

# ON THE ROAD TO QUÉBEC

A SERIES OF ONLINE WORKSHOPS  
FOR MEMBERS OF THE OWHC

## CULTURE AND TECHNOLOGY

ORGANIZED BY



ORGANIZATION OF  
WORLD HERITAGE CITIES

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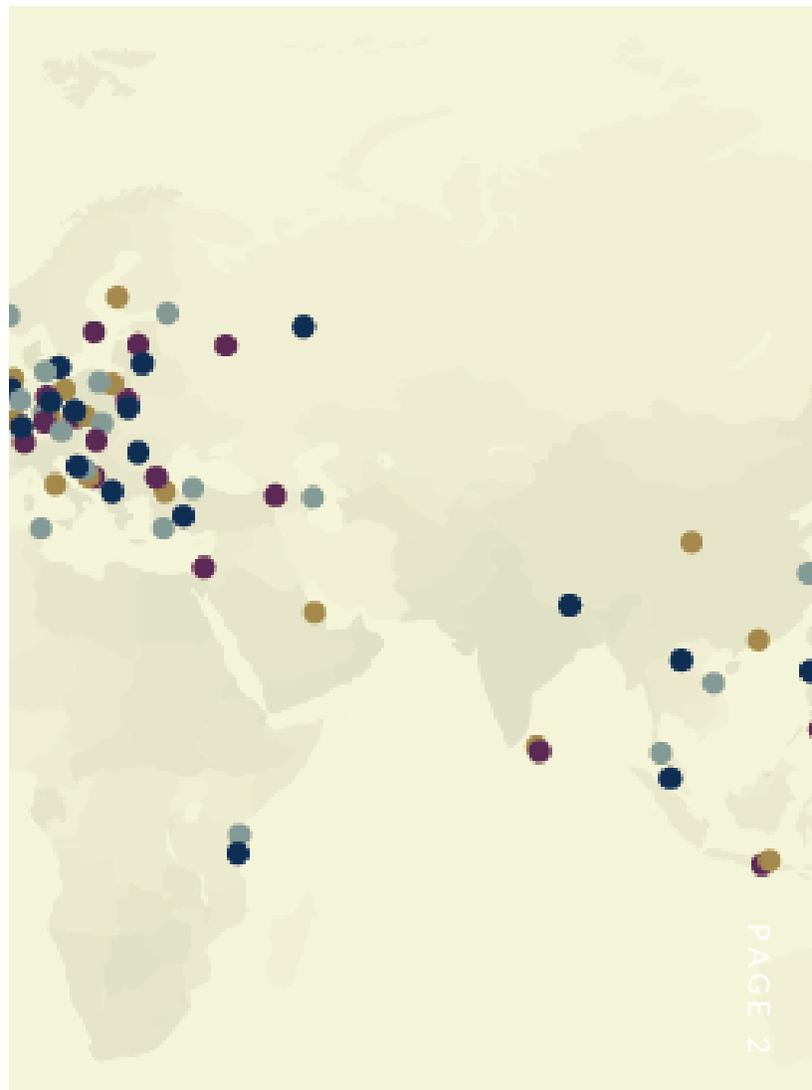
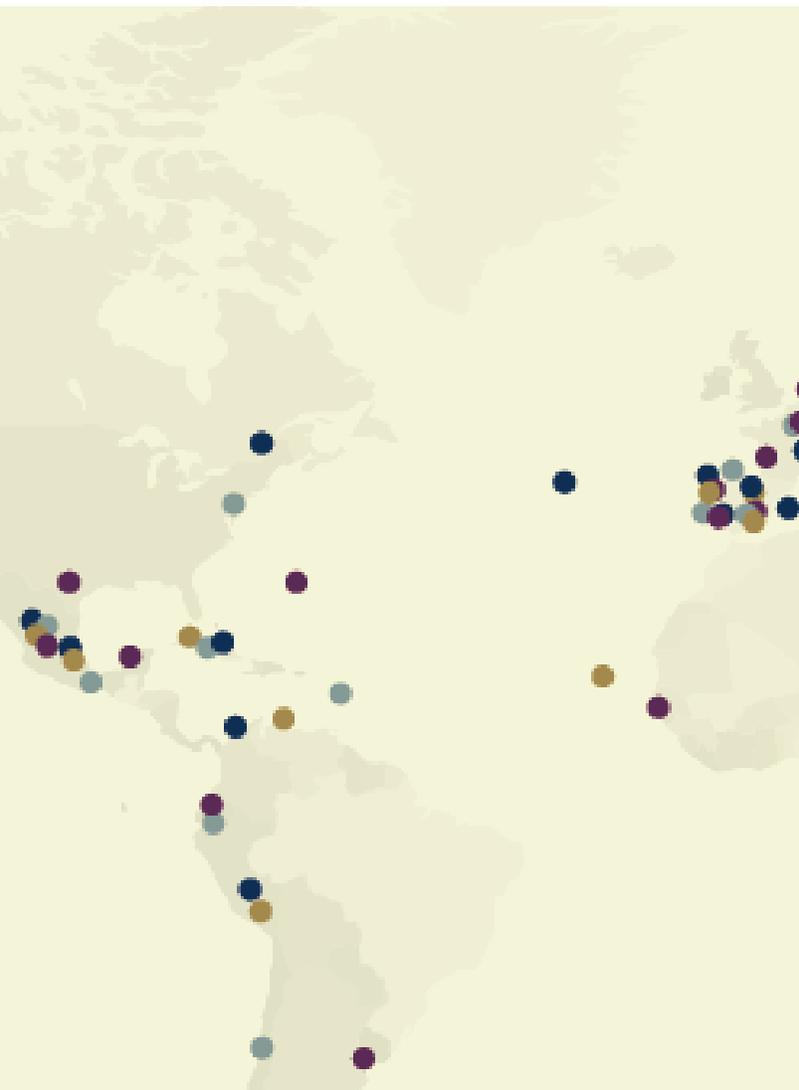
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# ONLINE WORKSHOPS

