



EUROPEAN CONFERENCE
**2018 CULTURAL HERITAGE
INNOVATING ON PAST AND FUTURE**

11-12 DECEMBER 2018
VITORIA-GASTEIZ – BASQUE COUNTRY (SPAIN)



PURPOSE

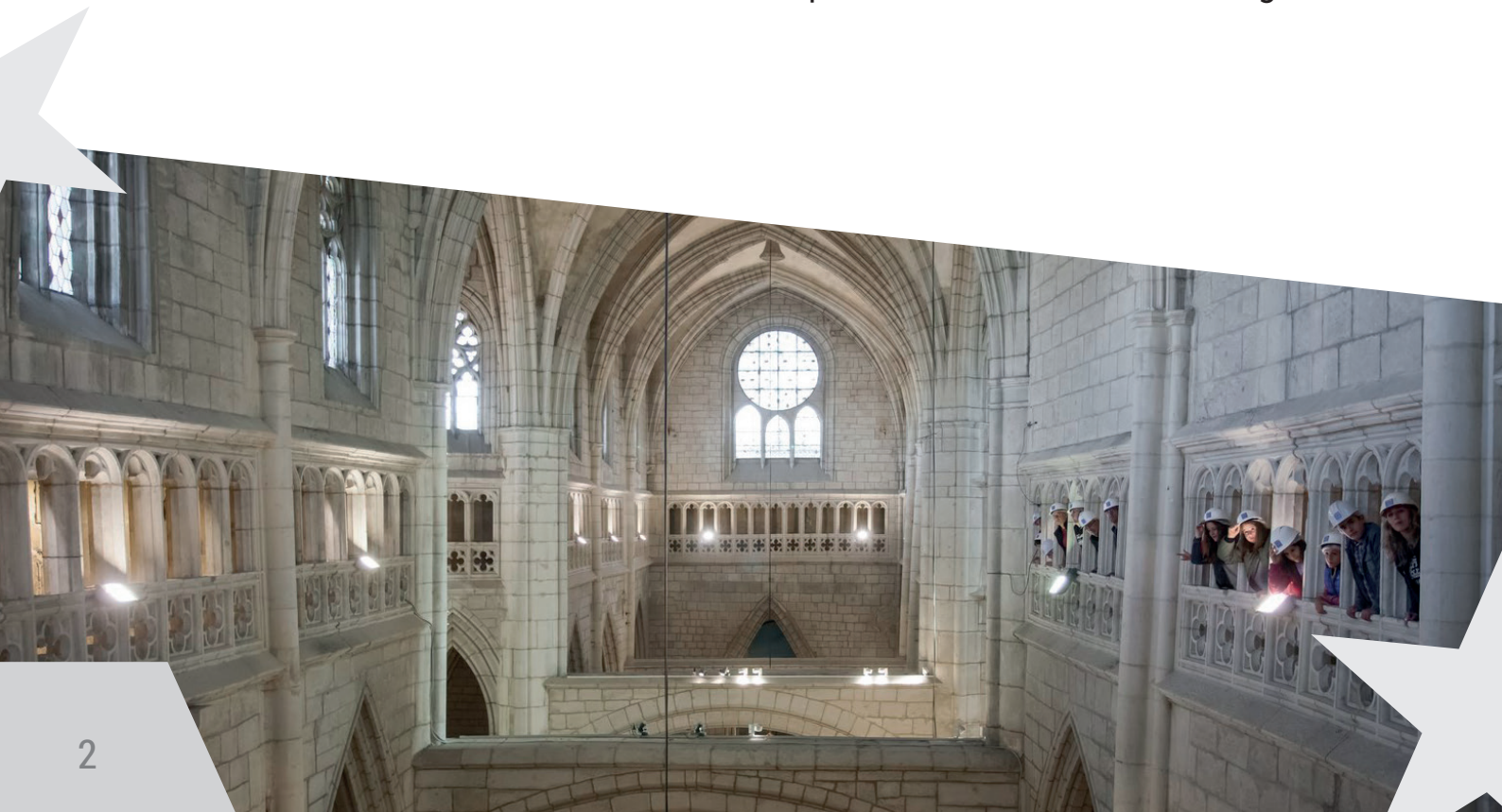
The year 2018 has been declared the **european year of cultural heritage**. The European manifestations around cultural heritage seek to promote cultural and intercultural diversity, the conservation and safeguarding of cultural heritage and its enjoyment by a diverse public.

In this framework, the CREADIS3 project (Smart Specialization Creative Districts - INTERREG EUROPE), led by the Basque Government, has promoted the european conference: Cultural heritage: Innovating the past and the future, to be held in Vitoria- Gasteiz (Basque Country - SPAIN) between 11-12 December 2018.

