QUANTO VALE A CULTURA?
HOW DO WE VALUE CULTURE?

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Investigar na Europa com o Horizonte Europa -
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Understanding, Capturing and Fostering
the Societal Value of Culture

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Centro de Estudos Sociais
Universidade de Coimbra

CULTURAL VALUE...AND THE SOCIETAL VALUE OF CULTURE AND THE ARTS

Culture and the arts are discussed and evaluated through **a plurality of values.**

Values are fundamental principles of **appreciation, judgment, and measure.**

- Over the 20th century, various transformations in society have given culture a prominent role within it.
- Since the 1960s different cultural policy orientations have acknowledged a variety of social and individual values of culture beyond cultural excellence (**extrinsic values**).
- In the context of the rise of neoliberalism in recent decades, the **economic value of culture has become dominant,** obscuring other values of culture with negative consequences.
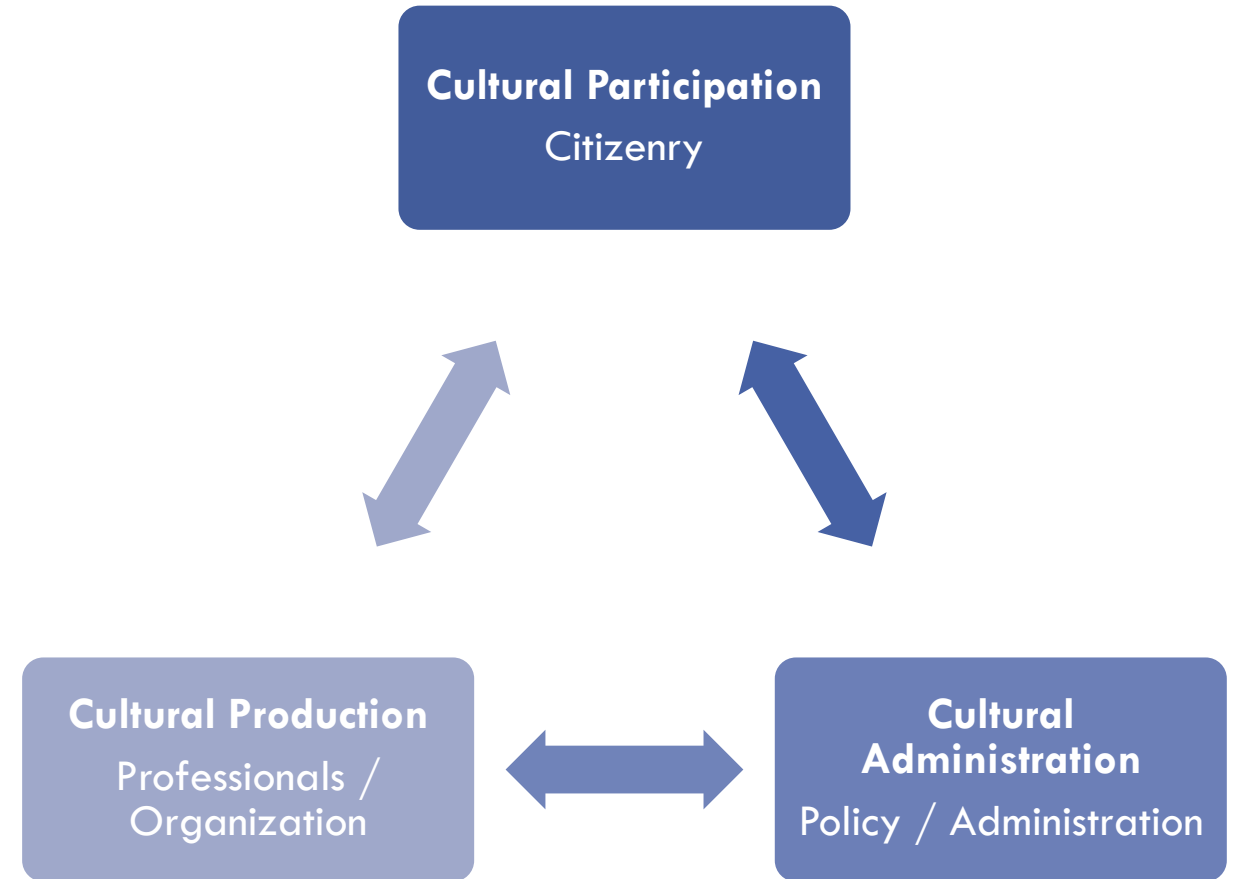
UNCHARTED is part of a **reaction** against this predominance of economic value both in the **social representation of cultural value** and in **cultural management.** The project tries to provide a **broader vision** of the societal value of culture in the European context.

