UNCHARTED

Understanding, Capturing and Fostering the Societal Value of Culture

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UNCHARTED

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1 EXECUTIVE SUMMARY

This document provides the description of the publication of the edited book available as published by Routledge, the imprint of Informa UK Limited trading as Taylor and Francis Group.

The document is composed by five chapters, as it follows:

Chapter 1 Executive summary

Chapter 2 The UNCHARTED project publications plan

Chapter 3 "Shaping the Value of Culture in Europe": Special Issue of Cultural Trends

Chapter 4 "Plural Values of Culture in Europe". A book published by Routledge.

Chapter 5 Conclusions

2   THE UNCHARTED PROJECT PUBLICATIONS PLAN

The UNCHARTED project was intended to broaden the vision on the plural values of culture in Europe. It was expected that it could contribute to improving understanding of their emergence and configuration in specific contexts and their complex dynamic across different areas of the cultural sphere. At the same time, it was also expected that it could provide new methodological tools for better capturing and managing this intrinsic plurality as well as useful guidelines for the reorientation of cultural policy in a pluralistic sense.

The project has produced many findings and results in relation with the above objectives. Throughout its implementation, these findings and results have been conveyed to society through various means, including paper presentations at academic conferences, reflexive methodologies co-created with stakeholders and eventually put into practice, and all types of publications.

An extensive publication plan was developed, which was especially oriented towards the academic world, although not exclusively. The book Rigenera Volterra Rigenera, for example, produced in a bilingual and open access format, was designed to reach local people and stakeholders linked to the case study conducted in the frame of the Axis 1 of WP5 in addition to a general audience.

In the academic field, the plan drawn up has sought to cover the results generated by all the research WPs and is still underway. In this regard, the main running initiatives are the following:
-   With respect to WP2, the book proposal "Cultural Values in the cultural sphere: a cross-European comparative perspective" has already been presented to an academic publisher. The proposal to the publisher explains the aim of the book that is to show the plurality of values and the central tensions that emerge in the different areas of cultural practice examined in the project (cultural participation, cultural production and cultural administration). The proposal includes 11 chapters. The first 2 chapters are based, among other materials, on the 12 cases of cultural administration studied in WP2, covering the most diverse European contexts. These first 2 chapters aim to provide a general European perspective on cultural values and their tensions and serve as a basis for the rest of the book. The remaining 9 chapters focus on specific case studies of cultural practice carried out within WPs in the areas of cultural participation and cultural participation through media, in cultural production and heritage management, and in cultural administrations.
-   With respect to WP3, the book proposal, "Cultural valuation in contemporary Europe" has also been presented to an academic publisher already. The proposal to the publisher explains that this book will present a matrix of comparative case analysis, structured around paired comparisons between cases. The proposal includes nine chapters. The comparisons between cases are the base for the rest of the chapters. They explore the tensions between valuation and evaluation frameworks within the main areas of cultural practice and in different European countries. This exploration leads to the identification of a diversity of evaluation regimes in the various domains of cultural practice, which are defined as grammars, technologies, methodologies and systems.
-   Based on WP2 and WP3 analysis, the proposed Special Issue "Configurations of values and dynamics of valuation in the cultural sphere" aims to present the vision of the dynamics of cultural valuation that we have elaborated in UNCHARTED. It includes articles that develop further analysis and draw conclusions from the work done in WP2 on the emergence of cultural valuations and their tensions in different cultural domains of the European cultural sphere, and in WP3 on the regimes of (e)valuation predominating in them. Other articles focus on fundamental axes of the dynamic of cultural valuation, around participation, culture-led urban regeneration or the tensions in the representation of values linked to culture.

Besides these central publication initiatives of the project, other publications have also taken shape in connection the central ones. This is the case of the proposal for a Special Issue of an academic journal in Spanish ("La valoración de la cultura: clave sociológica de la esfera cultural").

