

SESSION 7. THE CONFLICTUAL PLURALITY OF VALUES IN CULTURAL PRODUCTION AND HERITAGE

PANEL DISCUSSION

Cultural values in the cultural sphere: a European
perspective. 1st UNCHARTED Workshop
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AIMS

To identify valuation affinities among cases which refer to certain common value principles.

To compare the profiles of the cases in terms of the relationship between actors and practices in order to put these valuations into their context of emergence.

To elaborate a synthetic representation of the valuations, and the axiological tensions present in the different cases showing affinities between valuations, as well as homologies between the logics linking actors, practices, and valuations.

CASE STUDIES

Cases studies on cultural production

Case 1: Street art festival (Ferrara Buskers Festival): Long lasting street art festival (mainly music): a variety of values between different groups of stakeholders and within them (e.g. between musicians).

Case 2: Three types of architecture firms in Barcelona: (1) architectural firms where values linked to social commitment prevail; (2) architectural firms where values linked to aesthetic experimentation prevail; (3) architectural firms where values linked to an authorial legacy prevail.

Case 3: A Barcelona publishing conglomerate, where values linked to economic and instrumental goals prevail more than artistic quality.

Case studies on heritage management

Case 4: An intercultural museum (Mudec, Milan): a new museum that was designed as a centre of dialogue with extra European cultures, with a long and contradictory process of enactment.

Case 5: Buda Castle reconstructions: the longitudinal study of various reconstruction-projects of the historic neighbourhood of Buda Castle, first during the state-socialist era and secondly during the 2010s.

Case 6: Roma art exhibition: an exhibition in the Budapest History Museum in the framework of the Off-Biennale between June-October 2021, focusing on the painting Birth by Tamás Péli and its socio-cultural context.

What values of culture are identified in practice by professional cultural producers and heritage managers?

In what types of practices do these values emerge?

In what framework of tensions do these values appear?

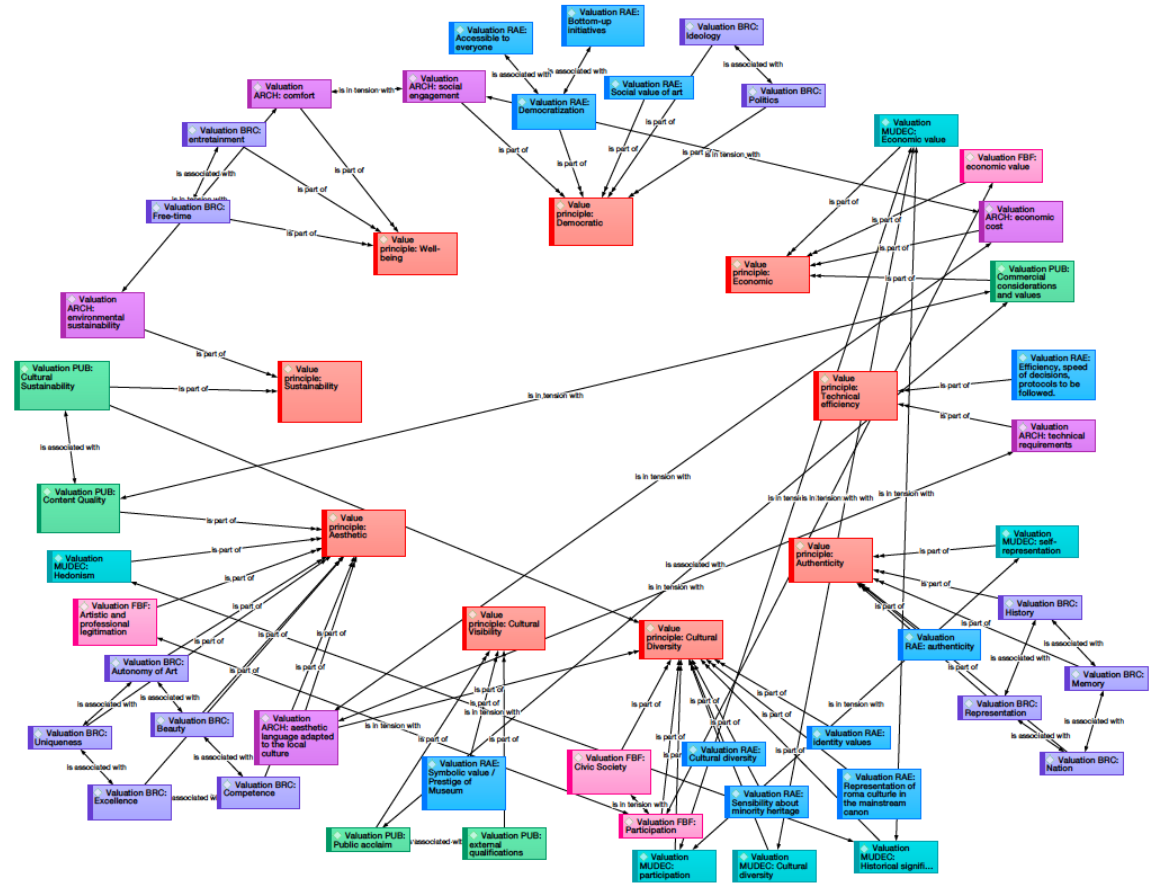
Who are the social actors that represent the different values in cultural production and heritage management? In what context?

