

SESSION 4: THE EMERGENCE OF VALUES OF CULTURE IN CULTURAL PRODUCTION AND HERITAGE MANAGEMENT. CASE REPORT: ARCHITECTURAL PROJECTS

Cultural values in the cultural sphere: a European
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CASE STUDY: ARCHITECTURAL PROJECTS



ARCHITECTURAL PROJECTS

1. Barcelona Social Housing Complex
2. Nature Museum
3. Middle East Cultural Space

AIMS

To explore the **evaluation and valuation contexts** (situations, actors and actions), the **evaluation and valuation practices** and **value conflict and tensions** that guided the different phases of development of the architectural projects selected.

MODEL OF ANALYSIS



THEORETICAL FRAMEWORK

Pragmatic sociology (Boltanski and Thévenot, 2006)

Studies on valuation and evaluation (Lamont, 2012; Heinich, 2020; Kaszynska, 2015; Meyric, 2016)

Studies on creativity (Morean & Christensen, 2013)

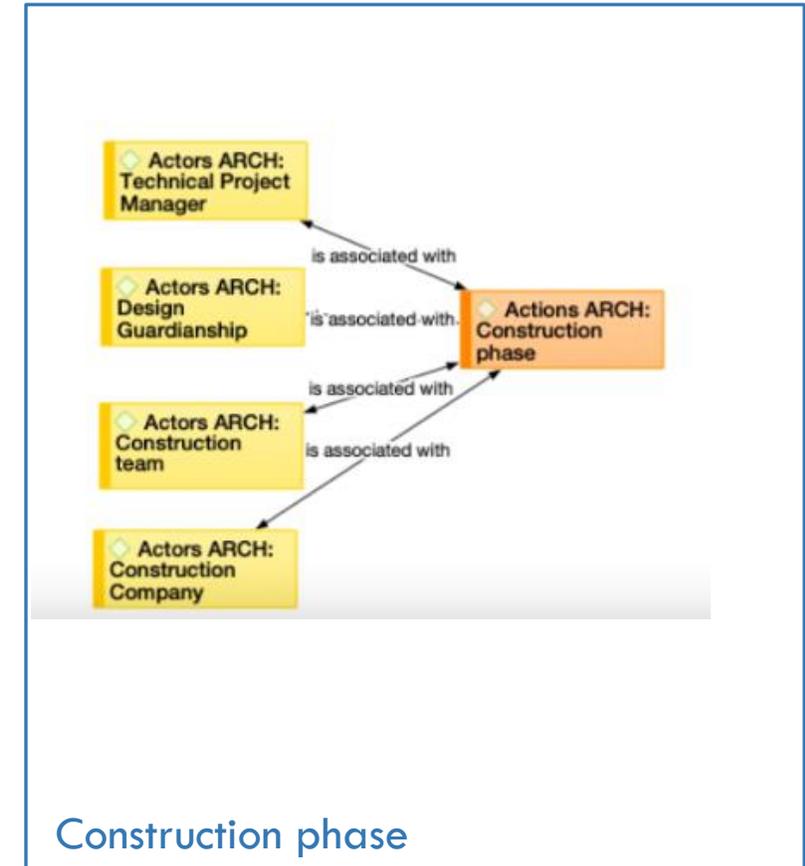
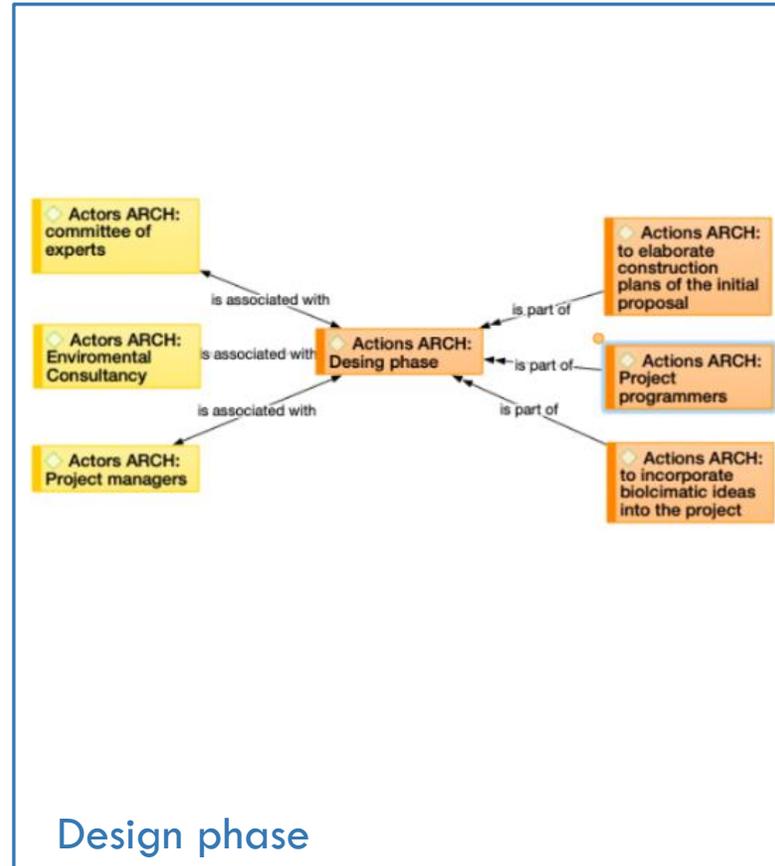
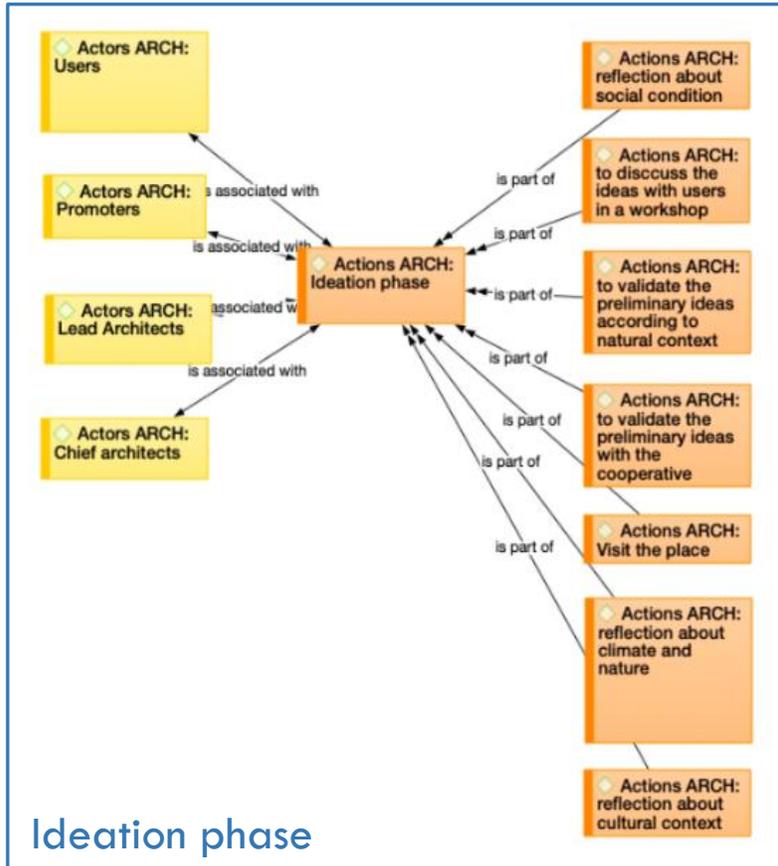
METODOLOGY

Semi-structured interviews

Content analysis.

