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WP1 Understanding the societal value of culture

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OBJECTIVES

- WP1 investigate how different factors have influenced the shaping of cultural values in Europe. For this purpose, each of the deliverables has analysed different aspects considered relevant to this constitution:

- 1- Gender and rising diversity.
- 2- Urbanisation and spatial and social segregation.
- 3- Globalisation and digitisation.
- 4- Neo-liberalism.
- 5- The European historical and political experience in relation to the promotion of cultural values.

METHODOLOGY

- Analysis of documents and a review of the literature.

1 GENDER AND RISING DIVERSITY

1 FACTORS

- The processes of social differentiation (especially the growing division of labour and functional specialisation of modern societies in Europe).
- The incorporation of women as part of the workforce.
- The growing international labour mobility -increased by globalisation and transnationalisation- and their impact on the volume and composition of migratory flows in Europe since the end of the Cold War.
- The movements linked to the so-called ethnic minorities, feminist and LGBT groups and their demands for greater recognition, economic equity, social participation and civil rights stand out.

IMPACTS ON CULTURAL VALUES

CIVIC CULTURE:

- The growth of tolerance and respect towards different ethnic, cultural, linguistic, religious and sexual orientations.
- New public policies of integration for minority ethno-cultural groups.

CULTURAL ADMINISTRATION AND THE ORIENTATIONS OF CULTURAL POLICIES IN EUROPE (UK, FRANCE, GERMANY, SPAIN AND BULGARIA):

- The emergence of diversity as a positive value is reflected in a change of meaning in the notion of culture that cultural administrations use: from culture in a restricted sense -as a sector linked to artistic activities and cultural industries- to a broad or socio-anthropological sense -as senses, meanings-, which allows for a diversification of cultural expressions and practices to be considered as a target of public action.
- Substitution of policies inspired by the idea of cultural democratisation by policies based on the ideals of cultural democracy

INSTITUTIONALISED WORLDS OF ART AND CULTURE:

- The trend towards an increased diversity of artistic and cultural content and repertoires from different origins and their legitimisation in consecrated spaces (such as museums, festivals, biennials, etc.).
- The actions carried out by different ethnocultural and feminist groups in pursuit of greater visibility (recognition) and equity in participation (redistribution) within cultural institutions.
- The relationship between ethnocultural and gender diversity and artistic and cultural creativity processes.

2 URBANISATION, SPATIAL AND SOCIAL SEGREGATION

2 FACTORS

PROCESSES OF GENTRIFICATION AND TOURISTIFICATION

- The transformation of former industrial areas into cultural districts linked to the creative industries or the reconversion of former historical centres into spaces for tourism through the

conversion and functionalisation of former buildings into cultural spaces such as museums, cultural centres, and events.

IMPACTS ON CULTURAL VALUES

- The tension between; the **economic values** that guide the processes of urban transformation and their correlation, the processes of commodification of culture (often articulated in the framework of public-cultural policies),

and the processes of **resistance by local communities** to having their practices and sense of belonging transformed, re-signified and commodified in the framework of urban renewal processes.

3 GLOBALISATION AND DIGITISATION

3 FACTORS

- Globalisation is a universal and polymorphic experience of social relations and exchanges on a planetary scale that began with the industrial revolution in the 19th century and intensified with the use of the internet since the 1980s.



IMPACTS ON CULTURAL VALUES

IMPACTS OF GLOBALISATION

- The most significant effects of cultural globalisation regarding values are homogenisation and uniformity.
- The emergence of a global culture (accentuated by digitalisation and the concentration of major cultural industries) and the circulation of standardised cultural products.
- There are elements of resistance to cultural standardisation associated with the persistence of traditional cultural identities; the diversity of local contexts of reception that modify the meaning of global cultural products; the different modalities of cultural appropriation according to class background; etc.

IMPACTS OF DIGITALISATION

- **Digital access to heritage.** A tension between democratisation to ensure diversity, equity and citizen engagement, and the perpetuation of existing differences and inequalities.

Participation

- Positive. The attraction of new audiences, the breadth and diversity of users, the reduction of barriers to access cultural spaces such as museums and galleries, etc.
- Negative. The existence of digital algorithms that promote a specific type of access to hegemonic digital content (not giving rise to diversity).

Cultural production

- Positive. Increasing creativity, or a fusion between professionalism and amateurism in creating online content.
- Negative. Questioning the view of digital cultural value as collaborative or participative, pointing out the persisting importance of competitiveness, rivalry and existing hierarchies between producers and intermediaries.

