



UNCHARTED

Understanding, Capturing and Fostering the Societal
Value of Culture

Looking back: cultural production and heritage management

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Previously on WP2: exploring values

FBF



MUDEC



BCA



Architects



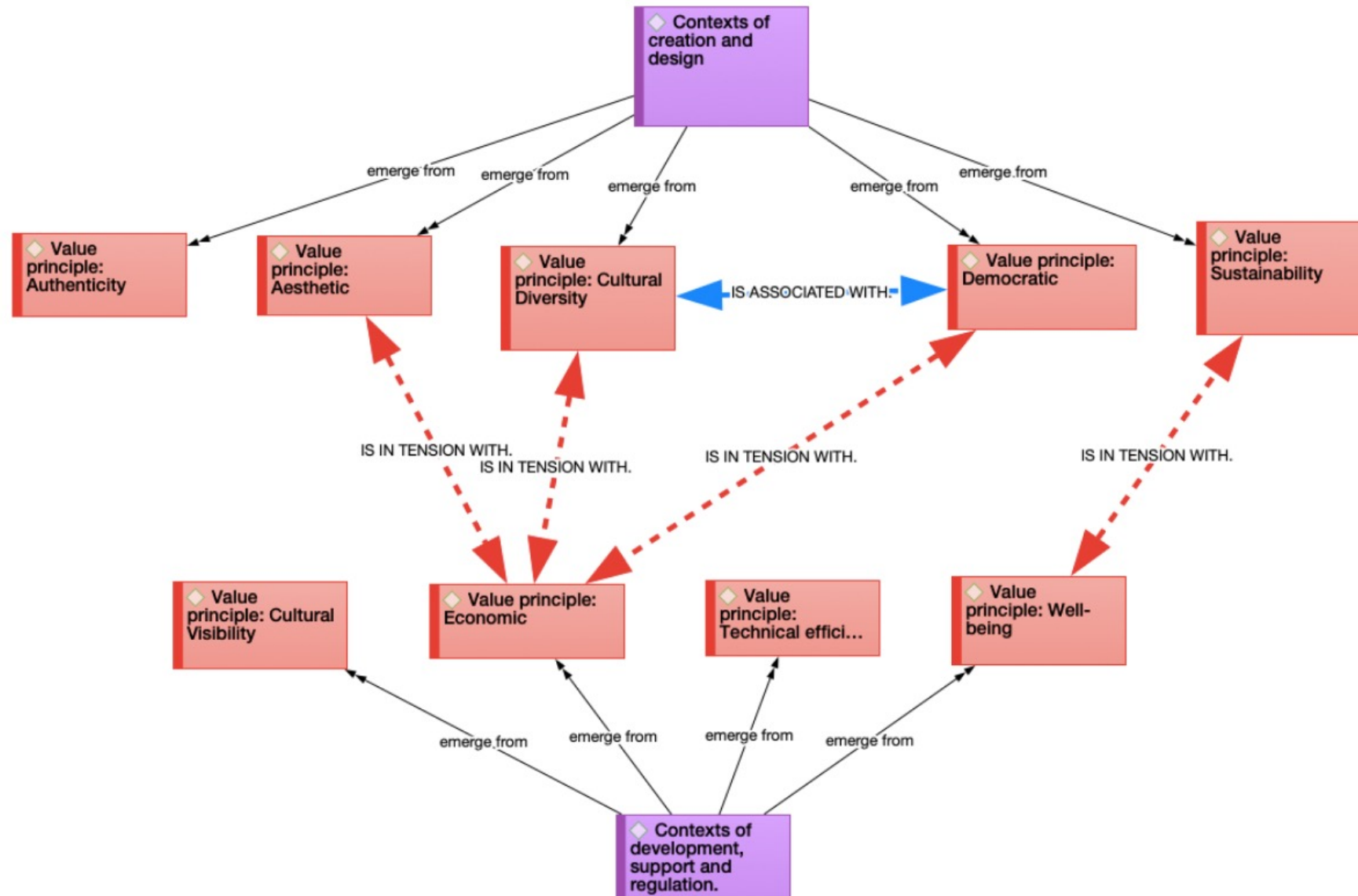
Publishers



Roma exhibition



WP2: a complex value arena



WP2: explaining complexity – a multilevel proposal

FBF

Quality entertainment,
Participation,
Economic impact, Civic
society

MUDEC

Historical significance,
Cultural diversity,
Hedonism, Financial
sustainability, Urban
regeneration, Participation,
Self-representation

