



## Call for Proposals

# The Cultural Heritage and the Twenty-First Century City. Research Horizons.

**Doctoral Workshop on Urban Cultural Heritage.  
Madrid, 21-25 November 2022**

## 1. A WORKSHOP ORGANIZED WITHIN THE FRAMEWORK OF THE "1EUROPE PROJECT" OF THE UNA EUROPA ALLIANCE

**Una Europa** brings together 11 major European universities: Freie Universität Berlin, Alma Mater Studiorum - Università di Bologna, Uniwersytet Jagielloński w Krakowie, University of Edinburgh, University of Helsinki, KU Leuven, Universidad Complutense de Madrid, University College Dublin, Universiteit Leiden, Universität Zürich and Université Paris 1 Panthéon-Sorbonne. [Una Europa](#) is one of the 17 European alliances selected by the European Commission for a 3-year funding project called 1Europe (2019-2022).

The aim of the workshop is to bring together PhD students and scholars from across **Una Europa** universities. The workshop is part of the training activities of the **Una Europa Cultural Heritage Doctorate** (<https://una-her-doc.una-europa.eu/overview>), but it is open to doctoral students enrolled in any of the European alliance universities. It intends to offer participants insights from different backgrounds, to contribute to their education through a transdisciplinary approach and to create synergies with industry and the private sector in the field of Cultural Heritage.

The outcomes and interactions of the WS will be accessible to other PhD students from Una Europa universities on a special website, either by video / audio captures or by means of ppt presentations / blogs.

## 2. THEME AND RATIONALE

This workshop is conceived as a meeting to reflect on the situation, dynamics, discourses, theories and practices that affect the cultural heritage of cities today. A temporal perspective is taken as a reference in order to think critically about the challenges of research and management that affect all current dimensions of urban heritage.



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## 2.1. Cultural heritage and cities. A historical perspective.

In the 21st century, cities present themselves as scenarios where complex dynamics related to cultural heritage converge. The "old" cultural heritage, the cultural heritage that began to be protected, studied and enhanced in the 19th century, still survives today as an important symbolic reference point for cities. However, successively more complex and holistic visions of what we might call urban heritage have been integrated alongside it. In chronological order, first an enlargement of the heritage gaze happened. The focus of interest shifted towards the urban space as a heritage asset and a new protected heritage category appeared with different names: "groups of buildings", "urban sites" or "historic areas" ("conjuntos históricos", category of the Spanish Historical Heritage Law for instance). In relation to this, and more recently, we have begun to speak of Historic Urban Landscape, in accordance with the postulates of UNESCO. The objective was to overcome very focused visions on the built and/or topological dimension of historical urban sectors (urban fabric, views, architectural typology, design of urban space...) to integrate immaterial aspects closely associated with their heritage values such as ways of life, social uses of space, customs, socio-economic dynamics of identity, etc.

In a new stage, and already at the beginning of the 21st century, the concern for the conservation and management of "traditional" urban heritage converges with a growing interest in the so-called "other urban heritages". We are witnessing interesting processes of heritagization of spaces and elements that had not been included in the concept of heritage. Industrial remains, workers' housing, urban infrastructures and facilities, dissonant heritage, intangible heritage of migrants and ethnic minorities all participate in this broadening of the concept and extend "heritage" to the urban and metropolitan peripheries, overcoming the classic association between urban cultural heritage and the historic centre.

Finally, in a last twist, it is striking how urban heritage is entering (or may enter) the world of the metaverse. The relationship between digitization and heritage is already being deployed at an operational level in many areas: preventive conservation, documentation and analysis of cultural heritage, intelligent management of urban heritage spaces, incorporation of technology in the tasks of communication, presentation, training and/or dissemination of heritage, automation of administrative processes related to heritage management, etc. However, a technological future is beginning to take shape that can immerse us (and therefore immerse cultural and urban heritage) in a parallel world known as the metaverse, which is more complex than the virtual reality techniques developed to date. This is a space of virtual relationships in which there is (will be) not only social interaction, but also economic and labour relations and space for leisure, tourism and culture based on experiences that are situated in "another dimension". Why not learn about the incipient initiatives related to the incursion of urban heritage into the metaverse?

## 2.2. The dimensions of urban cultural heritage: Challenges of research and managements.

**"Traditional" urban heritage.** A large part of the cultural heritage assets are located in cities: archaeological remains, monumental buildings, historical gardens, etc. As centres of political and economic power for centuries, they accumulate many relevant vestiges of the past that



have outstanding symbolic and functional values for today's society. For many years, this heritage has usually been labelled "historic monument", "property of cultural interest", "national monument", "listed building", "historic garden", and is already subject to different levels of legal protection. They are often the subject of priority attention in cultural policy at state or municipal level and many of these properties, which have become cultural, urban and tourist icons, even attract large volumes of visitors. Although they have been the object of preferential attention from the academic sphere, this type of heritage elements and their relationship with the city still pose many challenges in relation to aspects such as their conservation, participatory management and engagement with citizens, new heritage discourses, the "current" interpretation of cultural heritage, their sustainable management as tourist attractions.....