Furthermore, the recent results obtained in WP4, which continue to be further elaborated even beyond the end of the EU funding period, are expected to lead to other publication initiatives in the near future.

In this context of publications, two publications have a special character and are presented in this deliverable in the following Chapter 4 and Chapter 5:

- On the one hand, the Special Issue of Cultural Trends, "Shaping the Value of Culture in Europe" is dedicated to presenting the results of WP1. It encompasses articles devoted to analyse the five key factors examined in WP1. It offers a vision of the general coordinates for cultural valuation that have been established in Europe in the last sixty years, a vision that the project team defined from the beginning, based on existing literature and information, to serve subsequently as a context for the empirical research developed throughout the rest of the project.
- On the other hand, the UNCHARTED Book ("Plural Values of Culture in Europe"), which presents the project as a whole and has a double character: academic and policy oriented.

These two publications are the most advanced in the production process, as described in the next chapters.

3 "SHAPING THE VALUE OF CULTURE IN EUROPE": SPECIAL ISSUE OF CULTURAL TRENDS

During the first phase of UNCHARTED, the consortium of research partners carried out an analysis about how the values of culture in Europe have been constructed in recent times. From a macro perspective and working on the basis of the research literature and available information about the subject, we examined the influence of a series of circumstances and key factors in shaping these values. This special issue, edited by Arturo Rodríguez Morató and Matías I. Zarlenga, gathers five papers coming out from these analyses. It is currently underway and two of its articles are already published online.

The idea for the special issue is what inspired the work done in UNCHARTED within WP1. There have been many factors that have influenced the historical configuration of the values of culture in recent decades. On the one hand, there have been underlying trends of cultural change corresponding to transformations in the very organisation of the cultural sphere, such as the rapprochement between the spaces of high culture and popular culture or the growing interweaving of cultural dynamics with other social and economic dynamics.

In this special issue we pay attention in particular to some important contextual factors of change and circumstances that have affected the valuation dynamic in the cultural sphere from outside. These are great social, political and technological transformations that are more rarely considered in this respect: rising social diversity; urbanisation and social and spatial segregation in cities; digitisation; and neoliberalism.

The abstracts of the five articles follow.

3.1 Article 1: "Diversity and the values of culture in Europe"

Authors:

Arturo Rodríguez Morató, University of Barcelona, Spain

Matías I. Zarlenga, CONICET and University of Tres de Febrero, Argentina

The article deals with the analysis of the influence of rising ethnic diversity in questioning the paradigm of cultural legitimacy and in the drift towards a more plural consideration of the value of culture in the European context. It starts by identifying the main factors that have led to the increase of ethnic diversity in Europe since the second half of the 20th century. Next, it considers some mechanisms through which this growing diversity have changed the ways of valuing culture leading in particular to a general affirmation of diversity itself as a positive value in institutional discourse. Lastly, it compares the developments of cultural policy associated with ethnic diversity in a significant sample of European countries.

3.2 Article 2: "Gentrification and touristification in urban heritage preservation: threats and Opportunities"

Authors:

Eszter György and Gábor Oláh, Eötvös Loránd University, Hungary

João Teixeira Lopes, Sónia Apolinário, Lígia Ferro and Natália Azevedo, University of Porto, Portugal

The paper discusses several processes of the "Society of Culture", with a specific focus on recent urban development, and including dynamics of gentrification, touristification, segregation and their implications for the preservation of urban heritage. While cultural values exist on multiple levels – intrinsically artistic, social, and economic –, it is the economic ones that have become dominant and predatory in recent decades. Through the analysis of international data on urbanism and tourism, we explore the role and value of urban heritage in European

cities. Drawing from a literature review of the different thematic areas, taking into account relevant references from each one of them to establish an interrelated analysis, we try to argue why considering heritage-led tourist gentrification is urgent, what do we know so far, and some possible future lines of research that could contribute to a better understanding of these processes.