OUR APPROACH

An **interdisciplinary** perspective, integrating historical, economic, sociological and humanistic points of view.

Understanding the plurality of the values of culture in Europe is only possible if we consider the **multiplicity of agents who participate in valuation processes** and the **diversity of evaluative practices** in which they engage.

This project distinguishes **three main areas** and **three types of fundamental actors in the value dynamics of culture**:

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Cultural Participation
Citizenry

Cultural Production
Professionals / Organization

Cultural Administration
Policy / Administration

GENERAL ASPECTS OF THE PROJECT

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Framework:

- UNCHARTED project is part the work programme *H2020 TRANSFORMATIONS: The societal value of culture and the impact of cultural policies in Europe*
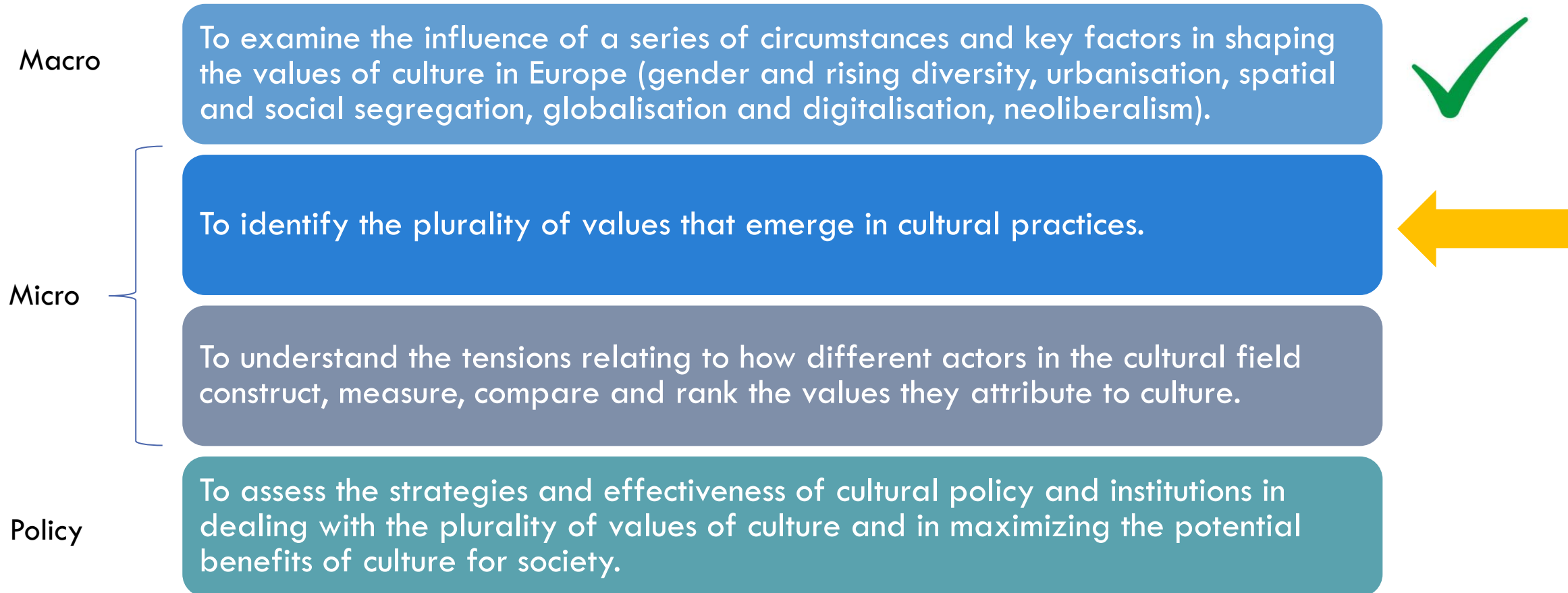
Duration:

- 01/02/2020 to 31/01/2024
- 48 months (4 years)

9 partners from 7 countries:

- University of Barcelona, Spain (Arturo Rodríguez Morató) (Coordinator)
- **CES, University of Coimbra, Portugal** (Nancy Duxbury)
- **University of Porto, Portugal** (João Teixeira Lopes)
- ELTE, Hungary (Gabor Sonkoly)
- University of Bologna, Italy (Luca Zan)
- Telemark Research Institute, Norway (Ole Marius Hylland)
- CNRS, France (Emmanuel Negrier)
- Goldsmiths, University of London, UK (Victoria Alexander)
- University Paris 8, France (Alain Quemin)
- Promoter, Italy (Antonella Fresa)

SPECIFIC AIMS

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Macro

To examine the influence of a series of circumstances and key factors in shaping the values of culture in Europe (gender and rising diversity, urbanisation, spatial and social segregation, globalisation and digitalisation, neoliberalism). ✓

Micro

To identify the plurality of values that emerge in cultural practices. ⬅

To understand the tensions relating to how different actors in the cultural field construct, measure, compare and rank the values they attribute to culture.

Policy

To assess the strategies and effectiveness of cultural policy and institutions in dealing with the plurality of values of culture and in maximizing the potential benefits of culture for society.

METHODOLOGY

We focus on the **practice of assessment and evaluation** of cultural actors and their typical **environments for action.**

We adopt a **comparative case study** methodology.

We use a wide range of **research techniques**, mainly qualitative ones (interviews, focus groups, observation, documentary analysis, etc.), although we also manage statistical information and survey quantitative data for specific purposes.

Each theme is investigated by two partners in collaboration.

We seek to **identify the plurality of values** that emerge in **four** fundamental **arenas of cultural practice:**

- Cultural participation in **live arts and culture**
- Cultural participation **through media**
- **Cultural production** and **heritage management**
- Cultural **administration**

CES CASE STUDIES

Within the scope of

Cultural Participation in Live Arts and Culture

in WP2 the CES team has examined the values articulated by participants in two case studies:

Culture-based creative tourism:
Loulé Criativo, Municipality of Loulé

Community-engaged arts project:
"De Portas Abertas," O Teatrão, Coimbra

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MAIN RESEARCH QUESTIONS

Within the scope of

Cultural Participation in Live Arts and Culture

What are the social values of culture that participants (and professional organizers) identify in practice?

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- **What values are identified in practice?**

  a. personal experience in the activity (i.e., value for themselves; experienced values)?

  b. general/broader view (i.e., value for society, others in general)?

- **What are the variations of values according to different factors?**

  - types of participation - roles and positions

  - social characteristics and life trajectories

  - degrees of institutionalization of cultural projects

- **What are the processes of valuation and tensions between values?**

- **What changes in valuations of cultural participation are expressed by participants in relation to the COVID-19 pandemic context?**