BCA

Authenticity, Well-being,
Beauty, Democracy, National
identity, Participation

Architects

Comfort
Cost control
Environment

Publishers

Excellence, newness,
Commercial success,
Cultural significance

Roma exhibition

Historical relevance,
Participation, Roma self-
representation

WP2: explaining complexity – a multilevel proposal

FBF – Festival as

- 1. Performances:** Quality entertainment
- 2. Set of activities:** Participation
- 3. Part of the city:** Economic impact, Civic society

MUDEC – Museum as

- 1. Collections:** historical significance, hedonism,
- 2. Organization:** Participation, Financial sustainability
- 3. Part of the city:** Cultural diversity, Urban regeneration

BCA – Project as

- 1. Area:** Authenticity, beauty, well-being
- 2. Consultation:** Authoritarianism, Participation
- 3. Idea of the Country:** National identity, Democracy

Architects – Building as

- 1. Place to live:** Well-being
- 2. Project:** Cost control
- 3. Part on the world:** Environment

Publish.– Book as

- 1. Reading experience:** newness, excellence
- 2. Part of an editorial plan:** commercial success
- 3. Part of the cultural field:** cultural sustainability

Roma – Exhibition as

- 1. Painting:** historical relevance
- 2. Initiative:** inclusiveness
- 3. Roma culture:** self-representation

Levels of valuation: «Product»

FBF – Festival as

1. **Performances:** Quality entertainment,
2. **Set of activities:** Participation,
3. **Part of the city:** Economic impact, Civic society

Architects – Building as

1. **Place to live:** Comfort
2. **Project:** Cost control
3. **Part of the world:** Environment

MUDEC – Museum as

1. **Collections:** historical significance, hedonism,
2. **Organization:** Participation, Financial sustainability
3. **Part of the city:** Cultural diversity, Urban regeneration

1. «PRODUCT»

Publish.– Book as

1. **Reading experience:** newness, excellence
2. **Part of an editorial plan:** commercial success
3. **Part of the cultural field:** cultural sustainability

BCA – Project as

1. **Area:** Authenticity, beauty, well-being
2. **Consultation:** Authoritarianism, Participation
3. **Idea of the Country:** National identity, Democracy

Roma – Exhibition as

1. **Painting:** historical relevance
2. **Initiative:** inclusiveness
3. **Roma culture:** self-representation

Levels of valuation: Organisation

FBF – Festival as

1. **Performances:** Quality entertainment,
2. **Set of activities:** Participation,
3. **Part of the city:** Economic impact, Civic society

MUDEC – Museum as

1. **Collections:** historical significance, hedonism,
2. **Organization:** Participation, Financial sustainability
3. **Impact on the city:** Cultural diversity, Urban regeneration

BCA – Project as

1. **Area:** Authenticity, Beauty, Well-being
2. **Consultation:** Authoritarianism, Participation
3. **Idea of the Country:** National identity, Democracy

2. ORGANISATION

Architects – Building as

1. **Place to live:** Well-being
2. **Project:** Cost control
3. **Part of the world:** Environment

Publish.– Book as

1. **Reading experience:** newness, excellence
2. **Part of an editorial plan:** commercial success
3. **Part of the cultural field:** cultural sustainability

Roma – Exhibition as

1. **Painting:** historical relevance
2. **Initiative:** inclusiveness
3. **Roma culture:** self-representation

Levels of valuation: Society

FBF – Festival as

1. **Performances:** Quality entertainment,
2. **Set of activities:** Participation,
3. **Part of the city:** Economic impact, Civic society

MUDEC – Museum as

1. **Collections:** historical significance, hedonism,
2. **Organization:** Participation, Financial sustainability
3. **Part of the city:** Cultural diversity, Urban regeneration

