

# Heritagization of the Marais Neighborhood in Paris: Interplay between Public Policies, Urban Changes and Civil Society Initiatives

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Online Lecture in the framework of  
Una Europa PhD Workshop:  
*Heritage Hybridisations: Concepts,  
Scales and Spaces*  
Introduction: Professor Maria Gravari-Barbas

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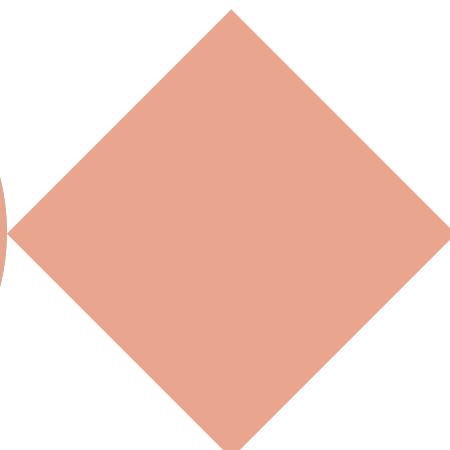
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*History of heritagization of the Marais neighborhood in Paris leads us back to the beginning of the 20<sup>th</sup> century, when urbanization projects, insalubrity, lack of both public and private interest are threatening numerous private mansions from the 16<sup>th</sup> and 17<sup>th</sup> century, causing evictions, and influencing Le Corbusier's project for the area: tearing it whole down and replacing by skyscrapers. Le Marais was not torn down, to the contrary – since then, it became one of the first “protected areas” according to the “Malraux law” from 1962; the second most visited Parisian neighborhood by tourists and leisure visitors; “an archetype” of a gentrified area; and an important part of identity for numerous inhabitants.*

*Putting in front different theoretical and methodological approaches, during this presentation, I will tackle why the complex heritage of Le Marais today should be understood as a result of hybridization of various heritagization processes. Not only all these processes of use, preservation and transmission of the neighborhood's past(s) have mobilized since the beginning of the 20<sup>th</sup> century various stakeholders: public authorities, cultural institutions and associations, inhabitants, tourism and commercial actors; but have also been highly interconnected, sometimes in tension, often triggering one another.*

**Isidora Stanković** is a post-doctoral manager for the focus area “Cultural Heritage” within Una Europa 1Europe project, and a researcher at the Paris 1 Panthéon-Sorbonne University. After undergraduate and MA studies of Art History at the University of Belgrade, Isidora obtained her PhD (2019) in the co-supervision between the aforementioned and Paris 1 University (specialization: Heritage Studies). Her thesis tackled *Heritagization of the Marais Neighbourhood in Paris*. From 2011 to 2014, Isidora worked as a teaching associate on heritage studies' courses at the Faculty of Philosophy - University of Belgrade. She collaborated on different national & international research projects, among which, *Horizon 2020* project *Cultural Base. Social Platform on Cultural Heritage and European Identities*. Since 2012, she is an author and a collaborator on different projects of Europa Nostra Serbia.

**Maria Gravari-Barbas**, chair of Una Europa SSC CH, 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 also 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. Maria is the chief editor of *Via Tourism Journal* and author of several books and papers related to Tourism, Culture and Heritage.



Le Marais, Paris  
c. Google maps & Isidora Stanković