



LECTURE 3 CULTURAL HERITAGE IN EU AND THE ROLE OF ARCHITECTURE

OVERALL AIM:

Gaining knowledge on regeneration of the Cultural Heritage at building scale



Erasmus+

Content of the lecture

Holistic four domain approach

Key concepts

Relationship between new buildings and heritage



Terminology

Cultural heritage is the legacy of physical artefacts and intangible attributes of a group or society that are inherited from past generations, maintained in the present and bestowed for the benefit of future generations

Tangible heritage includes buildings and historic places, monuments, artefacts, which are considered worthy of preservation for the future. These include objects significant to the archaeology, architecture, science or technology of a specific culture

→ Tangible cultural heritage has a **physical presence**

Intangible heritage includes folklore, traditions, language, and knowledge

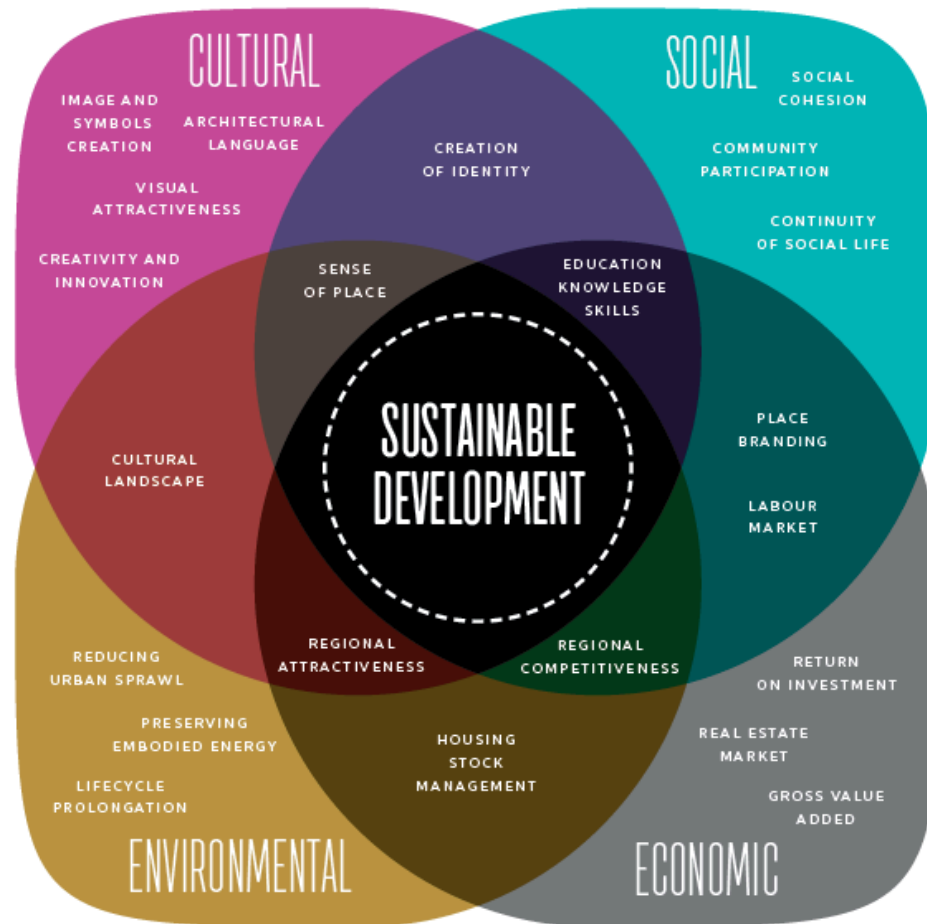
→ Intangible cultural heritage is commonly defined as **not having a physical presence**

Natural heritage (including culturally significant landscapes, and biodiversity)

→ Natural heritage has a **physical presence**



Holistic four domain approach to the impact of CH



SOURCE: CHCfE Consortium (2015) Cultural Heritage Counts for Europe



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Key concepts

Cultural heritage is a key component and contributor to the **attractiveness** of European regions, cities, towns and rural areas in terms of private sector inward investment, developing cultural creative quarters and attracting talents and businesses, enhancing regional competitiveness both within Europe and globally

Dublin, Temple Bar



Source: CHCFE Consortium (2015) Photo: Jim Nix CC BY-NC-SA 4.0

Modena, Ferrari Museum



Photo: Turismo Emilia Romagna CC BY-NC-SA 4.0



Key concepts

Cultural heritage provides European countries and regions with a **unique identity** that creates compelling city narratives providing the basis for effective marketing strategies aimed at developing cultural tourism and attracting investment

The inclusion in the UNESCO World Heritage List is widely recognised as a brand that acts as a powerful marketing tool.

Cultural heritage has become part of the city narrative and its brand. The atmosphere of a historic city or even a single historic building conveys the message of long-term credibility, reliability



Key concepts

Cultural heritage is a significant **creator of jobs** across Europe, covering a wide range of types of job and skill levels.

Tate Modern → Between 2,100—3,900 new jobs were created overall in construction, management of the centre as well as in catering and hotels

London, Tate Modern



Key concepts

Cultural heritage is an important source of **creativity and innovation**, generating new ideas and solutions to problems, and creating innovative services — ranging from digitisation of cultural assets to exploiting the cutting-edge virtual reality technologies — with the aim of interpreting historic environments and buildings and making them accessible to citizens and visitors.



Key concepts

Cultural heritage has a track record on providing a **good return on investment** and is a significant generator of **tax revenue for public authorities** both from the economic activities of heritage-related sectors and indirectly through spillover from heritage-oriented projects leading to further investment

In Berlin, external heritage effect embedded in property values in Berlin amounts to as much as 1.4 billion EUR



Key concepts

Cultural heritage is a **part of the solution** to Europe's **climate change challenges**, for example through the protection and revitalisation of the huge embedded energy in the historic building stock

Reusing and repairing existing building stock have environmental benefits

Maintaining and reusing existing structures also contribute to reducing urban sprawl, prolonging the physical service-life of buildings and building parts and supporting waste-avoidance



Key concepts

Cultural heritage contributes to the **quality of life**, providing character and ambience to neighbourhoods, towns and regions across Europe and making them popular places to live, work in and visit — attractive to residents, tourists and the representatives of **creative class** alike

The Dutch creative class chooses work places and places of residence by taking into consideration aesthetic values, the presence of historic buildings and the beauty of natural environment.



Key concepts

Cultural heritage provides an essential **stimulus to education and lifelong learning**, including a better understanding of history as well as feelings of civic pride and belonging, and fosters cooperation and personal development.



Key concepts

Cultural heritage is a catalyst for sustainable heritage-led regeneration

Cultural heritage helps deliver social cohesion in communities across Europe, providing a framework for participation and engagement as well as fostering integration



Regeneration and Heritage

Regenerating Neighborhoods with Cultural Heritage
Jeffrey Morgan at TEDxDesMoines City 2.0

<https://youtu.be/xkjEzYg1PwU>



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Intangible Heritage

Intangible Heritage. Why should we care?

Prof. Máiréad Nic Craith, TEDxHeriotWattUniversity

<https://youtu.be/d9ZHj4ihTog>



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Further readings

- CHCfE Consortium (2015) Cultural Heritage Counts for Europe





**Project "SURE - Sustainable Urban Rehabilitation in Europe"
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