How are these values institutionalised? Where?

RESEARCH QUESTIONS

IDENTIFYING VALUATIONS: COMMON VALUE PRINCIPLES AMONG CASES

- (1) **Aesthetic.** This principle is mainly associated with formal aspects in terms of language and artistic quality.
- (2) **Democratic.** Associated with participation, accessibility and horizontality.
- (3) **Cultural Diversity.** Linked to the positive valuation and promotion of the diversity of cultural expressions.
- (4) **Authenticity.** Associated with the correct representation of different ethno-cultural groups and their expressions.
- (5) **Sustainability.** Based on the positive valuation of the natural and cultural environment, its preservation and care.
- (6) **Economic.** Focused on the importance of the costs and profits of an activity, product and artistic-cultural proposal.
- (7) **Technical efficiency.** Associated with the centrality given to the technical requirements that make the development of a certain project and/or cultural proposal possible.
- (8) **Well-being.** Linked to the positive valuations of comfort, quality of life, etc.
- (9) **Cultural Visibility.** Based on the positive valuation given to the prestige, acclaim and visibility of some artistic-cultural expression or proposal.



CONTEXTUALISING: REPERTOIRE OF ACTORS, ACTIONS AND CONTEXTS

CORE TEAM

- They are usually dedicated to the central tasks, such as the creation and development of a cultural proposal or project, or the preservation, organisation, and management of an exhibition.

SUPPORT TEAMS

- They dedicate themselves to tasks of development and materialisation of the actions proposed by the core teams.

EXTERNAL ACTORS

- They assist, pay and, in some cases, regulate the creative and organisational processes developed by the core and support teams.

PUTTING VALUATION IN CONTEXT: REPERTOIRES OF VALUATIONS

Context of creation and design

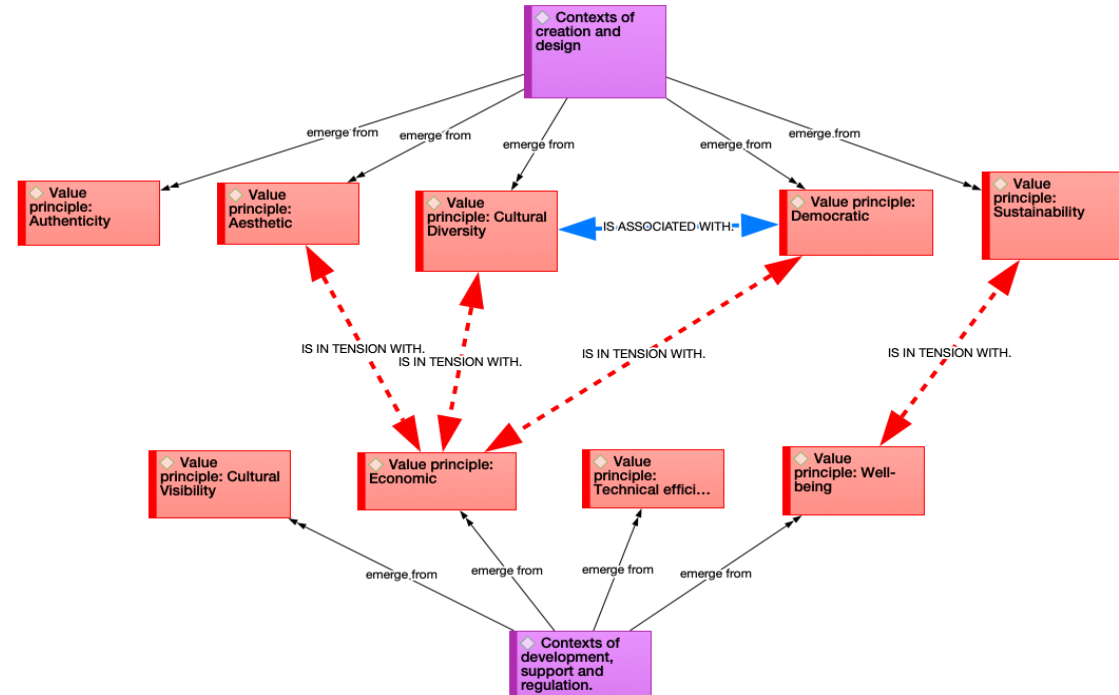
- Aesthetic.
- Democratic
- Cultural Diversity
- Authenticity
- Sustainability

Contexts linked to the development, support and regulation

- Economic.
- Technical efficiency
- Well-being
- Cultural Visibility.

PUTTING VALUATION IN CONTEXT: TENSIONS

- (1) We observe a main set of tensions between the valuations emerging in the contexts of creation and design of the proposals, projects and productions analysed and those valuations that arise in the contexts linked to their development, support and regulation.
- (2) We observe a set of major tensions between economic valuations and the valuations that emerge in the contexts of creation and design, especially those centred on aesthetic principles, cultural diversity and democracy.





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MANY THANKS FOR YOUR ATTENTION

ARTURO RODRÍGUEZ MORATÓ