3.3 Article 3: "On Digital Cultural Value. What does research tell us?"

Authors:

Ole Marius Hylland, Åsne Dahl Haugsevje and Ola K. Berge, Telemark Research Institute, Norway

The value of culture is both essential and contested within the field of cultural policy. It is essential because valuation serves a need to legitimate relevance of and explain the benefits of cultural participation. It is contested because the methods by which we might measure and analyse such value are epistemologically challenging. This paper investigates how the value of digital and digitized culture has been analysed by different strands of research. Through a systematic literature review, we find that the identified values belong to three different broad categories: production, access and participation. The review conducted in this paper shows that digitization has affected the configuration of the values of culture in different ways. It has brought an increased complexity to the valuation of culture, and the views and attributed values of digitized culture have also developed during two decades of cultural digitization. In general, we also find increasingly more critical views on the potential values of digitization in more contemporary research, especially in the categories of Access and Production.

3.4 Article 4: "The REED typology: understanding market-orientation and instrumental values in cultural policy across Europe"

Authors:

Victoria D. Alexander and Oliver Peterson Gilbert, Goldsmiths, University of London, UK

This article develops a typology of cultural policy in 30 European nation-states, based on the centrality of "neoliberal" market-based rationalities in subsidised cultural fields. This Resistant, Emergent, Established, and Dominant (REED) typology is based on two measures of marketisation, market-orientation and instrumental values, which are found in European "cultural policy assemblages" (networked systems of cultural policies, cultural policymaking bodies, cultural organisations, and cultural intermediaries). We show that all cultural policy assemblages in European nation-states are marketised to some degree, suggesting that Europe is "post-marketised". Further, we find a heterogenous range of marketised practices, showing different instantiations of marketisation across nation-states. REED offers a new prism to conceptualise Europe's subsidised cultural fields. Grounded in actual policy orientations, it overcomes limitations of earlier typologies and, crucially, it provides both a descriptive modelling of the contemporary European cultural field and an analytical methodology for comparing nation-states relative to marketisation.

3.5 Article 5: "Dynamics of cultural policy valuations in contemporary Europe"

Authors: Claire Dedieu, Félix Dupin-Meynard, Emmanuel Négrier, CNRS, France

Eszter Gyorgy, Gabor Olah and Gabor Sonkoly, Eötvös Loránd University, Hungary

This paper questions the configurations in which contemporary European cultural policies attribute explicit positive values to culture. It begins with a reflection on the meaning of value, before identifying, through the analysis of a corpus of scientific articles, books and research reports as well as press articles, the numerous values identifiable

in the history of cultural policies. From this collection, we propose a principle of classification into five major families of values: democracy, identity, well-being, aesthetics and economy. Finally, we describe the dynamics of emergence and transformation of the values attributed to culture in historical configurations, through three examples: the valuation of heritage, the conflicts over the values of democracy, and the values underpinning the concept of sustainable development. Our exploratory research shows that values already present in the twentieth century are becoming increasingly important in cultural policies, without taking precedence over values with which they can compete or, on the contrary, find a form of compatibility.

4 "PLURAL VALUES OF CULTURE IN EUROPE". A BOOK PUBLISHED BY ROUTLEDGE

Addressed to a broad audience of cultural professionals, policymakers and academics, this book edited by Arturo Rodríguez Morató, Nancy Duxbury, Antonella Fresa and Gábor Sonkoly, aims to present the main results of the European project UNCHARTED emphasizing its relevance for the contemporary cultural field.

In recent years, the plurality of values of culture has been increasingly recognized in practical, academic and policymaking contexts. Beyond its traditional intrinsic values – linked to aesthetics, authenticity and excellence – its capacity to contribute to well-being, to promote identity and belonging as well as tolerance and inclusiveness, to stimulate creativity, and to foster innovation are ever more acknowledged by a great variety of social actors. However, an economy- and market-oriented perspective has come to dominate the administrative and managerial discourse on cultural valuation for a few decades. This has resulted in a predominance of an approach to valuing culture that is expressed exclusively in terms of its economic impact, obscuring other values of culture. The European research project UNCHARTED has tried to counteract this predominance by providing a broader vision of the societal value of culture in the European context and by applying this alternative view to some of the most relevant areas in which cultural valuation impinges on cultural management and cultural policy today.