BCA – Project as

1. **Area:** Authenticity, Beauty, Well-being
2. **Consultation:** Authoritarianism, Participation
3. **Idea of the Country:** National identity, Democracy

3. SOCIETY

Architects – Building as

1. **Place to live:** Well-being
2. **Project:** Cost control
3. **Part of the world:** Environment

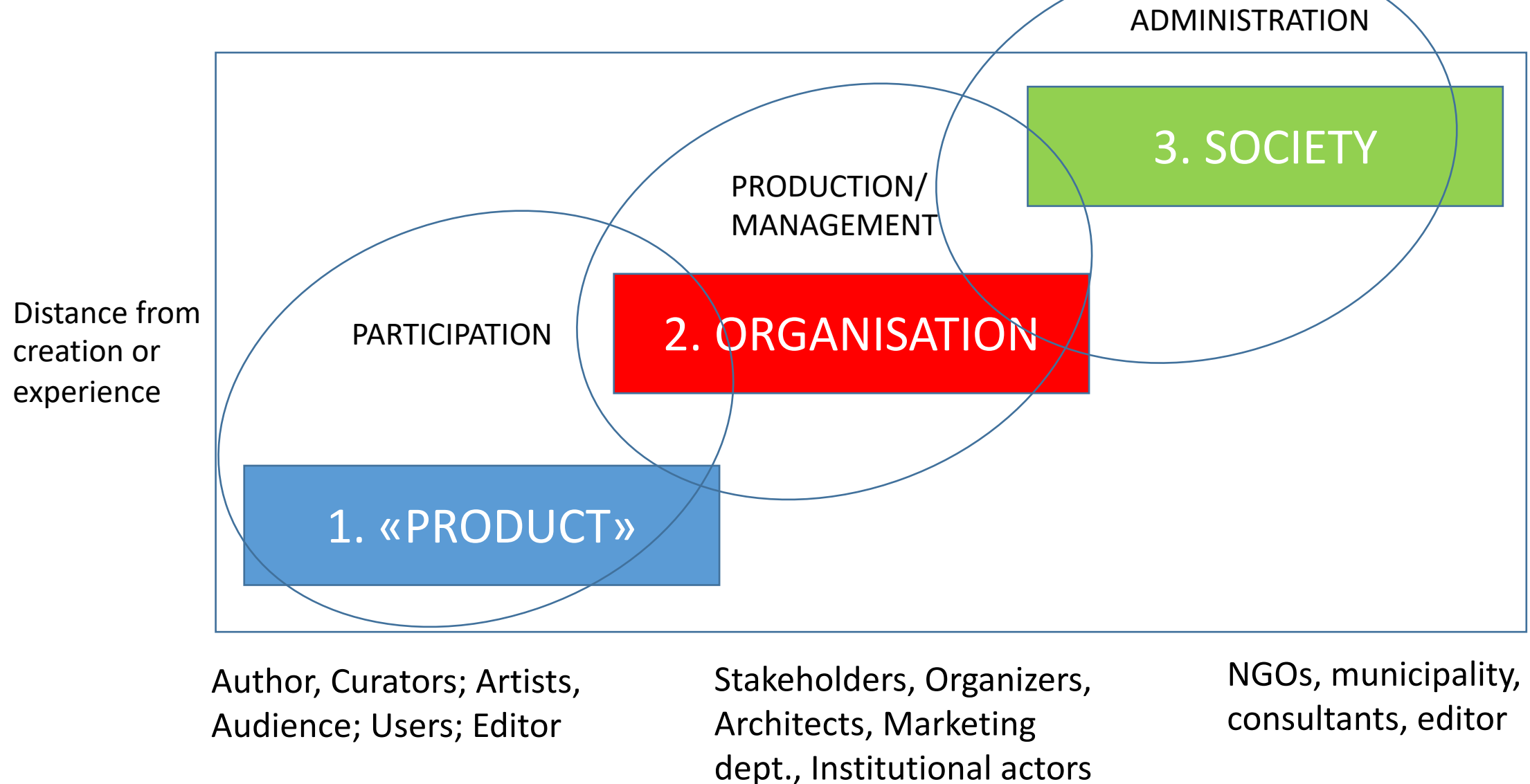
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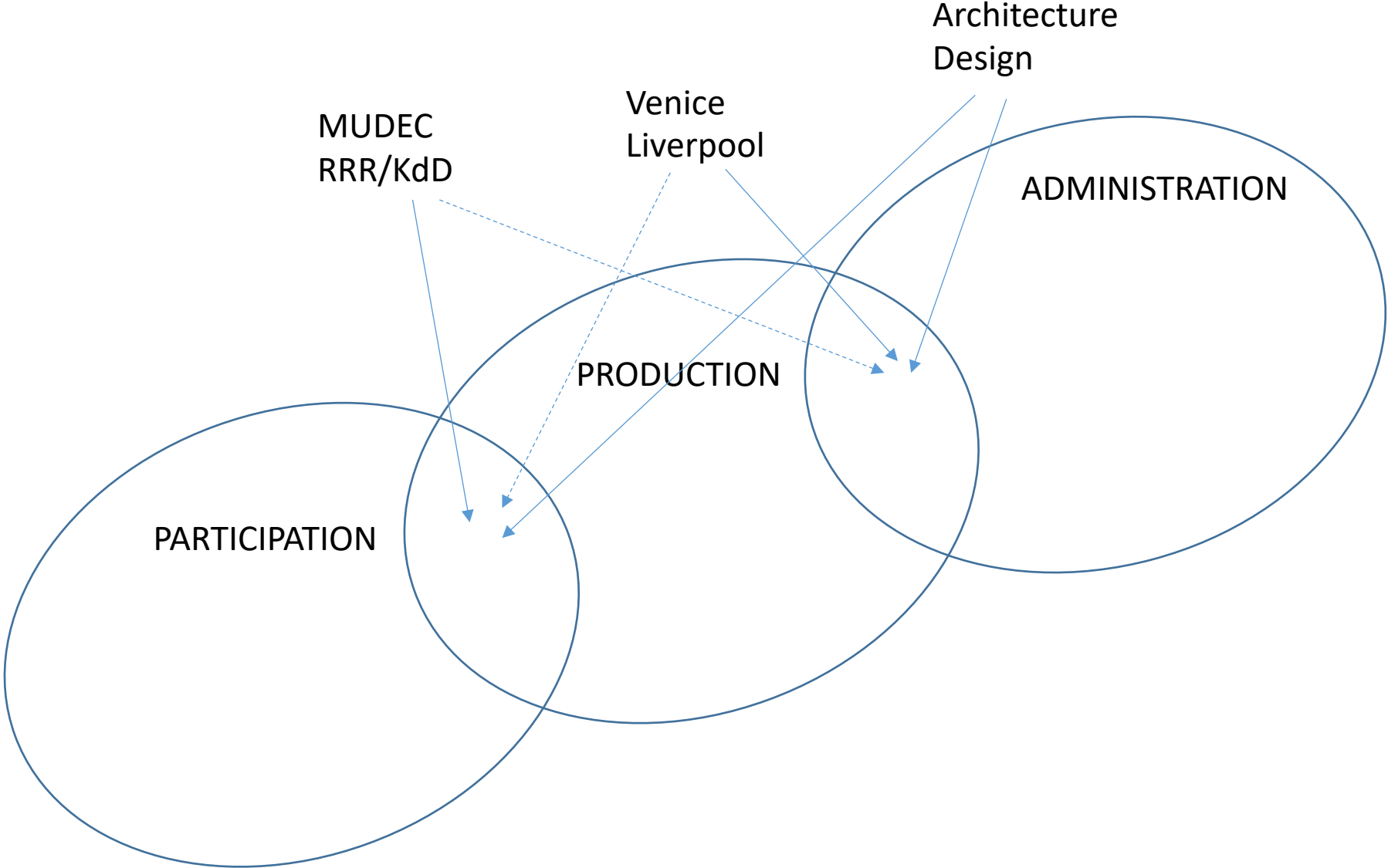
WP2 → WP3: Cultural production as a bridge