ATLAS.TI

REPERTOIRE OF ACTORS AND ACTIONS



VALUATIVE AND EVALUATIVE PRACTICES

Valuing the social environment

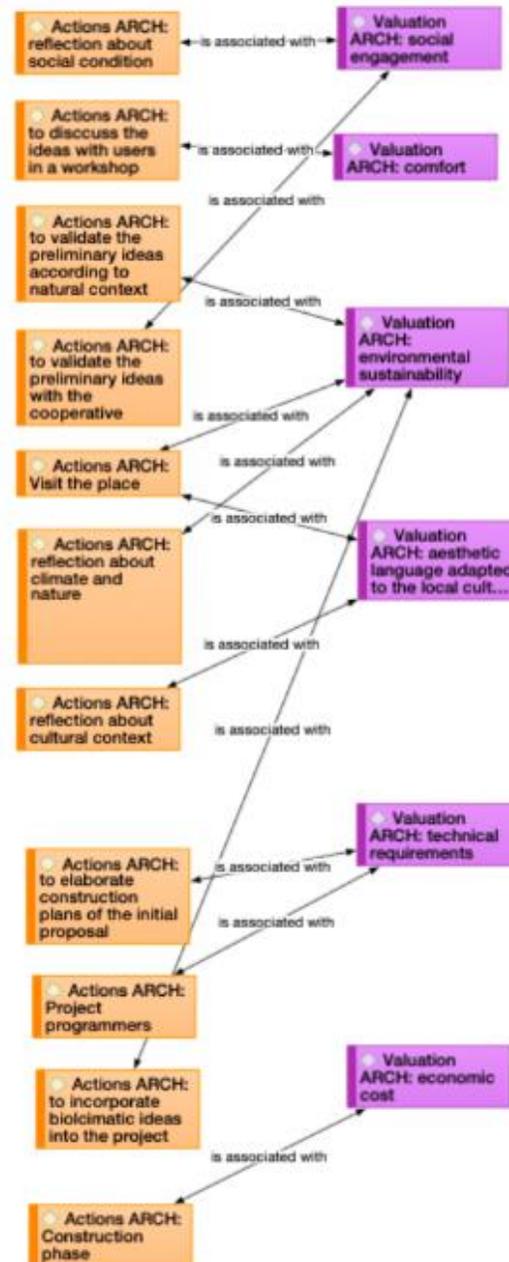
In the case of Barcelona Social Housing Complex project, we observe that **social environment** have been given the highest importance during the different stages of the project development

Valuing the natural environment

During the development of the Nature Museum project, we found that the **natural environment** was given central importance as a guiding principle in all phases of the project development.

Valuing aesthetic language adapted to the local culture

During the development of the Middle East Cultural Space, the **aesthetic language adapted to the local culture** of the proposal has been given a central value as a guiding principle that prevails in most of the decisions taken during the project.



VALUE CONFLICTS AND TENSIONS

Tension between comfort and social participation

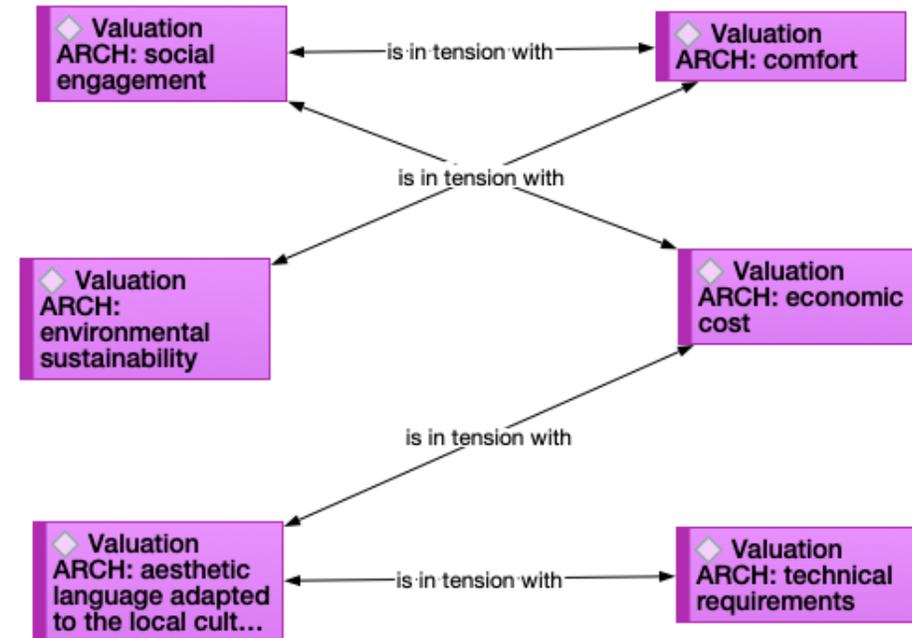
Tensions and conflicts detected in the case of Barcelona Social Housing Complex project are manifested, between comfort and social participation.