“On the Road to Québec” is a series of online workshops offered by the OWHC to members of its network. The workshops took place between February 9 and March 18, 2021 and were open to elected officials, experts and site managers working in a city that is a member in good standing of the organization.

The topics of the workshops were inspired by the theme chosen for the 16th World Congress of the OWHC “Enhancing Livability in World Heritage Cities”, by the global COVID-19 crisis as well as by the more general challenges that await cities in the 21st century.

The workshops were offered in a very dynamic format, starting with an introduction offered by an expert on the chosen theme, followed by presentations of case studies by member cities of the network. The workshop was then divided into sub-groups, in order to push the discussion more in depth and exchange with colleagues from all over the world.

By sharing their ideas and experiences, participants contribute to the development of the next OWHC scientific symposium.

## Workshop #1 - Culture and Technology

In its *Culture, Urban Future* report (2016), UNESCO attributed to culture the role of catalyst for sustainable development in urban areas, affirming that culture is at the heart of urban renewal and innovation. However, during the pandemic, several World Heritage cities and their culture and heritage stakeholders faced significant challenges caused by the closure of historic sites and museums. More than ever, new technologies represent one of the key elements for organizations to continue to reach the public. Besides, new models of aid measures have been established to enable artists and artisans to cope with the crisis.



**PLAY  
KRAKOW**



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# WORKSHOP #1 CULTURE AND TECHNOLOGY

Workshop in French

9 February 2021

# EXPERT AND INVITED CITIES

## CHRISTINA CAMERON

### PROFESSOR EMERITUS

Christina Cameron held the Canada Research Chair in Built Heritage at the University of Montreal from 2005 to 2019. Previously, she served as Director General of National Historic Sites at Parks Canada for over thirty-five years. She has worked with the World Heritage Convention since 1987, chairing the Committee in 1990 and 2008 and being co-author of *Voices of the pioneers: UNESCO's World Heritage Convention*. She is a founding member of OurWorldHeritage.



## DELPHINE HOUBA

### ALDERMAN FOR CULTURE, TOURISM AND MAJOR EVENTS, BRUSSELS

A graduate in Political Science, international relations orientation, Delphine Houba has oriented her professional life towards international solidarity in the associative sector. She worked at the Emile Vandervelde Institute on European and international issues, then with Paul Magnette and Jean-Pascal Labille, Ministers for Development Cooperation. She has co-authored a book on the 4-day week and the collective reduction of working time. Since the end of 2018, she has been Alderman for Culture, Tourism and Major Events of the City of Brussels.



