecting personal accounts of the past through public calls has been a common practice that has given rise to vast collections hosted by various memory and heritage institutions. By exploring the collecting of oral history interviews and life writings as a productive practice in which these emergent texts are not only archived but reframed as cultural heritage, this lecture will explore 1) how interaction between institution (e.g. archive) and individual may affect the accounts produced, and 2) what happens to personal reminiscences in the process of heritagization.

Ulla Savolainen is a university researcher at the University of Helsinki, department of cultures. She holds a PhD in Folklore Studies. Her research interests include cultural memory, oral history, narrative, heritage, and experiences of migration and transnationality. Currently, she leads a research project titled "Transnational Memory Cultures of Ingrian Finns" (2020–2022). Savolainen's doctoral dissertation (2015) focused on the life writings of former Karelian child evacuees in Finland and the poetics of reminiscing. She has also researched oral histories related to internments of German and Hungarian citizens in Finland in 1944–1946 and analyzed the issue of compensation of past injustice. Savolainen is the chair of the Finnish Oral History Network FOH and the co-chair of MSA Nordic. She has published her research in e.g. *Memory Studies*, *Oral History Journal*, *Poetics Today* (forthcoming), *Narrative Inquiry*, and *Journal of American Folklore*.



Lectures

Anthropological interventions in heritage studies

Viewing heritage as a complex socio-cultural phenomenon requires an anthropological approach which assumes that the tourism system reflects cultural processes and phenomena occurring in and between individual societies. Anthropology goes beyond narrow specialist standards, crosses borders, enters areas reserved for other disciplines, which can be treated as “anthropologizing the humanities” (Burszta, 2015) “anthropological intervention” (Leite and Graburn, 2009). The anthropological perspective in heritage studies assumes the adoption of the prerequisites of the interpretive paradigm: thick description, emic approach, and the researcher’s self-reflection. It also offers research methods and tools developed on the basis of ethnography. The anthropological approach to heritage research seems particularly attractive in relation to dissonant and difficult heritage, where outlining the meaning-making process requires a particularly nuanced approach. The arguments about the legitimacy of studying heritage through anthropological lens will be supported by examples from research from Central and Eastern Europe.



Magdalena Banaszekiewicz, cultural anthropologist, associate professor in the Institute of Intercultural Studies at the Jagiellonian University in Krakow. Her research interests focus on the processes of heritage interpretation, cultural tourism and dissonant heritage. She co-edited the collective volume “Anthropology of Tourism in Central and Eastern Europe: Bridging Worlds” published in Lexington Books in 2018. Her newest monograph “Turystyka w miejscach kłopotliwego dziedzictwa” [Tourism in dissonant heritage sites] published in 2018 in the Jagiellonian University Press compares three cases (Lenin’s Mausoleum, the Chernobyl Exclusion Zone and Nowa Huta district) through the lens of tourist experience. Recently, she has been exploring tour guides’ narratives in the Chernobyl Exclusion Zone (the research project 2016/23/D/HS3/01960 funded by the National Science Centre, Poland). She is the coordinator of the MA specialization “Intercultural relationships in tourism” at the Jagiellonian University and co-editor of the scientific journal “Cultural Tourism”.

Heritage Discourses as Deactivation

Appreciation of otherwise controversial memorial sites in terms of “heritage” is a common strategy in depoliticized readings that seek to pacify cases of “dissonant heritage”. We may apply here Laurajane Smith’s ideas about the impenetrability of the dominant notion of heritage, which she termed “Authorized Heritage Discourse” (AHD). This discourse stems from nineteenth-century preservationist debates and has one of its main principles in the notion of “the innate value of heritage”. Such conceptualization implicitly hinders any possible discussion about the site that is being heritagized. In Smith’s words, “The AHD obscures the cultural production that it creates and disseminates [...], as the AHD and the heritage it creates just ‘is’”. This incontestable nature of heritage has great potential from the point of view of controversial memorial sites or in cases of “dissonant heritage”, such as that of the Valley of the Fallen. Evidence of this deactivation effect is the fact that heritagization discourses usually appear together with touristization processes. We will explore both phenomena in the case of the mentioned monument, built in 1959 to commemorate the Franco dictatorship in Spain.