4 NEO-LIBERALISM

4 FACTORS

- **Neoliberalism:** is a political-cultural belief that understands that monetary exchange and the free market is the best method to organise human activity. The role of the neoliberal government would be to protect these market mechanisms from other influences and the freedom of choice of people and their private property.
- **Marketisation practices:** privatisation of public resources, the weakening of labour market regulations (in pursuit of choice and competition), tax cuts (as a mechanism for growth), rationality in government spending, deregulation of the

international financial market, the restriction of labour organisations, and instrumental government rationality.

- **Vectors of "marketisation" across cultural policy regimes in Europe** on a scale from -2 (lower presence of marketisation practices) to +2 (higher presence of marketisation practices).
- **Resist, Emergent, Established and Dominant (REED)** according to the lower or higher degree of presence of marketing practices in cultural policies.

IMPACTS ON CULTURAL VALUES

- With the advent of "marketisation" of cultural policies, a shift in the justification of cultural policy regimes in Europe is identified; from an intrinsic justification of cultural values to an extrinsic or instrumental one.

- This change implies a predominance of instrumental values, focused on social (social cohesion, civic action, and social capital) and/or economic (soft power, cultural diplomacy, and inbound tourism) externalities as predominant rationalities guiding cultural interventions.

- A growing presence of civic values in cultural policies in countries with established and dominant forms of neo-liberal cultural policy.

- A greater presence of politico-economic values in the groups of countries where marketing practices are predominant.

5 THE EUROPEAN HISTORICAL AND POLITICAL EXPERIENCE IN RELATION WITH THE PROMOTION OF CULTURAL VALUES

5 FACTORS

- Influence of historical and political experience in shaping cultural values on Europe

IMPACTS ON CULTURAL VALUES

Emergence, configuration, and evolution of three dominant values in culture policies, namely:

- **Democratic values:** Characterised by two kinds of tensions:
 - Between the values of cultural democratisation (linked to universal access to cultural goods and services but accused of elitism due to the hierarchy in the selection of cultural goods and services selected for dissemination) and cultural democracy (linked to recognition, diversity, pluralism and participation, but criticised for its relativism).

- Between the values of creative freedom (linked to the independence and autonomy of art (understood as democratic values) and the anti-democratic values that can be generated when they are associated with certain tastes and interests promulgated and sustained by state policies.

• Cultural heritage values:

- It is a central value due to its importance in constructing identities and associated values. It is characterised by tensions and conflicts tension and conflict: (i) the

growing number of social actors involved in its interpretation; (ii) the breadth of its conceptual definitions, (iii) the coexistence of different temporalities in its use.

- **Sustainable development values:** It indicates how different social actors have sought to introduce the question of sustainable development into culture:
 - By trying to have culture recognised as the 4th pillar of sustainable development through the value of diversity.
 - By activating its mediating function to improve environmental concerns and raise public awareness.

KEY ASPECTS IN THE CONSTRUCTION AND DEFINITION OF CULTURAL VALUES IN EUROPE AND THEIR TENSIONS.

INTRINSIC VALUES VS. EXTRINSIC VALUES

A shift in the values of culture. This shift is marked by the loss of centrality of the intrinsic values of culture (linked to the autonomy and independence of art) in favour of extrinsic values (linked to the instrumentalisation and use of art and culture for other economic and social purposes).

ECONOMIC ORIENTATION VS. SOCIAL ORIENTATION

The instrumentalisation of culture opens up a set of tensions between its social and economic purpose, which is reflected in the orientations of cultural policies, but also appears at the centre of disputes in the urban sphere.

HOMOGENISATION VS. CULTURAL DIVERSITY.

One of the greatest effects of cultural globalisation regarding values is homogenisation and uniformity. In cultural production, the emergence of a global culture (accentuated by digitalisation and the concentration of major cultural industries) has led to the appearance of equally standardised cultural products. However, a trend linked to the emergence, institutionalisation and legitimisation of cultural diversity in the field of specialised culture and cultural administrations has also been observed. In the field of cultural policies, the tension between homogenisation and diversity is present between the values of cultural democratisation, and cultural democracy.

IMPOSITIONS (TOP DOWN) VS. RESISTANCES (BOTTOM UP).

There is a plurality of values in different cultural contexts, which often creates tension and conflict. These tensions reflect unequal structures between the social agents participating in different cultural environments. These conflicts can be interpreted as power relations that put in dominant opposition actors (institutional position, legitimacy, symbolic capital), interested in the status quo and dominated actors interested in subverting the reference values.

