Understanding, Capturing and
Fostering the Societal Value of Culture

Roma art exhibition – Case study 3

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Context

- Preparation and co-creation of a fine-art exhibition
- *Collectively Carried Out. Tamás Péli: Birth,* collaboration between OFF-Biennale Association and the Budapest History Museum
- imagined-invented Roma creation myth; symbolic figures of Hungarian Roma history; figures of a new genesis – the emerging Hungarian Roma intelligentsia.

- Exhibition and discoursive space
- Initiation of a dialogue about the final placement of the panel

Methodology and actors
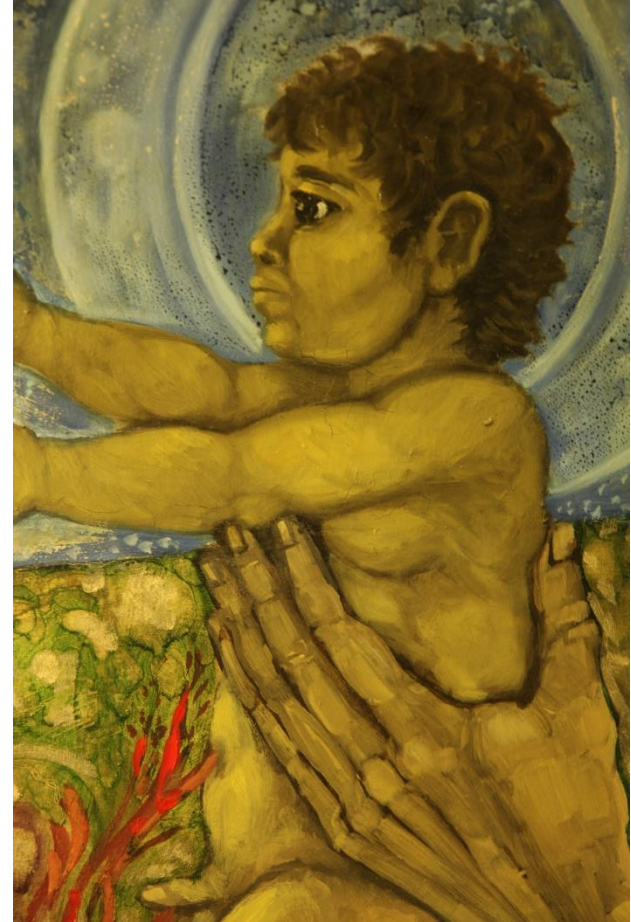
- Participative observation (preparation of the exhibition material: archival documents, audio-visual material; curatorial work and museum pedagogical side-programmes)
- interviews with the actors (semi-structured interviews through zoom, approximately 20-40 minutes each)

Actors:
- Independent curators
- Off Biennale Association
- Budapest History Museum
- National Heritage Protection and Development Non-profit Ltd. (NÖF)
- Jósa András Museum, Nyíregyháza
- European Roma Institute for Arts and Culture (ERIAC)
- Roma and non-Roma experts and NGOs

Space of values

Social value of art:
- Accessibility and visibility after 10 years / for the first time
- Representation of Roma art / cultural heritage in a mainstream cultural institution
- Writing back of Roma art in the national canon (political emancipation)

Tensions / conflicts:
- Hungarian cultural policy v. bottom-up initiatives
- Different protocols and approaches of institutional and non-institutional stakeholders
- (re)-appropriation of Roma heritage

Value dynamics:
- Cultural democratization (identity values, empowerement of marginalized groups)