## MARIE-FLORENCE PATE & PIERRE-MARIE VILLETTE

### ARCHITECT AT THE DEPARTMENT OF URBANISM, HERITAGE AND LANDSCAPES & MANAGER OF THE "DEUX DEGRES" AGENCY, BORDEAUX

Marie-Florence Pate graduated from the Paris Val de Seine School of Architecture. After more than fifteen years of experience in architectural agencies, she recently joined the architecture and urban heritage department in the Bordeaux Metropolis project. She manages programs to promote metropolitan heritage.

Manager of the agency "Deux degrés", Pierre-Marie graduated from Sciences Po-Lille and the French Institute of Urbanism. After ten years of experience with different actors of the creation of territories (institution, community, design office), he has an overview of the strategies and the games of actors of urban design.



# CASE STUDIES AND CONCLUSIONS

## **Bordeaux: You have a card to play – a unique and entertaining initiative**

In March 2020, more than sixty associations working in the field of heritage contributed to identifying and selecting heritage items in the city. This consultation led to creating two sets of playing cards illustrating metropolitan heritage under the initiative "*Vous avez une carte à jouer* – You have a card to play". Adapting the consultation process to an online format contributed to the success of the activity.

## **Brussels: A cultural new deal to support artists during the COVID-19 crisis**

Make culture more accessible and more inclusive, support emerging artists more than ever, strengthen the representation of women on stage and everywhere else:

In this year full of challenges, the Brussels authorities have taken several strong and lasting measures to support the sector. From the "Brussels New Deal" to the maintenance of sectoral subsidies and flagship events in the European capital, Brussels's cultural policy has adapted to the crisis.

## **The importance of culture for the health of citizens**

Many participants noted that the absence of cultural activities highlighted an issue that has yet to be explored: the importance of culture for mental health. For example, keeping museums open or reopening them after lockdown received strong support from local populations, who saw it as both a way of reconnecting with society after months of isolation and forgetting about the current health crisis for a moment. Museum attendance by local visitors was very high in several places.



You have a card to play, Bordeaux project

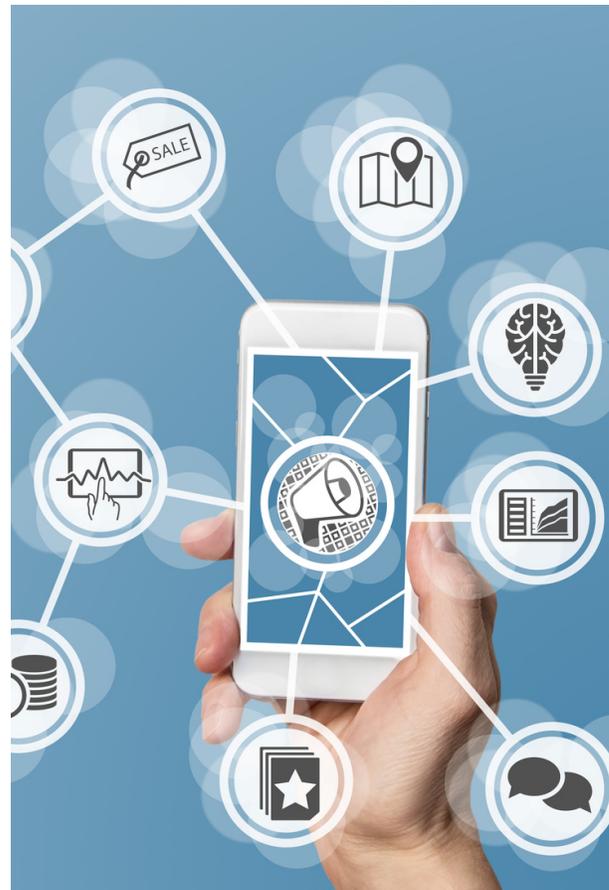
In the past year, when physical access to culture was not possible, digital technology has also proven to be an excellent alternative to reach citizens. However, the use of technological tools must translate into greater equity between groups in society. Some citizens, especially the elderly, are not proficient in new technologies, while others do not have the internet infrastructure required to use them properly. Accessibility problems can therefore create or reinforce the isolation among more vulnerable groups.

