

## UNCHARTED poster on the REACH digital gallery



The poster is a digital representation of the UNCHARTED project's research findings. It features a central title 'UNDERSTANDING, CAPTURING AND FOSTERING THE SOCIETAL VALUE OF CULTURE' with a QR code. The layout is divided into several sections with images and text:

- Project:** UNCHARTED is a research and innovation action funded by the European Commission in the frame of the Horizon 2020 Programme. It studies the emergence of values connected with culture, their configuration and the political impulse that these values could deliver to the society.
- RESEARCH PLAN:** The research focuses on the valuation practices of the actors involved in cultural life. 3 areas and 3 types of fundamental actors are distinguished to understand how different actors in the cultural field relate to the values they attribute to culture:
  - > the field of cultural participation, in which citizenship is the protagonist
  - > the field of cultural production and heritage, where the professionals of creation and preservation are the ones who take the initiative
  - > the field of cultural administration, in which experts and policy makers are those who decideThe scope of the research is:
  - > To examine key factors that are shaping the values of culture in Europe
  - > To analyse the plurality of values that emerge in cultural practices
  - > To assess strategies and effectiveness of cultural policies
- METHODOLOGY:** UNCHARTED aims to advance the understanding of the plurality of values of culture in Europe by:
  - > a systematic comparative approach, cross-country and between different areas of practice and types of actors
  - > the analysis of European cultural strategies related to the study of socio-historical configuration and the practical genesis of the values of culture
  - > the study of the guiding values of the cultural policies in the EU, to deduce new evaluation methodologies
- EXPECTED OUTPUTS:** UNCHARTED will deliver a set of instruments to support the sustainability of the research results:
  - > policy briefs and recommendations for the use of policy makers
  - > guidelines and examples of best practices for communities engaged with production, management and use of culture
  - > case studies, scientific papers and a wide range of resources made available to researchers
  - > the UNCHARTED book

At the bottom, there are logos for the Coordinator (Universitat de Barcelona) and Partners (Goldsmiths, University of Porto, Telemarksforskning, PROMETER, CNRS, Paris 8, CES, Centre for Social Studies, University of Coimbra), and the Official Media Partner (DIGITAL.CULTURE).



The poster is a multi-sectioned document. At the top left is the UNCHARTED logo, a stylized 'O' with a blue and white gradient. Next to it is the European Union flag. A QR code is in the top right. The title 'UNDERSTANDING, CAPTURING AND FOSTERING THE SOCIETAL VALUE OF CULTURE' is centered in a large, bold, sans-serif font. Below the title are several sections with images and text:

- PROJECT**: A brief description of the UNCHARTED project as a research and innovation action funded by the European Commission under the Horizon 2020 Programme, focusing on the emergence of values connected with culture.
- RESEARCH PLAN**: A section with a magnifying glass icon. It discusses the research focus on valuation practices of actors in cultural life, identifying three areas and three types of fundamental actors. It also outlines the scope of the research, including examining key factors shaping culture values and assessing cultural policies.
- METHODOLOGY**: A section with a person dancing icon. It describes the UNCHARTED aim to advance understanding of European culture values through a systematic, comparative approach across countries and sectors, analyzing European cultural strategies, and studying guiding values of cultural policies.
- EXPECTED OUTPUTS**: A section with a person wearing a VR headset icon. It details the expected outputs: policy briefs, guidelines for best practices, case studies, scientific papers, and a book.

Throughout the poster, there are small images illustrating various cultural activities: a person looking through a magnifying glass at a cityscape, a canal in a colorful town, a person dancing, a person in a VR headset, a person in a traditional outfit, a person in a suit, and a person in a VR headset.

Coordinator  
 UNIVERSITAT DE BARCELONA

Partners  
      

Official Media Partner  [www.digitalculture.it](http://www.digitalculture.it)

The [REACH project](#) had to cancel their final conference planned for the 4-5 June 2020 in Pisa due to the Covid-19 pandemic. Nevertheless, the REACH Consortium decided to keep alive the call for posters and videos until October 2020 and to publish the contributions received on a dedicated digital gallery that collects contributions from innovative and interesting Cultural Heritage projects that involve resilient communities and social participation from all over Europe.

The REACH project encourages people to engage in culture and cultural heritage in order to foster creativity and innovation and to empower the social values associated with culture. It is an action to build upon participatory experiences with cultural content and to empower cultural heritage a greater, more relevant and even transformative role in the economy, communities, and territories.

The REACH Final Conference would have been the place to be for presenting the UNCHARTED project and launching its key message.

For this reason the team behind **UNCHARTED** produced a special presentation poster to introduce the topics, the research

**plan, the methodology and the expected results of the project.**

The poster is now published on the digital poster gallery hosted by the REACH project's website.

[UNCHARTED poster](#)

[Digital Poster Gallery](#)

[Posters and Videos from REACH community](#)