The conference aims to explore different perspectives on cultural heritage. Under the motto: **Innovating on past**, it is proposed to revisit the cultural heritage from a social perspective of memory (fluctuating and little stabilized) and of the monument (contextual and relational). On the other hand, under the motto: **Innovating on future**, it is proposed to discuss future scenarios of cultural heritage in terms of new governance models, new strategies of technological inclusion (digitalization), new forms of social participation.

GOALS

- Promote a debate on innovations and future scenarios of cultural heritage.
- Disseminate cases of good practices in innovation, governance, and financing in cultural heritage.
- Promote the Vitoria-Gasteiz manifesto on experimentation for cultural heritage.



CONFERENCE PROGRAM

11 DECEMBER 2018

PRELIMINARY

09:00 INSCRIPTIONS

09:30 CONFERENCE PRESENTATION

10:15

- BASQUE GOVERNMENT. Mr. Joxean Muñoz, Deputy Minister of Culture
- PROVINCIAL COUNCIL OF ARABA/ÁLAVA. Mr. Joseba Pérez de Heredia, Director of Basque, Culture and Sport
- TOWN COUNCIL OF VITORIA-GASTEIZ. Ms. Estíbaliz Canto, Councillor for Culture, Education and Sport
- SANTA MARIA CATHEDRAL FOUNDATION. Mr. Jon Lasa, Managing Director

10:15

11:00

KEYNOTE SPEAKER

MARÍA ÁNGELES QUEROL

ARCHAEOLOGY AND HERITAGE: AGENDAS AND FUTURES

11:00

COFFEE BREAK

TOPIC: GOVERNANCE AND KNOWLEDGE

11:30

11:45

OPENING: **JAVIER CASTRO-SPILA**

11:45

12:15

TUULI LÄHDESMÄKI

EUROPEAN CULTURAL HERITAGE: POLITICS OF INTANGIBILITY

12:15

12:45

LEANDRO CÁMARA

SISTEMIC GOVERNANCE IN CULTURAL HERITAGE: THE CASE OF SANTA MARIA CATHEDRAL

12:45

NETWORKING LUNCH

CONFERENCE PROGRAM

11 DECEMBER 2018

TOPIC: SOCIAL INNOVATION AND URBAN PLACES

14:00

14:15

OPENING: [AGUSTIN AZKARATE](#)

14:15

14:45

[JESÚS FERNÁNDEZ](#)

SOCIAL INNOVATION AND PUBLIC HERITAGE

14:45

15:15

[SUSAN BAKER](#)

SOCIAL INNOVATION AND SUSTAINABLE PLACES

TOPIC: CULTURAL INNOVATION AND DISSEMINATION

15:15

15:30

OPENING: [JAVIER ECHEVERRÍA](#)

15:30

16:00

[ANNE GOMBAULT](#)

ICT AND CULTURAL HERITAGE: CROSSING THE CHASM

16:00

16:30

[MARTA SEVERO](#)

PARTICIPATORY PLATFORMS OF CULTURAL HERITAGE ON THE WEB

16:30

17:00

COFFEE BREAK

17:00

18:30

POLICY WORKSHOP

EXPERIMENTATION FOR CULTURAL HERITAGE (MANIFESTO)

CONFERENCE PROGRAM

12 DECEMBER 2018

09:30

10:30

KEYNOTE SPEAKER

TERESA FRANQUEIRA

DESIGN CULTURAL AND CEATIVE SPACES FOR SOCIAL
INNOVATION

10:30

11:45

ROUND TABLE

INNOVATING ON PAST AND FUTURE

**JESÚS FERNÁNDEZ, TUULI LÄHDESMÄKI, LEANDRO CÁMARA, SUSAN BAKER,
ANNE GOMBAULT, MARTA SEVERO AND TERESA FRANQUEIRA.**

11:45

12:15

COFFEE BREAK

12:15

13:15

MANIFESTO

EXPERIMENTATION FOR CULTURAL HERITAGE

CONCLUSION FROM THE WORKSHOPS AND SIGNATURE OF THE
MANIFESTO

13:15

13:30

CLOSING CONFERENCE

16:00

VISIT TO THE CATHEDRAL OF SANTA MARIA

ONLINE REGISTRATION

<https://innovating.catedralvitoria.eus/>

SPEAKERS



KEYNOTER SPEAKER. DECEMBER 11

MARÍA ÁNGELES QUEROL

ARCHAEOLOGY AND HERITAGE: AGENDAS AND FUTURES

María Ángeles Querol is emeritus Professor of Prehistory at the Complutense University of Madrid (Universidad Complutense de Madrid - UCM). She has held posts in archaeological management such as Assistant Director-General of Archaeology at the Ministry of Culture and President of the Andalusian Archaeological Commission (Comisión Andaluza de Arqueología) and has been the instigator and coordinator of the new Degree in Archaeology. In 2017 she promoted and set up the Inter-University Masters in The Cultural Heritage of the 21st Century: management and research, in which both the UCM and the UPM participate. She has also coordinated the Cultural Heritage cluster at the Moncloa Campus of International Excellence.