### **New technologies and the importance of managing the cultural offer**

Given the cancellation of most traditional cultural activities over the past year, the challenge for cultural institutions and municipalities has been to find new ways for the public to continue benefiting from the local cultural offer. Participants all highlighted the role of new technologies in this regard, primarily through videos, social media posts and websites. But with the great diversity of technological tools on the one hand, and the high number of different actors who use them - dance, theater, museum, etc. - on the other hand, there is a risk that the cultural offer becomes too large and, therefore, diluted. It is also necessary to prevent the different cultural players from competing to reach the same audience.

### **Digital technology to facilitate networking between heritage stakeholders**

In several areas, the use of new communication technologies has facilitated exchanges and interactions between different groups. For example, in Bordeaux, online consultation activities made it possible to reach a larger public than a regular consultation and allowed various local heritage associations to meet virtually. Thanks to this better contact with key territorial actors, it was possible to understand each group's expectations and interests clearly.



# WORKSHOP #1 CULTURE AND TECHNOLOGY

Workshop in Spanish

10 February 2021

# EXPERT AND INVITED CITIES

## KERSTIN MANZ

UNESCO REPRESENTATIVE

## MARÍA DEL POZO LÓPEZ

DIRECTOR OF THE ARANJUEZ  
CULTURAL LANDSCAPE FOUNDATION,  
ARANJUEZ

María del Pozo López has a degree in Business Management and Administration and serves as Director of the Aranjuez Cultural Landscape Foundation. María is also the Secretary General of the Alliance of World Heritage Cultural Landscapes, she has worked in the coordination of several European projects on Aranjuez and she represents this Cultural Landscape in various Spanish, European, and international networks.



## LOREDANA MONTES LÓPEZ

GENERAL DIRECTOR OF THE HISTORIC  
CENTER'S TRUST, MEXICO

Loredana Montes López has a degree in history from the University *Michoacana de San Nicolás de Hidalgo*, in which she has been Coordinator of the Degree in History, as well as a professor for more than 10 years. She has a master in Humanistic Studies from the *Instituto Tecnológico y de Estudios Superiores de Monterrey*. She has held various positions in the public administration of the State of Michoacán and Mexico City. Since December 2018, she is the General Director of the Historic Center's Trust.



# CASE STUDIES AND CONCLUSIONS

## Culture as an essential component in education

### Aranjuez: Culture for a quarantine

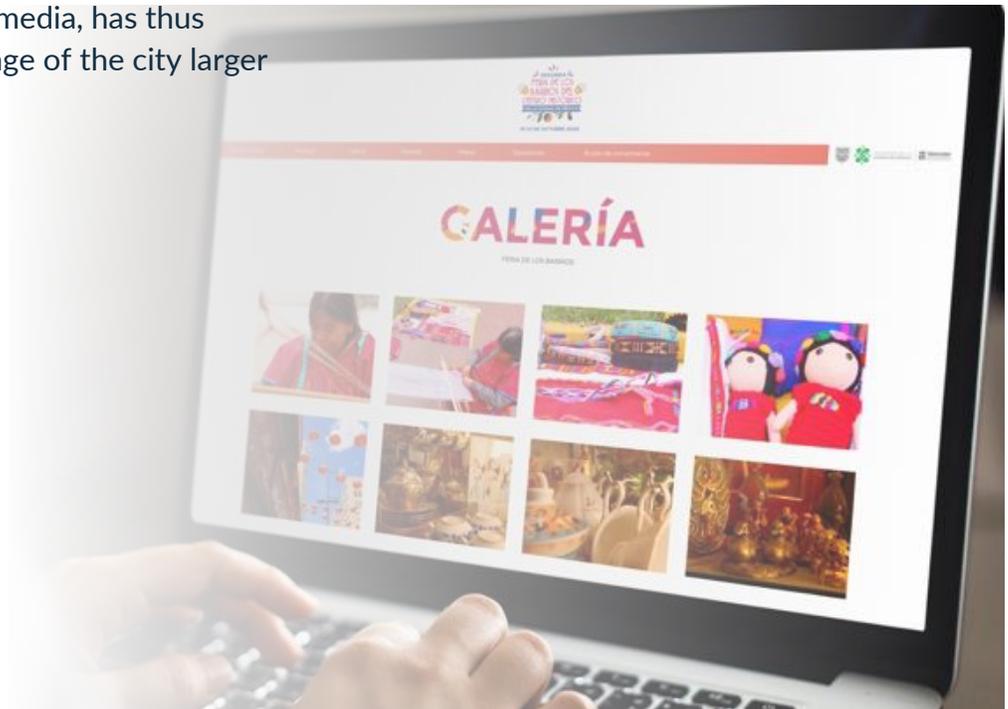
Under the name of Culture for a quarantine are brought together all the initiatives that have been launched by the Delegation of Culture of the City Council of Aranjuez and the future actions planned. New technologies are a support, a tool that is increasing its reach to all audiences, not only at the municipal level but also allowing to launch initiatives outside of the local context and give them greater diffusion.

