

# **Seminar**

## **Communicating cultural heritage through festivals**

### **The impact of cultural heritage festivals on local and regional development**

**August 17, 2017, at Cēsis New Castle, the town of Cēsis**

**Seminar language: Latvian, individual interpretation to English if necessary**

Participants: policy makers on local, regional and national level; representatives of cultural organisations and other stakeholders

The seminar with policy makers and stakeholders on impact of heritage festivals on local and regional development takes place in the framework of the project “Critical Heritages: performing and representing identities in Europe”, organised by the consortium of 12 European partners with Latvian Academy of Culture and project leaders Newcastle University among them. The seminar is a follow-up on the workshop with stakeholders on tourism potential of heritage festivals, held on March 20, 2017 organised by the Heriot Watt University in Edinburgh.

The impact of culture on local and regional development can be observed on individual level (increasing social and cultural capital, positive impact on participation in culture, developing stronger communities and their identities, improving quality of life for local inhabitants etc.) and on regional and local development level (impact on economic performance, job creation, place branding etc.). There are different instruments for intensifying these impacts. Particularly we are interested to look at the role of heritage festivals on local and regional development.

The main aim of the seminar is twofold. On the one hand, we would like to identify diverse impacts heritage festivals have on local and regional development and to understand the significance of each of them. On the other hand, we would like to look at different policy instruments that could enhance the impact of heritage festivals and their role in regional and local development. Cases of different festivals will be presented during the seminar as well.

## **Seminar programme**

Starting from 10.30 Arrival, registration and coffee

### **I part: Impact of cultural heritage and policy instruments on international and national level**

11.00-11.10 Opening of the seminar

11.10.-11.30 The role of UNESCO in safeguarding and developing cultural heritage (Baiba Moļņika, Secretary-General of the Latvian National Commission for UNESCO)

11.30-11.50 Bringing together community with the help of cultural heritage: Baltic Song and Dance Celebration as an instrument (prof. Anda Laķe, vice-rector for research of Latvian Academy of Culture)

11.50-12.10 The importance of the inclusion in the UNESCO List of Intangible Cultural Heritage in Need of Urgent Safeguarding: case of Suiti cultural space and the festival of bourdon singing (Māra Rozentāle, project manager at the association of Ethnical cultural centre "Suiti")

12.10-13.10 Discussion with seminar participants: How to multiply the benefits of nominations included in the National List of Intangible Cultural Heritage? What is the role of cultural heritage festivals in this respect? (Moderators: Gita Lancere, expert on folklore at the Latvian National Centre for Culture, and Ieva Švarca, Culture Programme Director of the Latvian National Commission for UNESCO)

13.10.-13.20 Summing up first part of the seminar (Baiba Tjarve, researcher at the Latvian Academy of Culture)

13.20-14.00 Lunch

## **II part: Cultural Heritage Festivals and their impact on local level**

14.00-14.30 Impact of cultural heritage festivals on local and regional level: international experience and main challenges (Agnese Hermane, lecturer at the Latvian Academy of Culture)

14.30-14.50 Impact of cultural heritage festivals from the point of view of municipality (tbc)

14.50-15.35 Experiences of cultural heritage festivals:

- 1) Medieval days at Cēsis Castle: involving community in manifestation of history (Gundars Kalniņš, head of Medieval Castle department at the Cēsis History and Art Museum)
- 2) Impacts of cultural heritage festivals: case of Outdoor Flavours, Paper and Līgatne Conversation Festival "Outlet" (Sarmīte Usāne, Director of Culture and Tourism Centre of Līgatne municipality)
- 3) Annual art and craft market "Apple Think" at the interdisciplinary art group Serde in Aizpute (Signe Pucena, researcher of traditional culture and culture projects manager at Serde)

15.35- 16.20 Discussion with seminar participants: How cultural heritage and cultural heritage festivals can impact local development, welfare, economy and community? What kind of negative impact festivals may leave on inheritance of cultural traditions?

- 1) How cultural heritage festivals can strengthen local community and involve inhabitants?
- 2) How cultural heritage festivals can encourage economic developments of the municipality?
- 3) How cultural heritage festivals can improve image of the city or municipality?

16.20-16.30 Summing up the second part of the seminar (Baiba Tjarve, researcher at the Latvian Academy of Culture)

16.30 In the garden of the Medieval castle: speech of rector of the Latvian Academy of Culture, prof. Rūta Muktupāvela and musical improvisations (Rūta Muktupāvela, Valdis Muktupāvels, other participants are welcomed to join) and snacks from the medieval kitchen.

**Organisers:** Latvian Academy of Culture and Cēsis Culture and Tourism Centre (member of European Network of Cultural Centres) in cooperation with the Latvian National Commission for UNESCO and Latvian National Centre for Culture

In the framework of the project “Critical Heritages: performing and representing identities in Europe” and the UNESCO Chair on Intangible Cultural Heritage Policy and Law at the Latvian Academy of Culture.

*The views expressed in the presentations and discussions are those of seminar organisers and participants and do not necessarily reflect the opinions of UNESCO or its respective membership.*



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