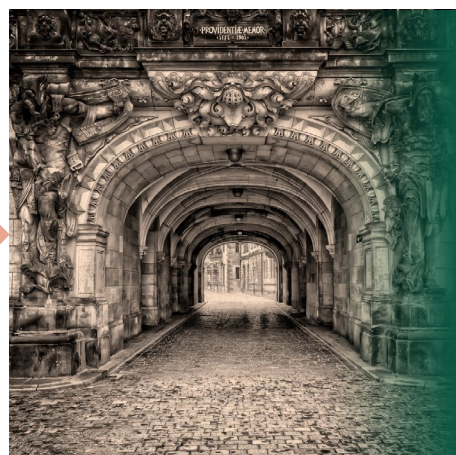
COURSE MATERIALS:

Reading for discussion: Laurajane Smith, “Discourses of Heritage: Implications for Archaeological Community Practice”, *Nuevo Mundo Mundos Nuevos, Cuestiones del tiempo presente* (online journal): 05.10.2012, <http://nuevomundo.revues.org/64148>

Research materials for case study discussion: tourist guidebooks and leaflets about the Valley of the Fallen, 1960s.



Alicia Fuentes Vega is Lecturer at the Faculty of Geography and History, Complutense University of Madrid (UCM). PhD in Contemporary Art History since 2015, she was awarded a postdoctoral research grant by the Alexander von Humboldt Foundation at Technische Universität Berlin, and then joined the Art History Department at UCM in 2018. Her fields of study include questions of art and politics as well as processes related to national identity, from the point of view of visual studies. Her main research interest deals with the role tourism and culture as soft power assets played in the international rehabilitation of the Franco regime after the Second World War. Her doctoral thesis, about tourist imaginaries of Spain during the 1950s and 60s, resulted in the book *Bienvenido, Mr. Turismo. Cultura visual del boom* (Cátedra, 2017).



The human skeletal remains of scientific interest in the frame of cultural heritage



The anthropological study of human skeletons aims at reconstructing the history of past communities from evolutionary and bio-archaeological perspectives. They can be considered as historical documents helping us to increase the knowledge and awareness of our place in nature.

Nevertheless, their study and management present critical aspects for their sensitive nature, posing them in a sort of “grey area” when their use deals with scientific and educational purposes, still failing in terms of finding an adequate positioning in the research, in the contemporary cultural institutions and museums. The debate is largely addressed in many Western countries from the 1990s but marginally until now in some European countries. Taking into account the hundreds of thousands of human remains housed in European laboratories and museums, a reflection on the position of this peculiar asset for future generations of researchers and citizens is in need to prevent and avoid the risk of alienability, exchange, commercial use, and, ultimately, decay and oblivion.

Maria Giovanna Belcastro is a UNIBO Physical Anthropologist. She studies the human skeletal remains in evolutionary perspective to reconstruct biology and behavior of past humans, with applications in Forensics, Museum context and ethical aspects in their management. She teaches at the School of Sciences and at the School of Letters and Cultural heritage (Graduate School of the Archaeological heritage). She coordinates ERASMUS exchanges with University of Coimbra (P) and University College of London (UK). She served as director of the bachelor and master degree in Conservation and Restoration of Cultural Heritage (2009-2016) and the Master in “Skeletal Anthropology, Forensics and Paleopathology” (2008-...). She is in charge of the UNIBO Museum anthropological collections.

An ethnography of non-existent “heritages”: constructing the object of study where “heritage” makes little sense



Anthropologists most often develop a constructivist approach to “heritage”, according to which these heritages do not exist in themselves but are constructed through selective processes. This approach is particularly necessary in social and cultural contexts where the categories inherited from the “Authorized Heritage Discourse” (L.J. Smith) are not appropriate to describe cultural realities and practices that are named by other terms. Based on research experiences in Oceania (Tonga and New Zealand) and on pedagogical projects carried out in France, this presentation will review the implications that this has from a research point of view: What are the consequences of privileging emic categories for the construction of research questions, at the risk of minimizing the issues raised by heritage policies today? What does it imply, on the contrary, to privilege an entry through “heritage”, at the risk of reinforcing exogenous visions? In what way, in these situations, does research participate in the diffusion of new categories to name things in society?