### Mexico City: Experience in the dissemination of heritage in digital media

In the historic center of Mexico City, the transition of most on-site activities to a digital format has made it possible to reach a larger audience. Despite the difficulties of the crisis, judicious use of technological tools, in particular social media, has thus given the historical heritage of the city larger visibility.

The participants stressed the importance of offering cultural activities to children and adolescents and including these activities in the school and educational curriculum. A growing number of studies show that young people are hit hard by the pandemic and suffer from isolation. Cultural activities can help young people get through these difficult times.

Participants also noted that some population groups, especially the most disadvantaged, sometimes lack the resources to access cultural activities online. While technology can be a powerful tool for democratizing culture, it can also have the opposite effect for those who cannot use it.



## Technology to promote culture on a larger scale

Several participants noted that cultural activities that were adequately adapted to a digital format experienced exponential participation. Technology has thus made it possible to reach more people, locally, but also regionally, nationally, and internationally.

Participants also raised the importance of collaboration between cultural institutions, universities, and actors in new technologies, to develop standard tools, including platforms for dissemination. The municipality must also play a liaison role between producers and consumers of culture.

## What role for technology after the pandemic?

Digitization is currently an essential tool to help cultural institutions and citizens get through the crisis. It is also an asset for the relaunch since it will allow cultural players to reach a larger and more varied audience. Therefore, it is essential to plan new budgets for this digital component since it will continue to play a major role after the pandemic.

But participants agree that digital activities can never fully replace physical visits and the conventional cultural offer of a city or cultural institution. To a certain extent, there will be a return to the traditional ways of doing things to showcase and raise awareness of culture and heritage. However, technologies will enrich the experience of the users.



# WORKSHOP #1 CULTURE AND TECHNOLOGY

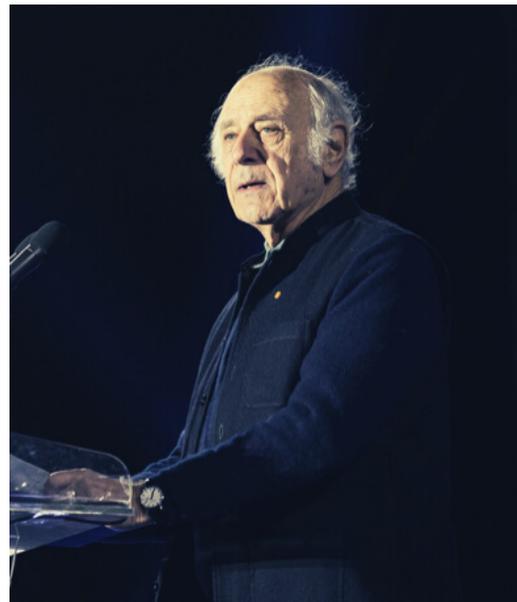
Workshop in English

11 February 2021

# EXPERT AND INVITED CITIES

## **MICHAEL TURNER** PROFESSOR AND ARCHITECT

Professor Michael Turner is a practicing architect, with design and research interests encompassing urban sustainability, heritage, social inclusion and public spaces. Engaged in activities at UNESCO for over two decades, he has been involved in urban heritage through the UNESCO Historic Urban Landscape Recommendation since its inception. He also served as vice-chair of the World Heritage Committee and is currently special envoy to the World Heritage Centre Director.