As a researcher she has combined two fields: The Management of Cultural Property, with publications such as “La Gestión del Patrimonio Arqueológico en España” (The Management of Archaeological Heritage in Spain) or the more recent “Manual de Gestión del Patrimonio Cultural” (Manual for the Management of Cultural Heritage), and feminist Archaeology, with books such as “La mujer en el Origen del Hombre” (Women in the Origin of Man) and “Adán y Darwin” (Adam and Darwin).



WORKSHOP: EXPERIMENTATION FOR CULTURAL HERITAGE

SANDRA LABASTIE

PRESENTER OF THE WORKSHOP

Linguist (University of Sorbonne) and writer. She is particularly dedicated to interactive scenarios and storytelling in the fields of culture and heritage (valorisation, mediation, transmission).

In parallel, she works on the conception, scripting and animation of creative workshops (identity, semantic field, user experience, service design, design of cultural innovations).



KEYNOTER SPEAKER. DECEMBER 12

TERESA FRANQUEIRA

DESIGN CULTURAL AND CREATIVE SPACES FOR SOCIAL INNOVATION

Teresa Franqueira is a portuguese designer and holds a PhD in Design. She has been lecturing at the University of Aveiro since 2001 and was visiting professor at Tongji University (Shanghai, China), Politecnico di Milano (Italy) and University of Porto. She is the director of the Design Factory Aveiro and senior researcher at ID+ Research Institute. She is member of the DESIS International coordination committee and was the founder and coordinator of the ID+ DESIS Lab, member of the international DESIS Network - Design for Social Innovation and Sustainability.

Her research focus on service design and social innovation, and alternative scenarios towards more sustainable economic, cultural and social models. Within this scope she participated in several international conferences and has been invited as a keynote speaker and facilitator of several workshops, particularly in relation to scenario building for social innovation services and the identification of possible solutions to be used for specific projects in creative places (Italy, Portugal, Sweden, UK, Finland, Brazil, Myanmar, Cambodja, Thailand, Turkey).

She serves on the scientific board of several design conferences. Teresa was the local coordinator of 4 european projects on Social Innovation and Circular Economy.

PARTICIPATE

<https://innovating.catedralvitoria.eus/>

SPEAKERS



GOVERNANCE AND KNOWLEDGE

JAVIER CASTRO-SPILA PRESENTATION

Sociologist. He received the PhD Degree in Philosophy, Science, Technology and Society and the master's degree in Higher Education. He is a Senior Researcher and Executive Director at Innovation Momentum Lab (IM-LAB) (Spain), and Associate Researcher at Ecole Supérieure des Technologies Industrielles Avancées (ESTIA) (France).

His action-research topics include social innovation and hybrid innovations; cultural heritage and creative industries; regional development and innovation policies, social innovation talent and creativity.



GOVERNANCE AND KNOWLEDGE

TUULI LÄHDESMÄKI EUROPEAN CULTURAL HERITAGE: POLITICS OF INTANGIBILITY

Tuuli Lähdesmäki (PhD, DSocSc) is an Academy of Finland Research Fellow and an Adjunct Professor working in the Department of Music, Arts and Culture Studies, University of Jyväskylä (JYU), Finland. Her research interests and publications focus on EU policies, cultural memory and strategies of interpreting the past, identity and identity politics, cultural heritage, and populism. Lähdesmäki currently leads two research projects: 'European Cultural Heritage in the Making: Politics, Affects and Agency' (EUCHE), funded by the Academy of Finland, and 'Legitimation of European Cultural Heritage and the Dynamics of Identity Politics in the EU' (EUROHERIT), funded by the European Research Council. She is also leading JYU's consortium partnership in a project 'Dialogue and Argumentation for cultural Literacy Learning in Schools' (DIALLS), funded from the EU's H2020 Programme. In addition, she is one of the three leaders in JYU's research profiling area 'Crises Redefined: Historical Continuity and Societal Change' (CRISES).



