

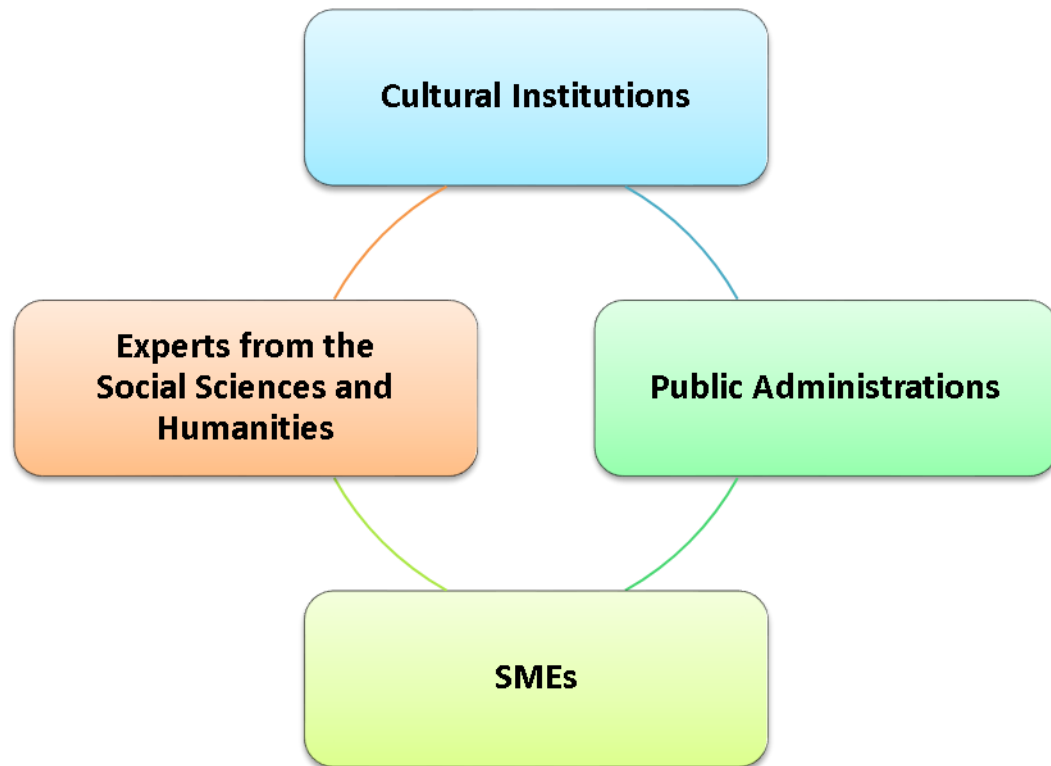


**RICHES**

RENEWAL, INNOVATION AND CHANGE:  
HERITAGE AND EUROPEAN SOCIETY

# **RICHERS - Renewal, Innovation and Change: Heritage and European Society**

## 10 Partners from six EU countries and Turkey:



# Research Questions

- How can CH institutions renew and remake themselves?
- How can EU citizens play a co-creative role in their CH?
- How can new technologies represent and promote CH?
- How can CH become closer to its audiences?
- How can CH be a force in the new EU economy?



# EUROPEAN POLICY BRIEF



**RICHES**  
RENEWAL, INNOVATION AND CHANGE:  
HERITAGE AND EUROPEAN SOCIETY

**RENEWAL, INNOVATION & CHANGE: HERITAGE AND  
EUROPEAN SOCIETY (RICHES)**

**RICHES Taxonomy of cultural heritage definitions**

**JULY 2015**

## INTRODUCTION

RICHES is a research project funded by the European Commission within the 7th Framework Programme in the domain of Socio-economic Sciences and Humanities. Its main objective is to reduce the distance between people and culture, recalibrating the relationship between heritage professionals and heritage users in order to maximise cultural creativity and ensure that the whole European community can benefit from the social and economic potential of cultural heritage.

100%



Find



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This project has received funding from the European Union's Seventh Framework Programme for research, technological development and demonstration under grant agreement n° 612789.

## ECONOMICS OF CULTURE



# Economics of Culture

- fiscal and economic aspects of cultural consumption
- why and how CH institutions can improve the fostering of innovation and digitise their collections more efficiently and benefit through collaboration with external agencies
- how digital technologies are used to valorise territorial cultural identities - re-shaping human interactions with our built heritage environment
- debates over whether digital commodification of place, image and identity leads to a 'Disneyfication' effect.