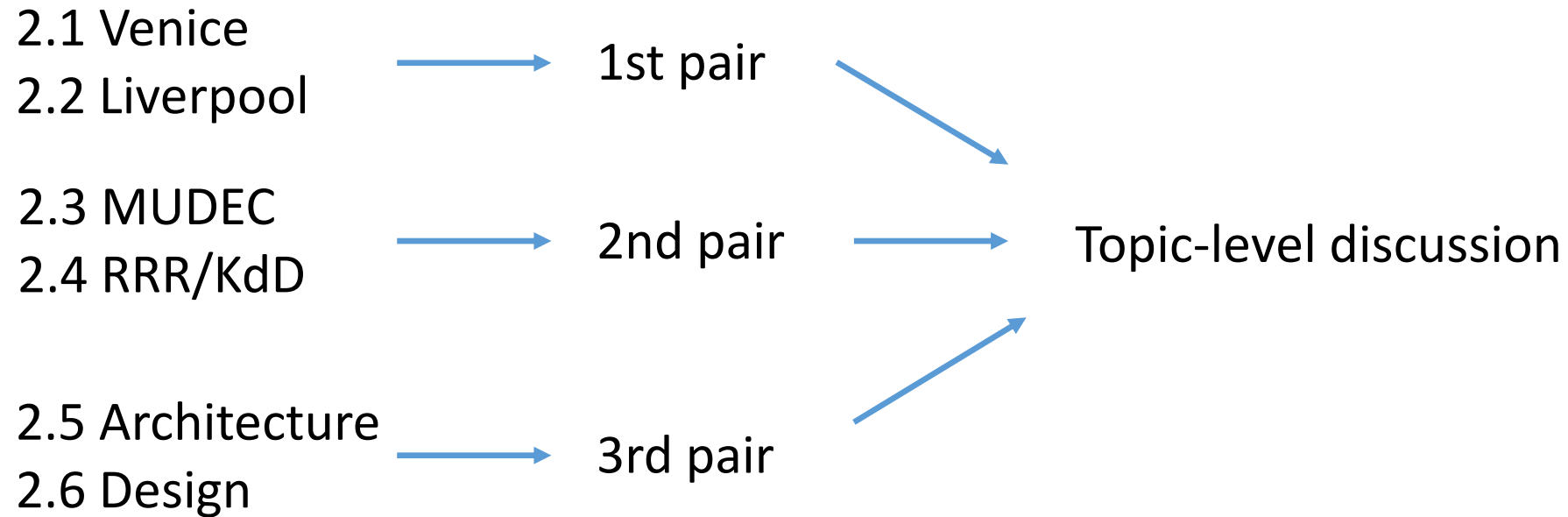
WP2 → WP3: from valuation to **e**valuation

- The tensions explored in WP2 often remained open-ended
- WP3 focuses on evaluation practices/processes/technologies
- Tensions cannot remain indefinitely open-ended since any evaluation entails assessing, although temporarily and partially, the worth of a cultural product or initiative

WP3 case selection rationale



WP3 cases – analytical approach



Topic-level discussion: four propositions

1. Technologies differ in their ability to make tensions visible
 - most formalized and coherently developed system neutralises tensions
 - less pre-defined technologies of evaluation are more capable of making tensions salient and visible
2. When tensions are allowed to surface, actors structure the relationship between the evaluative criteria in a polarised or integrated way
 - polarisation refers to situations where actors frame the tension as binary opposition between alternatives
 - integration happens when actors exploit conflictual situations to re-frame the relationship between the evaluative logics involved

WP3 findings: four propositions

3. The relationship between evaluative criteria impacts tension dynamics and resolution
 - polarisation leads to conflict resolution by ejecting or temporarily silencing one of the poles of the controversy
 - integration reframes the tension such that the two poles are no longer regarded as opposite
4. The features of the technologies of evaluation and the context shape tensions' visibility, structure and dynamics
 - the interplay between a neoliberal context and a high formalization of the evaluation technology leads to the neutralization of tensions
 - an intermediate formalization of the evaluation technology in a context characterized by power imbalances leads to polarisation
 - unstructured technologies of evaluation in a context where power is equally distributed favour integration approaches



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Q&A



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