MEDITERRANEAN CULTURAL HERITAGE IN EU POLICIES

THEMATIC WORKSHOPS

Workshop II

Intangible Cultural Heritage, Museums and Digital Society: EU Policies in the Mediterranean Region

Workshop II

Património Cultural Imaterial, Museus e Sociedade Digital: Políticas Europeias na Região Mediterrânica

Coord. **Ana Carvalho** (CIDEHUS & UNESCO Chair – University of Évora)

Duration: 6 hours

University of Évora

Workshop Format:

The course is face-to-face and takes place at the University of Évora.

Expository session and interactive class, group discussion in the classroom on previously suggested readings, research, and exploration of online information.

Equipment required:

Laptop or other device that allows online search and selection of information, during the sessions.

Module 1- Intangible Cultural Heritage and Museums: EU Policies and case studies from the Mediterranean Region

Módulo 1- Património Cultural Imaterial e Museus: políticas europeias e estudos de caso na região mediterrânica

Module description:

By signing the 2003 UNESCO Convention for the Safeguarding of the Intangible Cultural Heritage (ICHC), states parties commit to implementing its guidelines in national contexts, adapting policies, procedures, and heritage management systems to include the UNESCO principles and an understanding of Intangible Cultural Heritage (ICH), as well as considering community participation central to safeguarding processes. There are today 181 State Parties to the ICHC, including from the Mediterranean Region. For many of these countries, this has resulted in framing new discourses, policies and practices that have contributed to a new reflection on how ICH is understood and how safeguarding is approached. In this new framework museums have been regarded as relevant actors and called upon to have a more active role in approaching ICH safeguarding. This workshop will help to better understand EU policies concerning ICH, reflecting on the challenges posed.

Learning objectives:

- Introduce and problematize the concepts and approaches envisaged by the 2003 UNESCO Convention for the Safeguarding of the Intangible Cultural Heritage;
- Discuss EU Policies towards ICH safeguarding;
- Analyse the role of museums in ICH safeguarding;
- Present case studies and good practices in safeguarding ICH
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Readings:

Carvalho, Ana. 2022. "Intangible Cultural Heritage and Public Policies in Portugal – An Overview." In *Intangible Cultural Heritage and Digital Image: Portugal-Slovakia Readings*, ed. Milan Konvit, Filipe

Themudo Barata, Antónia Fialho Conde, and Sónia Bombico, 46–63. Évora: UNESCO Chair in Intangible Heritage and Traditional Know – How: Linking Heritage, University of Évora. http://hdl.handle.net/10174/32368

Deric, Tamara N, Jorin Neyrinck, Eveline Seghers, and Evdokia Tsakiridis, eds. 2020. *Museums and Intangible Cultural Heritage: Towards a Third Space in the Heritage Sector - A Companion to Discover Transformative Heritage Practices for the 21st Century*. Bruges: The Intangible Cultural Heritage and Museums Project.
https://www.ichandmuseums.eu/en/toolbox/book-museums-and-intangible-cultural-heritage

Module 2- Museums and Digital Society: Realities and Challenges in the Mediterranean area

Módulo 2- Museus e Sociedade Digital: realidades e desafios na região Mediterrânica

Module description:

Experiments with the use of technologies in the museum and heritage sector started decades ago, but nowadays, digital technologies' development is considered a current trend and a changing factor with significant impact in the next decades. The COVID-19 pandemic contributed to increasing awareness around the urgency for museums to integrate technologies to support their communication and mission. However, the inequalities and constraints among museums to take full advantage of technologies has become evident, since many of them were already ill-prepared for digital transformation in pre-pandemic times – e.g., lacking a digital infrastructure, skilled staff, financial support, and a digital strategy. If, on the one hand, technologies can help to the democratization of the digital space, on the other hand, is not to ignore existing asymmetries in access, the lack of digital literacy and new forms of cultural segregation. Thus, the need to keep up with the rapid changes in the digital society, museums and cultural heritage institutions will need to adapt and address several (some new) challenges. This workshop will help to better understand digital transformation in the museum sector, reflecting on the challenges posed.

Learning objectives:

- Introduce the concept of digital transformation;

- Discuss EU Policies towards digital transformation;

- Identify interconnect challenges in addressing digital transformation in museums, namely in the Mediterranean area;

- Present case studies and good practices.

Readings:

Carvalho, Ana, and Alexandre Matos. 2018. "Museum Professionals in a Digital World: Insights from a Case Study in Portugal." *Museum International (Special issue: Museums in a Digital World)*, 70 (277–278): 34–47. http://hdl.handle.net/10174/24003

Barranha, Helena, and Joana Simões Henriques, eds. 2021. *Art, Museums and Digital Cultures: Rethinking Change*. Lisbon: Institute of Art History, School of Social Sciences and Humanities, Universidade NOVA de Lisboa, in association with maat - Museum of Art, Architecture and Technology. DOI: 10.34619/hwfg-s9yy.

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(UIDB/00057/2020)

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