Summary

RICHES (Renewal, innovation & Change: Heritage and European Society) is a research project about change: about the decentring of culture and cultural heritage away from institutional structures towards the individual and about the questions which the advent of digital technologies is posing in relation to how we understand, collect and make available Europe's cultural heritage (CH).

Objectives

Though enormously rich, Europe's CH is often locked away. But this is changing. As digital technologies now permeate all of society, compelling us to rethink how we do everything, we ask questions: How can CH institutions renew and remake themselves? How should an increasingly diverse society use our CH? How may the move from analogue to digital represent a shift from traditional hierarchies of CH to more fluid, decentred practices? How, then, can the European citizen, alone or as part of a community, play a vital co-creative role? What are the limitations of new technologies in representing and promoting CH? How can CH become closer to its audiences of innovators, skilled makers, curators, artists, economic actors? How can CH be a force in the new European economy?

RICHES will research answers to these questions through the work of the ten partners from six European countries and Turkey, aiming at the following goals:

- to develop and establish the conceptual framework of the research, defining terms, setting up networks and developing new understandings of CH-related copyright and IPR in the digital age;

- to investigate the context of change, to study the forces that apply to CH in this context, to design the scenarios in which CH is preserved, made and performed and to foresee the methods of digital transmission of CH across audiences and generations;

- to identify the directions to be taken to maximise the impact of CH on social and community development within the identified context of changes, including IPR and economics research;

- to devise instruments and to elaborate methodologies for knowledge transfer, developing innovative skills, creating new jobs and exploiting the potential of CH through digital technologies in order to foster the economic growth of Europe;

- to tell stories related to Mediated and Unmediated CH, in which the results of the research are given practical application, illustrated and validated with end-users, through concrete case studies;

- to produce evidence-based policy recommendations, foresight studies, toolkits for building awareness platforms, best practice guidelines for establishing cooperation initiatives.

Project acronym: RICHES

Project theme: SSH.2013.5.2-2

Start date: 01/12/2013

Duration: 30 months

Web site:
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Turkish Ministry of Culture and Tourism (TR)

Keywords:

cultural heritage, digital heritage, identities, social cohesion, networks, innovation, co-creation, regeneration, creativity, new media, re-use, exploitation, traditional skills, context of change

Expected outcomes:

case studies on digital curation and preservation; co-creation events; policy papers and recommendations; workshops, seminars and conferences

Action plan

The project lasts for 30 months and consists of eight work-packages. The work-packages are:

- WP1, Project Management
- WP2, Establishing the conceptual framework
- WP3, Understanding the context of change for tangible and intangible CH
- WP4, Role of CH in European social development
- WP5, Impact of CH on European economic development
- WP6, Case studies
- WP7, Strategies, policies and road-mapping
- WP8, Communication and Dissemination

Research activities

The RICHES research programme is based on two major assumptions:
- digital change strongly influences the whole value chain of CH, from curation and preservation to access and participation, to cultural events and transmission to next generations;
- there is a need to shorten the distance between people and CH, to put CH at the heart of the European governments' development policy priorities, particularly in the current economic circumstances.

RICHES research aims to understand the context of change in which CH is held, preserved, curated and promoted and to explore how development and growth can be stimulated by digital technologies and co-creation sessions, focusing on:

A. Museums and libraries adopting or considering digitisation and digital services for preservation, access and transmission;
B. Living media as privileged domains for young people to get involved in CH;
C. Performance-based CH and the effects of new digital infrastructures;
D. Public administrations adapting landscapes and monuments and re-using historical buildings to generate sustainable models, improve quality of life and foster cultural tourism;
E. Transferring traditional skills into innovative production methods for the creative industry.

A rich dissemination programme including two major international conferences will insure the project has maximum outreach and impact.

User communities

The RICHES outcomes are targeted towards:

- cultural ministries of member states within and beyond the project partnership;
- regional, national and state authorities; public administrations; European Institutions;
- CH organisations;
- AHSS (Arts, Humanities and Social Sciences) experts and researchers;
- SMEs working within the digital cultural economy and industrial associations and organisations dealing with creative industries;
- General public and citizen-scientists.