GOVERNANCE AND KNOWLEDGE

LEANDRO CÁMARA

SISTEMIC GOVERNANCE IN CULTURAL HERITAGE: THE CASE OF SANTA MARIA CATHEDRAL

Leandro Cámara Muñoz, Madrid 1961, Architect.

2008-present day: Director of the technical office at FCSM (Fundación Catedral Santa María) and manager of the restoration works on the Santa María Cathedral in Vitoria-Gasteiz.

1987-2008: Independent practice dedicated to architectural heritage: restoration of religious buildings, civic buildings and archaeological sites; archaeology of the architecture of historical bridges and churches of the High Medieval, Romanesque, Gothic and Renaissance periods; constructive and structural analysis of stone and wooden buildings.

1979-1986: School of Architecture at the Technical University of Madrid. (Escuela de Arquitectura de la Universidad Politécnica de Madrid - UPM).



SPEAKERS



SOCIAL INNOVATION AND URBAN PLACES

AGUSTIN AZKARATE PRESENTATION

Head of the Built Heritage Research Group (GPAC) and Chairman of UNESCO Chair on Cultural Landscapes and Heritage in the University of Basque Country (UPV/EHU). His early academic years involved the study of a group of Late Antiquity Necropolis (VI-VII b.C.). The significant results of this research had a huge impact in the historiography of Basque Country.

Later on, archaeology of architecture and cultural landscapes became the two main focus of his research with projects such as Santa María Cathedral in Vitoria-Gasteiz; San Prudencio Basilica; Salt Valley of Añana; Prefundational City Walls of Vitoria-Gasteiz or Punta Begoña Galleries in Bilbao.

His most recent projects are located in South America, mainly Argentina.



SOCIAL INNOVATION AND URBAN PLACES

JESÚS FERNANDEZ SOCIAL INNOVATION AND PUBLIC HERITAGE

Dr. Jesús Fernández received his PhD from the University of Oviedo (Spain). Since 2008 is director of different archaeological fieldworks and member of several research projects in various universities. From 2012 onwards, Jesús is social entrepreneur and director of an archaeological-museological community based project in Asturias (Spain): La Ponte-Ecomuseum.

Recently he was postdoctoral researcher (Marie Curie Cofund) at Oxford University (2015-2016). Currently is researcher at the University of Oviedo and Honorary Research Associate at the University College London (Institute of Archaeology). Recent research themes include critical heritage, social innovation in cultural heritage and archaeology of cultural landscapes and medieval society.



SOCIAL INNOVATION AND URBAN PLACES

SUSAN BAKER

SOCIAL INNOVATION AND SUSTAINABLE PLACES

Susan Baker BA (Hons.), MA, PhD (EUI, Florence), PhD (h.c. Umea, Sweden) is Professor of Environmental Policy, School of Social Sciences and Co-Director, Sustainable Places Research Institute, Cardiff University. She was granted a royal appointment as Professor of Environmental Science to the King Carl VI Gustaff of Sweden, the first female to hold this position. She is Fellow of the Royal Swedish Academy of Agriculture and Forestry and Fellow of the Royal Society of Arts.

Her research focuses on governance of complex social and ecological processes to promote sustainable futures. She is appointed to the Multidisciplinary Expert Panel of the UN IPBES, and has acted as scientific advisor to the UN, European Commission, Swedish Environmental Protection Agency and Welsh Government.

She has over 160 scientific publications and her work has been translated into several languages and has presented papers at numerous international scientific gatherings.



SPEAKERS



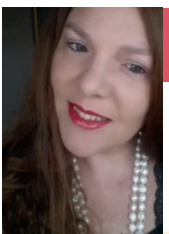
CULTURAL INNOVATION AND DISSEMINATION

JAVIER ECHEVERRÍA PRESENTATION

Holding a degree in Philosophy and Mathematics from the Complutense University of Madrid, he completed his PhD in Philosophy at the same university, as well as completing a 'doctorat en lettres et sciences humaines' at University Paris I Panthéon-Sorbonne.

He has worked as a lecturer at the Polytechnic University of Madrid, a Professor of Philosophy and Logic at the University of the Basque Country (UPV/EHU), and also as a research professor at the Institute of Philosophy at the Spanish National Research Council (CSIC).

After obtaining a leave of absence, he later took up a post as a researcher at the Basque Foundation for Science (linked with the UPV/EHU), where he currently works. He specialises in ethics and philosophy of sciences and the relationships between technology, science, new information technologies and the role of humans and society as a whole.