# Use of Craft Skills in new digital contexts

the craft, product-development lifecycle:

- positioning and communicating the value of craft objects to wider audiences, platforms for learning, skills-building, knowledge exchange
- strengthening the economic standing of crafts practitioners and makers in the creative economy, giving rise to innovative business models.
- supportive/facilitative networks - crafts collectives and partnerships between makers and entrepreneurs
- skilled makers blending hand-making/finishing with volume production, enhanced creativity/aesthetics through visualisation of concepts and ideas, sophisticated objects produced, customisation/unique designs



# DIGITAL LIBRARIES, COLLECTIONS, EXHIBITIONS AND USERS. EXPLORING THE STATUS OF DIGITAL HERITAGE MEDIATED BY MEMORY INSTITUTIONS.

Digital technologies are deeply transforming the ways in which heritage institutions mediate their collections and interact with their audiences. Responding to a growing and persistent demand for digital content, institutions make available large amounts of curated digital resources for study and scholarly research, for discovery and creative reuse, for enjoyment, education and learning.

This study explores the status of digital heritage mediated by libraries and museums by means of five case studies, in which the results of the research will be illustrated and validated through evaluation with end-users.

## DIGITAL LIBRARIES, COLLECTIONS,





[6 EXHIBITIONS](#)[48 TOURS](#)[1000+ OBJECTS](#)[ABOUT](#)[EDUCATION](#)[MYEUROPE](#)

# INVENTING EUROPE

EUROPEAN DIGITAL MUSEUM  
FOR SCIENCE & TECHNOLOGY

## TAKE A NEW LOOK AT EUROPE'S HISTORY

For centuries, science and technology have both crossed and created borders in Europe. Come explore the stories behind objects, photos and videos to discover how technology has shaped Europe - and Europe has shaped technology. Take a tour through one of our six exhibitions, or go on a special guided tour by one of our guest curators.



### SPECIAL EXHIBITION



Discover 100 years of inventions. Our latest exhibition excitingly connects with the on-site exhibition of Museum Boerhaave in the Netherlands through our museum app.

# 100 JAAR UITVINDINGEN

Made by  
Philips Research

Follow the link and find out how you can re-invent Europe with the Inventing Europe museum app.



### EXHIBITIONS



DAILY LIVES  
EXHIBITION



INFRASTRUCTURES  
EXHIBITION



GOVERNANCE  
EXHIBITION

# European Identity, 'Belonging' and the role of digital CH

Diverse communities - how they represent, preserve, transmit, reflect on their identity and heritage in digital format to keep alive a sense of 'belonging', and engage critically with mainstream CH

- connect communities to build understanding and create cohesion by stressing (cultural) similarities and fostering cultural exchange
- innovative digital tools supporting awareness of cultural pluralism, providing new ways to engage with and experience CH
- improved contextualisation of CH content to make comparisons between different cultures and communities more evident
- digital resources that unite the past and the present – living heritage especially for younger generations



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## FOOD AND CULTURAL HERITAGE IN THE URBAN AGE: THE ROLE OF LOCAL FOOD MOVEMENTS







Further information about the case study on virtual performances at the RICHES blog:

- ▶ [Digital Echoes by Coventry University](#)
- ▶ [ULTRAORBISM brings performing arts a step forward](#)
- ▶ [Workshop on co-creation, distributed performances and alternative content for the big screen](#)
- ▶ [Context of change for European performance practice](#)

# Virtual Performance

- how, using audio-visual and future internet technologies, dance and performance artists can interact with digital technologies to create new artefacts and events, develop new skills which can coexist and complement traditional skills
- how cultural expressions from the past can be reinvigorated and renewed and how both artefacts and skills can be transmitted to society
- the preservation and transmission of performance-based CH through multidisciplinary collaboration between engineers and artists: how to record, store and assure future access

**Follow us on:**

**[www.riches-project.eu](http://www.riches-project.eu)**

**[www.digitalmeetsculture.net](http://www.digitalmeetsculture.net)**

**Contact us at:**

**[info@riches-project.eu](mailto:info@riches-project.eu)**

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