## **ROBERT PIASKOWSKI** PLENIPOTENTIARY OF THE MAYOR FOR CULTURE, KRAKOW

Robert Piaskowski is a sociologist, cultural manager, animator and educator. Program Director of KBF (Krakow Festival Office) from 2007 to 2019, he is currently the Plenipotentiary for Culture of the Mayor of the City of Krakow and Chair of the Integrated Management Centre for Krakow's Cultural Heritage. He is a lecturer at the Jagiellonian University and AGH University of Science and Technology in Kraków. He is responsible for Krakow's cultural diplomacy and the city's relations with international organizations in the field of cultural heritage.



## **MONIKA GÖTTLER** PROJECT MANAGER, WORLD HERITAGE COORDINATION, REGENSBURG

Monika Göttler graduated in Geography and English and used to work in tourism management for several years. In addition to her duties as senior project manager, she manages the OWHC Regional Secretariat for Northwest Europe and North America. Her responsibility also comprises the implementation of a new digital information system for the World Heritage site. Awareness raising and knowledge transfer in the field of cultural heritage are the core point of her daily work.



# CASE STUDIES AND CONCLUSIONS

## Krakow: Tackling the challenges of the Covid-19 crisis

In response to the COVID-19 crisis, the city of Krakow has implemented new initiatives to explore the city's cultural heritage. The city invited the local population to explore lesser-known sites, niche museums, individual monuments, and at the same time started a campaign to promote local businesses, shops and craftsmen. Moreover, the city launched the Resilient Culture programme, the new digital platform for culture PlayKraków, and opened the Potocki Palace as a hub for Tourism – Heritage – Culture – to reinforce the cooperation between these sectors.

## Regensburg: Heads up – creative ideas for culture in Regensburg in difficult times

Technical tools can help us to promote and mediate culture and our heritage sites. In the case of Regensburg, the crisis has been an opportunity to develop a new virtual tour of the Visitors Centre, and new cultural

projects such as Art 360 where artists were invited to create new artworks on the city's advertising columns. Despite many original initiatives, there are also restrictions that come with digital only experiences.

## Technology to make culture more accessible

Participants noted that several regular activities held in a virtual mode in 2020 saw a significant increase in their audience. The transition to digital has thus made it possible to reach a much larger audience.

Some participants, however, mentioned that this transition to a digital format must be accompanied by strategies to avoid competition between different actors of the culture sector. For example, setting up a single website to book tickets for concerts or museums can reduce each institution's costs. Participants also underlined the importance of developing joint and concerted actions to ensure good visibility of all projects in the media and among the public.



## Technology: a lasting ally for culture

The last few months have accelerated the integration of virtual content into cultural activities. It is essential to use the current digital experiments to rethink and enrich cultural projects in the longer term, especially for communication and awareness-raising. For example, museums and historic sites need to consider ways to offer more quality online content to their audiences.

Participants also stressed that the pandemic has shown the limits of traditional websites and media to disseminate culture online. For example, audio and video recordings offer little interaction between the public and people involved in culture. To truly capture the public's interest and start a real conversation with them, it is essential to develop quality interactive tools. When the pandemic is over, we will also have to continue supporting and developing these tools.

Finally, participants stressed that the development of a local or national platform, particularly for the webcasting of concerts and shows, prevents the profits of the culture sector from being redirected to already existing multinational platforms. In the current context, it is imperative that the money invested in culture and heritage by municipalities and governments be entirely at the service of their community and their local population.

## The pandemic, a moment to rediscover your own city

Given the limitations in travel during confinement, many citizens decided to rediscover their city and their local cultural institutions. In towns where museums have remained open, some institutions have experienced significant success in local attendance.

The populations' interest in visiting their own city and their cultural institutions confirms that virtual content cannot fully replace culture and heritage's physical experience. A real visit allows the visitor to enjoy the sense of a place fully, and this is how you truly capture its spirit and its identity. Technologies must make it possible to enrich this *experience of the real*, but they cannot pretend to replace it.

