

# Tensions in Societal Values of Culture: Can Value Conflicts Be Managed or Mitigated?

Presentations and interactive reflections on the conceptual findings produced by the UNCHARTED Consortium, which interrogates contemporary tensions in the societal values of culture.

London, 12-13 January 2022  
Goldsmiths, University of London  
Professor Stuart Hall Building

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## Symposium: Thursday, 12 January 2023

### *Tensions in Societal Values of Culture:*

#### *Can value conflicts be managed or mitigated?*

The symposium *Tensions in Societal Values of Culture* comprises debates, provocations, and discussions interrogating the value conflicts and tensions that surround cultural production, consumption, and administration. This symposium will explore how such conflicts can be managed or mitigated by cultural practitioners, administrators, and policymakers and builds upon the conceptual learnings of the UNCHARTED research consortium. UNCHARTED seeks to explore the valuation practices associated with culture and captures the plurality of values that emerge in contemporary cultural practices. Accordingly, *Tensions in Societal Values of Culture* will present a high-level synthesis of the UNCHARTED Consortium's learnings and use these to instigate dialogic reflections with the invited stakeholders and sector professionals.

### **Location**

Professor Stuart Hall Building  
Goldsmiths, University of London

#### To get to the Professor Stuart Hall Building (PSH):

Come to the main entrance of Goldsmiths, which is in the Richard Hoggart Building (RHB) on Lewisham Way. Walk through RHB going to the back of the building (turn right after reception, then left to walk down the long corridor), exiting RHB to face the College Green. Walk around the Green (it's shorter to go around to the right, but you can go around to the left as well, which avoids stairs). PSH is at the top of the small hill directly opposite the back of RHB.

For **campus map**, see the conference website (<https://unchartedlondon.wordpress.com>) or Google 'Goldsmiths Campus Map'. Staff on the front desk at RHB can also direct you.

## Symposium Schedule

**08:45-09:15.** Arrival and morning coffee

**Location:** Professor Stuart Hall Building (PSH) ground floor and Westin Atrium

**09:15-09:30.** Welcome and Introduction (PSH, Westin Atrium)

Victoria D. Alexander, Goldsmiths

**09:30-10:30.** Interactive Poster Session (PSH, LG02)

UNCHARTED teams have conducted significant empirical work on cultural values. This session showcases this work through a series of posters. UNCHARTED present a synthetic overview of WP1 and WP2, as well as specifics on the 18 case studies for WP3. Similarly, UNCHARTED's two sister projects, INVENT and MESOC, have been invited to showcase their key findings via posters. During the session, team members will be available to discuss the case with stakeholders and other members of the consortium.

Posters will remain in the public area for the duration of the event and will be placed as a permanent record on the UNCHARTED webpage.

**10:30-11:00.** *Coffee break* (PSH, Westin Atrium)

**11:00-13:00.** Presentation – 'Looking Back': UNCHARTED WP1, WP2, and WP3 (PSH, LG02)

Arturo Rodríguez Morató, University of Barcelona

*Abstract:* The goal of this session is to bring to light the contribution that UNCHARTED has made so far to generate a new vision on the value of culture and to debate about it. At the heart of our project is the idea of a plurality of values of culture that manifests in the diverse (e)valuation practices of different actors involved in cultural life. We have distinguished three main areas and three types of fundamental actors in the value dynamics of culture: the field of *cultural participation*, in which citizenship is the protagonist; the field of *cultural production and heritage*, where the professionals of creation and preservation take the initiative; and the field of *cultural administration*, where the experts and bureaucrats decide. The project has taken these three areas and this basic typology of actors as a starting point to structure the study of the different aspects involved in this evaluative dynamic.

Throughout almost three years, we have investigated, first, the context of macro-sociological factors and circumstances influencing the valuation of culture by actors (WP1), second, the plural configurations of values that emerge from actors' valuations in their characteristic areas of practice (WP2), and third, the tensions relating to how actors construct, measure, compare and rank the values they attribute to culture (WP3). Through this research process, we have produced abundant evidence and insight on the (e)valuation dynamics in the three areas that structure our work and in the cultural sphere

as a whole. In this session, we will present our most relevant findings in this regard and open a discussion about them.