Tension between comfort and environmental sustainability

In the case of the Nature Museum, a tension was detected at the beginning of the project between the rules of the competition and the proposal that was finally approved. This tension is due to the existence of two opposing principles: comfort and environmental sustainability.

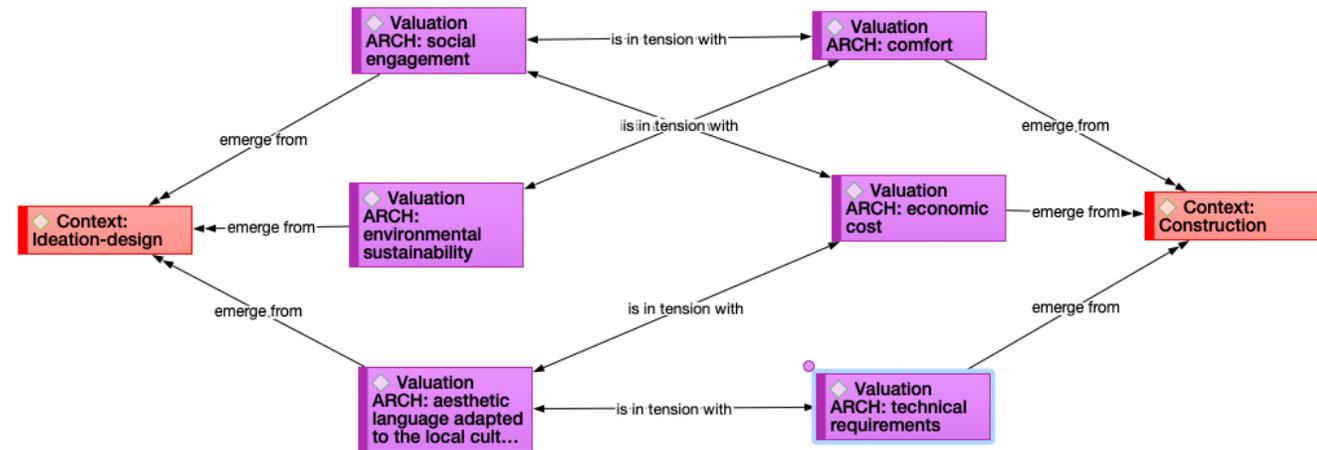
Tensions between the initial aesthetic proposal, the constructive development and production costs

In the case of the Middle East Cultural Space, tensions are detected between the initial aesthetic proposal and its adequacy in terms of construction development and production costs.



CHARACTERISATION OF THE VALUE DYNAMICS OF THE CASE

- Firstly, we observe different set of valuations emerging in the contexts of ideation-design and construction of the projects analysed.
- Secondly, we observe a set of major tensions between economic, technical requirement and comfort valuations and the valuations that emerge in the contexts of ideation and design, especially those centred on aesthetic, social and sustainability principles.





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MANY THANKS FOR YOUR ATTENTION

Matías Zarlenga, University of Barcelona