Further on monuments and unique buildings, if we focus on the urban space itself, historic urban spaces have overall values resulting from the integration of several components: monumental heritage of exceptional historic and cultural value, non-exceptional heritage elements but present in a coherent way with a relative abundance, and other urban elements (for instance: urban silhouette, "architecture" of the open space, urban infrastructures and equipments, etc.). Protection categories or labels such as "historic areas", "historic towns" or the more recent "historic urban landscape" appear. The recognition of this urban heritage dimension has long been present in the legislation of many countries and in a large number of doctrinal texts issued by international organisations such as ICOMOS, ICCROM and UNESCO.

However, at this scale, there are many challenges to the integrated management of urban heritage and its harmonious conservation (Colavatti, 2018). The social and economic dynamics of the cities where protected or labelled historic districts are located generate impacts that threaten the essence of the heritage values of these areas, both on a physical and functional level (Loes Veldpaus et al., 2013). On this scale, heritage management does not only concern the cultural/heritage sphere, but requires the creation of working synergies with multiple departments of the municipal/regional or state government. Urban planning, mobility, tourism or economic promotion appear as areas of work that converge when designing and executing an urban policy aimed at safeguarding the heritage values of this urban heritage; both tangible values (form and urban fabric) and intangible values (functions and social and cultural life). Safeguarding these areas now also involves activating mechanisms for social participation, development management, ethnic and social integration, etc., within the framework of an integrated management model about which much has been written and little progress has been made (Ripp and Rodwell, 2016).

**The “other” urban heritage.** Further on the limits of centers and historic neighborhoods, in urban peripheries built between nineteen and twenty century, other cultural heritage appear. It is a less known and understood heritage: old nucleus of population subsumed by urban growing of the past twenty century, industrial areas built more or less anarchically during the nineteen century, old factory buildings, storage areas, transport infrastructure (airports, canals, railways), social housing, modern residential architecture... But also urban peripheries posse moreover intangible heritage which reflect the mix of social and cultural of their inhabitants including migrant populations and ethnic minorities (Caffyn and Lutz, 1999). All these elements



take part of recent heritagization processes which have an important role in the urban development. In general terms the urban fringes started to be important for the city in the twenty-first century.

They attract new interest from governments, private investors and local communities and are the sites of new social processes involving formal, functional and symbolic changes. These changes include the formulation of new uses of public space, the creation of new landmarks and heritage references or symbols. De-industrialised and post-industrialised areas are re-urbanized and former factory buildings are converted into cultural and leisure spaces, attracting new residents and new visitors to previously stigmatised areas (CUTE project<sup>1</sup>). In these areas, for example, an "out of the beaten tracks" tourism develops, attracting visitors to less monumental but more "authentic" parts of the city. Tourists who do not want to be "tourists" arrive there in search of "authentic urban life" and contact with the resident population under the guidance of local communities and with the use of digital technologies to discover, record and share adventures (Gravari-Barbas and Delaplace, 2015). Therefore, the "other" urban heritages appear as an interesting research topic on the recent processes of heritagization and on the identity discourses that are constructed with respect to this heritage, the engagement with citizenship and the processes of social participation. It is also interesting and relevant to study the effects that the phenomena of heritagization have on the social and economic reconfiguration of urban and metropolitan spaces.

**Cultural heritage in the age of the metaverse.** As already stated for the previous UNA Europa Doctoral Workshop (Helsinki, June 2022), the role of digital technologies in the care, curation, preservation, sharing, and production of meanings around cultural heritage objects, practices and collections is deep and enduring (Parry, 2010) and informs many aspects of the work of contemporary heritage organizations. However, technology opens up new horizons. One of the most shocking is the metaverse environment. The metaverse is a virtual world we connect to using a series of devices which make us think that we really are inside it. The metaverse doesn't look to be a fantasy world, but an alternative reality in which we can do the same things that we do in our daily lives, but without leaving the room and interacting with all its elements. A parallel and completely virtual universe where we can access with devices of virtual reality, augmented reality and mirror world, which help in overcoming the experience's limitations (Kim, 2021). The metaverse is expected to offer as many opportunities as the physical real world, with the possibility of creating business or holding work meetings, where everyone shares a virtual office by connecting from their homes. The Metaverse offers a wide range of experience for different users who can co-create experiences and even design services, which increases the customer engagement, and improves communication (Kemec, 2022).