**13:00-14:00.** *Lunch break* (PSH, Westin Atrium)

**14:00-15:00.** Discussion: Tensions in Social Values of Culture (PSH, LG02)

Victoria D. Alexander and Oliver Peterson Gilbert, Goldsmiths

*Abstract:* This session is organised around selected aspects of the UNCHARTED project and is designed to support discussion. The presenters will pose four ‘provocations’ to the audience, who will be invited to discuss these in small groups for a short time. After which, a collective discussion (10 minutes per provocation) will allow for the airing of views across the groups. As the session is just an hour, we will ask anyone who speaks to be brief. The session is designed to spark further discussion later in the day.

**15:00-15:30.** *Coffee break* (PSH, Westin Atrium)

**15:30-17:00.** Presentation – ‘Looking Forward’: The launch of UNCHARTED WP5 (PSH, LG02)

Eszter György and Gábor Oláh, Eötvös Loránd University

*Abstract:* The objective of WP5 is to validate the results of the various research tasks carried out so far in UNCHARTED project, in a number of concrete experiments and demonstrations carried out by citizens, professionals, administrator and policy makers, covering the three axes where the development of cultural values is studied, namely: cultural strategic planning, culture-led urban regeneration, cultural information system. These will contribute to assess how the research outcomes from previous and parallel WPs are reflected in real-life experiences. Although in different contexts and with different methods and toolkits, the main case leaders (PROMOTER, UB, UPORTO) reach the practice-based objectives of WP5 through an experimental and demonstrative process with the primary objective to create a critical methodology for cultural planning and innovation in a multi-level and multi-sectorial context. The session will be the official launch of WP5, where the action plan and methodologies will be presented. As part of this, the session will explore the inclusive methodologies and experiences with key stakeholders from the three main cases (Volterra, Barcelona, Portugal).

**17:00-17:30.** Presentation – ‘Looking Forward’: Overview of UNCHARTED WP4 (PSH, LG02)

Emmanuel Négrier, CNRS

*Abstract:* In this session, we will present the main aspects of Work Package 4, which will take place throughout the year 2023, according to two strands (1 and 2) and will conclude with policy guidelines. The general objective of WP 4 is to assess the coherence, the governance, the relevance, and the impacts of cultural policies and institutions in terms of value.

In Strand 1, we’ll deal on the one hand with the internal coherence, which measures the correspondence between the values officially defended by cultural policies and their place

within the organization charts, budgets, and the balance of power within the public bodies. These will be studied at all levels (state, regional, urban) in three countries, and at the national level only for three others, as well as in connection with the cultural programs of the European Union. On the other hand, in terms of external coherence, we will study the way in which the values displayed by the public authorities correspond to those that we have highlighted during the previous work packages. They result from an analysis of the value given to cultural experience (social practices, political strategies, instruments of observation, etc.) within our contemporary societies. Finally, Strand 1 will examine governance issues, i.e., the way in which these values are implemented by the various public actors (within each level, between levels), and how they envisage their adaptation to valuation changes within social groups.

Strand 2 is the other part of this general perspective of value production within cultural policies. However, it puts more emphasis on the impact of the action of cultural institutions. It is on this point that, also in a comparative way (as for Strand 1), cultural institutions are analysed in terms of the promotion of the plurality of values. They will also be analysed with regard to a more specific block of values, including inclusiveness, cultural diversity, and equality. In short, it is a question of confronting the dynamics of valorisation on the side of the supply side of cultural policies, and those which affect the demand side of such policies.

**17:30- 18:30. Discussion: Can Value Conflicts be Managed or Mitigated? (PSH, LG02)**

Antonella Fresa, Promoter Srl

*Abstract:* The desk research conducted at the beginning of the project (WP1) produced a critical review of research literature and existing data. A set of key factors and circumstances were identified in the configuration of the social values of culture: gender and rising diversity, urbanisation and social and spatial segregation in cities, globalisation and digitisation, neo-liberalism, and the European historical and political experience.

Situated within this background, a wide range of studies were conducted (WP2) in four fundamental arenas of cultural practice: cultural participation in live arts and culture, cultural participation through media, cultural production and heritage management, and cultural administration. A kaleidoscope of value conflicts emerged during the studies.

Out of this work, some recommendations were synthesised in two policy briefs, as practical instruments to help policy makers and cultural practitioners in addressing such conflicts. Furthermore, a third policy brief is expected for the next year, to reflect the outcomes of the studies about measurement and ranking of valuation practices (WP3) as well as the feedbacks gathered during the experimental demonstrations.

This session aims to review the recommendations produced by UNCHARTED and to discuss challenges, threats and opportunities posed by the continuous re-configuration of the values of culture, in a changing Europe.

**18:30 – 19:30. Drinks Reception (PSH, 302 and Terrace)**