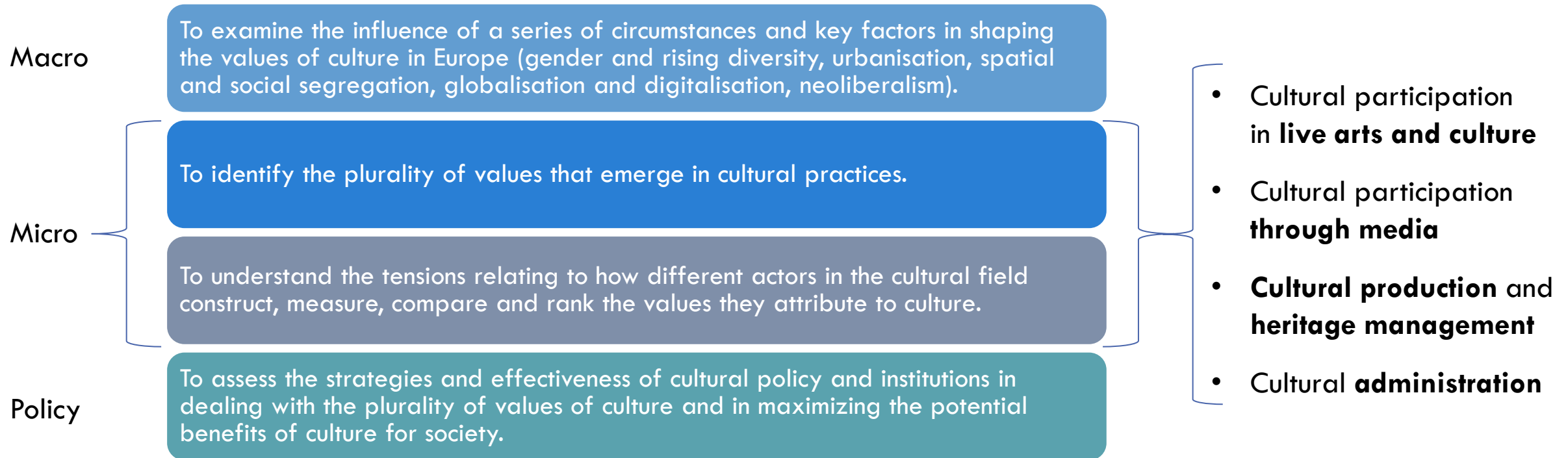| Cases	Internal/Personal	External/Social	Contextual/Political
Culture-based creative tourism	Understand the **process of making, learning,** curiosity, aesthetics, technique, creativity, sensorial connection to materials, emotional connection, **creating memories that last/ imprint in memory, revitalizing/recovering memories and connection to the past,** pride, recognition, **empowerment,** healing, well-being, being active, joy/ pleasure, **slowing down,** relaxing, distraction/escape from everyday life, self-development, **challenge oneself**	Social interaction, **relationships,** conviviality, creating partnerships, **passing on knowledge,** influencing others, **preserving traditions,** revitalize (almost) lost know-how, reinforce **collective identity,** integration, benevolence/kindness, gratitude	Territorial development - economic and socio-cultural, **strengthen territorial identity, help overcome seasonality of tourism economy,** attract more visitors, **city vitality,** contribute to a decrease of local unemployment, **provide space to younger artists/artisans to work/develop/network show, promote responsible and sustainable practices** using natural materials and handmade products
Community-engaged arts	**Healing (through sharing of life stories),** break from routine, fun, leisure, individual and artistic **learning** process, affectivity and **emotional attachment, innovative perspectives,** openness to new ideas, memory, well-being, happiness, **individual valorization**	Direct involvement and **active collaboration,** knowledge production, **identity,** sense of belonging to a group, differentiation, pride, **recognition,** community valorization, **informal cultural training,** audience development, institutional self-learning, nurturing and ongoing community relations, **intergenerational connections,** generational continuity	Connection to outdoor urban space, sense of belonging, **giving voice, civic mobilization,** political intervention through individual consciousness, **collective empowerment**

EXAMPLES OF CROSS-CUTTING THEMES

Values can be perceived or expressed as **internal/personal** (for oneself), **external/social** (by/for the group involved), or **contextual/political** (for the society, at a larger scale).

These three frames are often dynamically articulated and interconnected.

Intersections between the three frames can open interstitial spaces that may reframe "value" both conceptually and in practice.

- **Emotions, imagination and social representations**

- **Sharing knowledge and know-how**
  - Different generational perspectives

- **Empowerment**
  - Personal empowerment (self-confidence, self-esteem, courage...)
  - Contribute to a sense of collective agency/ collective strength
  - Link to socio-political objectives, e.g., experimentation that can be an example for others

- **Tensions between values – primacy of aesthetic values in question**

- **In-presence sociability and interaction accentuated**
  - Specificities of in-person collective reception, linked to spatial proximity, the sharing of a unique and ephemeral time, and interactions with other participants
  - "to feel the creative atmospheres"

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ZOOMING OUT ...

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OBRIGADA PELA SUA ATENÇÃO

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For further information: www.uncharted-culture.eu