Aurélie Condevaux is a lecturer at IREST (Institute for Research and Higher Studies on Tourism)-Paris 1 Panthéon-Sorbonne and Member of EIREST (Interdisciplinary Research Group on Tourism). She holds a PhD in social anthropology from Aix-Marseille University/C.R.E.D.O. (Center for Research and Documentation on Oceania, UMR 7308). Her thesis, defended in 2011, was entitled “Polynesian Performances: local adaptations of a « cultural-tourism formula » in New Zealand and Tonga”. In addition to tourism, her work has focused on the political aspects of heritage processes - with a particular focus on Intangible Cultural Heritage - and on the place of musical and choreographic practices in gift exchanges in Tonga (Pacific). Her current research projects focus on “platform work” in tourism.



New Narratives in Cultural Heritage: The PAR (Participation-action-research) Like Tool for Subverting the Axiom of Authorized Discourse



TOPICS:

- Introduction to PAR methodologies to change the “official perception” of the cultural heritage sites.
- Practicing PAR in our class: Using an imaginary classical colonial case: from analysis to the revision of the project in relation to our own community (professors and students).
- Building our PAR project in relation to decolonizing methodologies of Heritage Studies applied to the specific research interest in cultural heritage of the participants.

Methodology of teaching: gamification and workshops with presentation of stereotyped case studies of interest of students involved. The students will build together a specific project based in PAR which helps us to change the interpretation and decolonizes the discourses. They will use an invented example based on intangible or tangible heritage inscribed in one of the conventions of UNESCO: World Heritage, Intangible Heritage or Reserve of Biosphere. Finally, the students will make a presentation in the classroom to debate together concerning a specific PAR methodology in the research of each student interested in the course and the topic of Decolonizing methodologies of Heritage Studies.

Alicia Castillo Mena

Counter-hegemonic narratives in European metropolis: heritage, identities, space



The presentation will focus on the production of counter-hegemonic heritage narratives in four European cities (Glasgow, Bordeaux, Lisbon, Barcelona), coming from social groups identifying with the Black/African diaspora. The debunking of statues linked to painful memories, the universities of the United Kingdom exploring the role of the slave trade and colonization in the constitution of their heritage, the Brussels Panthers association calling on UNESCO to remove the Ducasse d’Ath from the list of intangible cultural heritage because of the character of the “Savage” in blackface, national debates on the restitution of heritage are a few examples of a growing contestation of hegemonic narratives of European heritage and the will to question the contemporary legacies of the slave and colonial past that have shaped European metropolises. Black walking tours constitute a laboratory for thinking about alternative forms of heritage that challenge the invisibilization of hidden or diluted memories, epistemologies, knowledge, representations and associated practices. These cultural initiatives also constitute laboratories for analyzing Black geographies in different European contexts, shaped by different colonial and imperial histories and racial formations.

Linda Boukhris holds a PhD in Geography from the University Paris 1 Pantheon-Sorbonne and is a lecturer at the IREST, University Paris 1 Pantheon-Sorbonne. Her research focuses on the politics of nature (conservation policies, nature imaginaries, knowledge and relation with the non-humans) and heritage (heritage from below) in Costa Rica and Senegal. She also works on the politics of heritage and the legacies of “race” in Europe.



Lectures

Digital humanities, a new paradigm for heritage?

Digital technology has become an essential component of the tourism development of heritage, as an instrument of mediation but also of restitution of the experience of visitors and their experiences. Remote visits accentuate this virtualization of heritage and the creation of new space-times for its presentation and discovery. This lecture aims at explaining the methodological and epistemological foundations of the study of digital traces of visitors on heritage sites, in order to understand and analyze new approaches of the links between visitors and heritage, and to study heritage from below. This involves questioning the netnographic approach, the use of big data tools, and the effects of digital devices on the way visitors put heritage into words and images.

Sébastien Jacquot is a lecturer (*Maître de conférences*) in geography at University Paris 1 Panthéon Sorbonne (IREST). He is the director of IREST (*Institut de Recherches et d'Etudes Supérieures en Tourisme*). He is a member of the EA EIREST interdisciplinary research team in tourism, and an associate member of the UMR PRODIG. He is co-director of the Heritage Working Group of the Labex Dynamite (Cluster of Excellence, Territorial and Spatial Dynamics), member of the UNITWIN network and of the UNESCO Chair "Culture, Tourism, Development" (U. Paris 1 Panthéon Sorbonne). His research on social and urban geography focuses on heritage policies, World Heritage and intangible heritage, tourism and digital social networks, tourism observation, metropolitan tourism, heritage from below. He has carried out surveys on remembrance tourism, wine tourism, links between informality and tourism. He did fieldworks in France, Italy, United Kingdom, Chile, Argentina, Uruguay, and Cameroon.