The Covid19 pandemic has been a momentous leap in its development due to the digital transformation in order to work remotely and spend leisure through digital tools (Lee et al., 2021). From an economic point of view, Metaverse is also developing its own market, with suppliers, demanders and virtual currencies that allow economic transactions and financial

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<sup>1</sup> *CULTURAL HERITAGE AT THE EDGE (CUTE). Stakes and opportunities of cultural heritage revitalization in European urban fringes project.* <https://cute.sciencesconf.org/>



operations to be carried out, such as the sale and purchase of real estate, land and works of art, using NFT (non-fungible tokens), blockchain and digital currencies. Although today the metaverse is still under development (the technology that can make it real is not fully available and has a high cost of access) it is already possible to immerse oneself in a parallel reality for hours and it seems that its development in the future will be exponential. Cultural heritage is also present in this new environment.

Thus, for example, some of the first initiatives have begun to emerge, such as the purchase of (digital) land on the Next Earth platform<sup>2</sup>, among which are some heritage elements as important as the Alhambra in Granada or the Cathedral of Santiago de Compostela (Spain). The former has been acquired by jh87 and the latter by hm1627075. It is clear that in this context many relevant topics for reflection arise: What will be the effects of the metaverse on the relationship between citizenship and heritage, on the cultural and tourist consumption of cultural heritage or on the didactics of cultural heritage, for example? At the academic level, reflections on heritage/virtual reality/metaverse are very recent (Huggett 2020, special issue of the Journal Applied Sciences on "Virtual Reality and Its Application in Cultural Heritage II, 2022; Cuesta, Fernández and Muñoz, 2021), however there are already authors who affirm for example that the metaverse in tourism and cultural heritage sites will undoubtedly support Gen Z to cocreate transformational experiences (Buhallis, 2022).

### 2.3. Cross cutting themes

During the workshop, we would like to explore and suggest some main cross-cutting themes related to the current challenges of urban heritage. One or more of the following cross-cutting themes and the questions related to them might usefully inform the proposals for this workshop:

- *The integral management of urban heritage.* Is your research approach aspects related to cultural urban heritage management? What management dimensions do you work on? Economic, cultural, urbanistic, tourism dimensions.... What are the conditions and processes that affect this management?
- *Cultural heritage and the tourist city.* Urban tourism is intimately linked to urban cultural heritage. To what extent does your doctoral research work on this aspect from different perspectives: heritage/tourism relationship, processes of heritage enhancement, sustainable management of heritage tourism development, heritage tourism planning, impacts of tourism on urban heritage...?
- *Social participation and engagement.* Does your research take into account the social dimension of the heritagization projects? How are social participation processes being integrated into the management of urban heritage? How are citizens involved in the processes of cultural valorization, heritagization and/or touristization of "other heritage"? Do citizens participate in the urban and cultural planning of heritage?...

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<sup>2</sup> "Mark Zuckerberg's metaverse reaches the Alhambra. A single user has taken over the digital grounds of the monument through the virtual platform Next Earth". Newspaper press release "Granada digital" (23rd April 2022). <https://www.grnadadigital.es/metaverso-mark-xuckerberg-llega-alhambra/>



- *New perspectives: towards the smart urban heritage?* To what extent does your research take into consideration the new digital universe on which the classical tasks of studying and managing urban cultural heritage are now beginning to rely? Do you wonder how cultural heritage will be integrated into the horizon of the metaverse, as a new (meta)reality or (meta)space of social and economic interaction?

### 3. WORKSHOP

The call is for PhD students interested in studying the complex process of adjustments, collaborations and (or) conflicts in relation to cultural heritage in the city.

The call is open to all cultural and geographical areas of study, and to all fields or specialties of cultural heritage.

#### 3.1 ORGANISATION

The workshop will be organized in Madrid (venue: Universidad Complutense)

The duration of the workshop is 5 full days, during which the organizers will propose lectures, seminars, fieldwork, and meetings with museums, archives, heritage societies, NGOs, stakeholders in public history, intangible heritage, and heritage businesses.

The workshop will have an interactive format in order to facilitate communication and debates between PhD students. The PhD students selected will have to engage in active participation *before, during and after* the workshop.

The main language will be English.

#### Pre-workshop phase

The pre-workshop phase will take the form of several online lectures/seminars providing all participants with a general introduction to the concept of urban heritage.

#### Workshop

##### 21st November 2022:

14:00h. Arrival and reception of participants. UCM venue.

14:30-16:00 h. Welcome remarks + 1 keynote.