Based on a pragmatist perspective, we have carried out an extensive multiple case study (sixty-five cases in seven countries) that considers the multiplicity of agents who participate in cultural valuation processes and the diversity of evaluative practices in which they engage within three main areas: the field of cultural participation, in which citizens are the protagonists; 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 politicians are the key decision-makers. The book shows the irreducible plurality of the values of culture, the characteristic complexity of the dynamics of valuation and evaluation in the cultural sphere and the current shortcomings and possible improvements in institutional processes of cultural evaluation. It is intended for cultural professionals, policy makers and scholars of culture.

The book is structured in two parts. The first part presents the main analytical findings of the project. The chapters in this part cover the work carried out throughout the different stages of the project following the logical steps of our research.

After the introduction, the first chapter (Critical factors shaping the values of culture in Europe), which covers the work carried out in the initial phase of the project, presents the implicit framework of general coordinates for cultural valuation that has been established in Europe in last decades as a result of some important social transformations. This provides a relevant context for the empirical findings on cultural valuation that is presented in the following chapters.

Then the results of our inductive study in two phases on the dynamic of valuation in the cultural sphere is presented in chapters 2 and 3. The second chapter (Identifying the emergence of values of culture) records the main findings corresponding to our exploratory study on the values and valuations that emerge from the practices of cultural actors in different areas of the cultural sphere. Next, the third chapter (Measuring and imagining the plurality of values of culture) presents the results of the theoretically oriented study we did, based on the previous findings, on the valuation regimes predominating in those same areas, their tensions and their connections.

Afterwards, the fourth chapter (Analysing political intervention and impact on the plural values of culture) presents the main findings of our complementary cultural policy analysis that revisit the topic of cultural valuation from the perspective of cultural administrations and cultural institutions.

In a final stage, our analytic work in UNCHARTED led us to produce a road map for policy action as a normatively oriented final reflection. This is what we present in chapter fifth, dedicated to collecting the main elements of this final reflection (the challenges that we have identified and the recommendations that we have prepared).

The second part of the book is dedicated to showing practical applications of the project's analytical findings in key

areas of cultural valuation (cultural strategic planning, culture-led urban regeneration, and cultural information systems), based on the work developed in the last stage of the project, derived from previous analytical work. The chapters in this case no longer trace a research path, which progresses from one to the other. The first chapter of the second part (Redefining cultural valuation processes: a general reflection on possibilities) fulfils an introductory function, explaining the logic of the work carried out and its connection with what was presented in the first part and proposing a comparative reflection between the three areas discussed here. But from there, the other chapters are placed in parallel, as applications of the analytical perspectives previously developed and presented in the first part, in the three different fields in question.

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Glossary of terms - Matías I. Zarlenga and Nancy Duxbury

5   CONCLUSIONS

The efforts spent by the UNCHARTED consortium in the widest spread of the project's results is much relevant.

This occurred through the organization of co-creation workshops, seminars and debates, participation in numerous events organized by other projects and all types of academic conferences, press releases to the media, complemented by the constant updates on the project's website and its blog.

In addition to all these actions, a special attention has been devoted to address the international research community, editing the rich plan of scientific publications described in this deliverable.

In particular, they include the UNCHARTED Book intitled "Plural Values of Culture in Europe", whose contract between University of Barcelona UNCHARTED Coordinator and the Routledge publisher is signed.

This deliverable illustrates the structure of the book, while the full manuscript is not yet for public distribution since it is under publishing. Only for internal use of the EC services and appointed reviewers, the manuscript has been annexed to the deliverable D6.10 as confidential information.

As soon as the publisher will deliver the final product, the book will be available as open access.