CULTURAL INNOVATION AND DISSEMINATION

ANNE GOMBAULT ICT AND CULTURAL HERITAGE: CROSSING THE CHASM

Anne Gombault is Professor of organisational behaviour and management at KEDGE Business School where she heads the Creative Industries Culture Research Center and the MSc Arts and Creative Industries Management in Paris. She leads as well the academic content of the Sino-French Institute of Arts and Design Management in Shanghai, to be launched in Fall 2019. Her research covers organisational identity, behaviour and strategy of artistic and cultural organisations and creative industries in general, including museums, heritage, creative tourism, wines and spirits, luxury and craft, creative regions.

She has been involved in research for various bodies - including European Union, the French Ministry of Culture and Communication, National Museums such as the Louvre Museum, Orsay or Guimet Museums, Regions and cities in France and Europe, cultural organisations and businesses. Her work has been published both in France and internationally. She has recently produced pieces of research about digital heritage. .



CULTURAL INNOVATION AND DISSEMINATION

MARTA SEVERO

PARTICIPATORY PLATTFORMS OF CULTURAL HERITAGE ON THE WEB

Marta Severo is Associate Professor in Communication at the University of Paris Nanterre and a junior member of Institut Universitaire de France. She is a member and Deputy Director of the Dicen Laboratory. Beside these institutional commitments, since 2012, she coordinates the theme Media and territories of the International College of Territorial Sciences (CIST) in Paris.

Her research focuses on action research in social sciences through web-based data. Her research activities focus on two thematic areas: (i) the collaborative construction of cultural heritage and memories on the web and (ii) the digital representations of place and space. She counts several publications in national and international journals. She has obtained several funding (H2020, ANR, Labex, CNRS, ESPON ..), in particular a starting project funded by the French research agency ANR for studying cultural collaborative platforms.

She has recently edited the books *Patrimoine culturel immatériel et numérique* (2017) et *Traces numériques et territoires* (2015).



EXPERIMENTATION FOR CULTURAL HERITAGE MANIFESTO

➤ Promote **experimental communities** as a best practice of social knowledge governance

Experimental communities are forms of social mediation that promote a culture of participatory design, agile methodologies and responsible innovation. They promote inclusive innovations in cultural heritage through the application of experimental principles to generate innovative prototypes (co-design, quick testing and prediction of the impact chain).

➤ Promote **experimental inclusion** as a best practice of participatory governance

Experimental inclusion refers to the development of mechanisms of transformative participation in cultural heritage. These mechanisms can help change the outlook of social groups at risk of exclusion by developing cultural competences (cultural capital), new relationships and opportunities (relational capital), and creating a sense of social and cultural identity which is often lost in situations of exclusion (social capital).

➤ Promote **experimental learning** as a best practice of academic governance

Experimental learning is structured around hybrid learning methodologies in context, that is, through the design and testing of experimental solutions, taking into account the historical, spatial, social and cultural conditions of problems in heritage (contextualization), democratizing the forms of scrutiny (participation), and experimenting in conjunction with different stakeholders (cooperation).

➤ Promote **experimental sustainability** as a best practice of transition management

Experimental sustainability is based on the development of transition innovations. Transition innovations are projects that test solutions whose objective is to facilitate the transition from unsustainable models to sustainable models in the field of heritage. Transition innovations are integrated in a sequenced experimentation model, which allows the management of short-term pilot projects as part of in long-term experimental cycles.

➤ Promote **experimentation in cultural policies** as a best practice of institutional governance

Experimental policies involve the small-scale social and technological testing of new policy instruments and programmes. Experimentation in policies is an institutional process aimed at producing consensus documents on regulations, programmes or incentives in the cultural heritage sector.

➤ Encourage **technological experimentation** as a best practice of technology governance

Technological experimentation refers to the social and technical testing of technologies applied to heritage. Technologies in heritage are not only limited to digital technologies (digital innovation) but also to social technologies (frugal innovations linked to heritage, tourism innovations), to restoration technologies (stratigraphic, etc.), to material technologies (non-invasive analytical techniques, etc.), and institutional technologies (cultural planning systems, public incentive models, mixed financing systems, etc.)

➤ Encourage **experimental funding** as a best practice of financial governance

Experimental funding refers to the testing of different hybrid funding models and instruments (public, private and social) to explore the real behaviour of economic and institutional actors in the field of cultural heritage. Experimental funding is developed under an incremental testing model that ranges from the laboratory (micro level) to hybrid funding pilot programmes (meso level).

➤ Promote **experimental evaluation** as a best practice of impact governance

Experimental evaluation refers to the understanding and measurement of the impact chain (social, economic, spatial, institutional, cultural and environmental) of a transition innovation. Experimental evaluation explores the technical relationship between the negative and positive effects of an innovation, and its ability to promote the transition towards a sustainable model.

PARTICIPATE

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