16:30-18:30 h. Evening tour around *Ciudad Universitaria*

##### 22nd November 2022:

Fieldwork: 9:00-11:30 h. Film archive + 1 keynote

11:30-14:00 h. Ecooo: + 1 keynote + lunch.

14:00-18:00 h. Prado + Retiro World Heritage Site.

##### 23rd November 2022:

Fieldwork: 9:30-12:00h. Villaverde (La N@ve) + 1 keynote.



12:00-14:30 h. Tour around Usera + lunch at a Chinese restaurant.

14:30-18:00 h. Tour around Antonio López - Madrid Río - Matadero,

**24th November 2022: UCM venue.**

Free morning

14:00-15:30 h. 1 Keynote

15:30-17:00 h. Work sessions. Group division according to topics.

17:00-17:30 h. Coffee Break

17:30-19:00 h. Work sessions.

**25th November 2022: UCM venue.**

9:00-10:30 h. Closing speech.

10:30-11:00 Coffee break

11:00-13:00 h. Conclusions presentation, workshops and departure.

**Post-workshop phase**

A half-day online seminar will be offered to PhD students

**3.2. GRANTS OFFERED**

There will be some grants offered to participants, covering travel and accommodation expenses. Please note that these grants are only available for students of the eight universities participating in the **1Europe** project.

**3.3. ECTS**

Una Europa universities may give ECTS according to the regulations of their doctoral schools.

**3.4. REQUIREMENTS**

The applicants should be enrolled in **Una-Her Doc** (Una Europa Doctoral Programme in Cultural Heritage) or be enrolled at one of the 11 Una Europa partner universities, in the 2nd year of doctoral studies or higher (at the time of the application).

**3.5. REQUESTED DOCUMENTS**

1. Abstract of the doctoral thesis (max. 500 words),
2. Curriculum vitae (max. 2 pages),
3. Letter of introduction from the thesis supervisor or other academic referee (max.300 words),
4. Essay (2000-2500 words).

The candidates should submit a short essay referring to both the general concept of urban heritage and its challenges and to one of the four main cross cutting themes of the workshop. Our idea is to provide the candidates with an opportunity to reflect upon



conflictual, disharmonic or polyphonic practices and interpretations of urban heritage in different contexts. Finally, we expect academic and critical essays which will include a presentation of a selected case(s) of urban heritage and at the same time will demonstrate the PhD student's motivation to participate in this Una Europa event.

### 3.6. EVALUATION CRITERIA

The applications will be assessed by the Scientific Committee according to the following criteria:

1. Abstract of the doctoral thesis: max. 5 points,
2. Curriculum vitae: max. 10 points,
3. Essay: max. 25 points.

**The assessment** of the essay will be based on the originality of the argument, analytical approach, and references to academic literature on the topic.

The workshop coordination will communicate the Scientific Committee's decision to each PhD candidate.

### 3.7. TIMING

Applications should be sent to: [urbanCHunaeuropa@ucm.es](mailto:urbanCHunaeuropa@ucm.es)

Further information: <https://www.ucm.es/urbanculturalheritageunaeuropa/>

All the documents should be combined in one PDF document and attached to the mail.

**Deadline for applications: 30 September 2022. EXTENDED**

**Selection of the proposals:** 10 October 2022

**Preparation of the online support** to share abstracts, programs, discussions and other material to prepare the PhD WS. Online "team building" of the selected PhD students before the WS, support of the participation and exchanges of the PhD students

**Publication of the final program:** October 2022

**Organization of the workshop:** 21-25 November 2022

## 4. SCIENTIFIC AND ORGANIZATION COMMITTEES.

### SCIENTIFIC COMMITTEE

Magdalena Banaszekiewicz, Uniwersytet Jagielloński w Krakowie

Patrizia Battilani, Alma Mater Studiorum – Università di Bologna

Jutta Eming, Freie Universität Berlin

María García-Hernández, Universidad Complutense de Madrid

Maria Gravari-Barbas, Université Paris 1 Panthéon-Sorbonne

Josephine Hoegaerts, Helsingin Yliopisto

Edward Hollis, University of Edinburgh

Juan Martín Fernández, Universidad Complutense de Madrid

Koenraad Van Balen, KU Leuven

Ana Yáñez Vega, Universidad Complutense de Madrid





## ORGANIZATION COMMITTEE

María García Hernández  
Juan Ángel Martín Fernández  
Ana María Yáñez Vega  
Manuel de la Calle Vaquero  
Carmen Mínguez García  
Sofía Mendoza de Miguel  
Beatriz Martínez Parra  
Amanda García Cordero

## 5. SOME REFERENCES.

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