Culture and Cultural Heritage

Dr. Gabriela Avram
Outline

- What is culture?
- What do we call “cultural heritage”?
- Is there any connection between cultural heritage and digital media?
- Or cultural heritage and technology?
- Current trends and a look into the future
Culture

- The sum of attitudes, customs, and beliefs that distinguishes one group of people from another. Culture is transmitted, through language, material objects, ritual, institutions, and art, from one generation to the next.
Cultural Heritage

- Cultural heritage is the legacy of physical science artifacts 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. Cultural heritage includes tangible culture (such as buildings, monuments, landscapes, books, works of art, and artifacts), intangible culture (such as folklore, traditions, language, and knowledge), and natural heritage (including culturally significant landscapes, and biodiversity).
In Dublin's fair city,
Where the girls are so pretty,
I first set my eyes on sweet Molly Malone,
As she wheeled her wheel-barrow,
Through streets broad and narrow,
Crying, "Cockles and mussels, alive, alive, oh!"
"Alive, alive, oh,
Alive, alive, oh,"
Crying "Cockles and mussels, alive, alive, oh".
She was a fishmonger,
But sure 'twas no wonder,
For so were her father and mother before,
And they wheeled their barrows,
Through the streets broad and narrow,
Crying, "Cockles and mussels, alive, alive, oh!"
(chorus)
She died of a fever,
And no one could save her,

And that was the end of sweet Molly Malone.
But her ghost wheels her barrow,
Through streets broad and narrow,
Crying, "Cockles and mussels, alive, alive, oh!"
Nam June Paik- Klavier Integral (Mumok)

https://youtu.be/8XcoJEBXm90
Pop art in Ludwig Museum Cologne
Central Station destination board
all stations to ...

From 1906 to 1982, this destination board displayed the station names, platform numbers and departure times of all trains travelling to country NSW from Sydney’s Central Railway Station.

When 20 television monitors replaced the board it was presented to the Museum. The board has been restored and displayed to reflect its appearance on a Sunday in 1937.
Lace Study Centre at Powerhouse Museum Sydney
Collette Dinnigan Exhibition - Powerhouse Museum Sydney
Vivid Sydney 2016
How do culture and technology overlap?

From the curator’s point of view:
- Technology as part of our cultural heritage
- Technology as enabler of preservation
- Technology as enabler of access
- Technology as art making enabler

Curator or keeper of a cultural heritage institution (e.g., gallery, museum, library, or archive) is a content specialist charged with an institution's collections and involved with the interpretation of heritage material.
Powerhouse Museum Sydney
Technology as enabler of preservation

- Cotton MS Vitellius C III- [http://www.bl.uk/manuscripts/Viewer.aspx?ref=cotton_ms_vitellius_c_iii_f011r](http://www.bl.uk/manuscripts/Viewer.aspx?ref=cotton_ms_vitellius_c_iii_f011r)
Technology as enabler of access
A young woman in an interior writing a letter
Date: 1662-1664

Gabriel Metsu
oil paint
31.1cm x 39.4cm
Private collection

http://www.connectvermeer.org
Technology as art making enabler

Dark Content (2015)

A series of videos about internet content moderators: the extent of what others expect of their physical and mental self.

Ep.1 I would prefer not to include my name
Ep.2 I’m currently living in my car
Ep.3 His reign stops here
Ep.4 A darker place mentally

http://0100101110101101.org/dark-content
Let’s look at the visitors’ side now!
London Museums
Geocaching

Google Cultural Institute

AMAZING ARCHITECTURE

Explore the Inventive Architecture of Friedensreich Hundertwasser

Take a tour of the colorful architect's most famous projects

https://artsandculture.google.com/?hl=en
Play

http://vangoyourself.com
Appropriate and change the masterpieces

https://www.rijksmuseum.nl/en/rijksstudio
Smithsonian 3D

https://3d.si.edu/browser/NPG-Presidential-Portraits
Intangible cultural heritage

- Oral traditions and expressions, including language as a vehicle of the intangible cultural heritage;
- Performing arts;
- Social practices, rituals and festive events;
- Knowledge and practices concerning nature and the universe;
- Traditional craftsmanship
Limerick Lace
Offering a smooth experience

- Pre-visit- ads, social media, website
- During the visit – making more content available
- Post visit – keeping the connection open
The meSch toolkit
The meSch toolkit: from hardware to software
Case Study: The Hague and the Atlantic Wall
The Atlantic Wall Exhibition, Museon, The Hague

https://youtu.be/sK3AdQU9kkc
Conclusions

- Today’s technologies might become tomorrow’s cultural heritage
- Technology can be an enabler of cultural heritage ‘consumption’/enjoyment
- Virtual visits vs. going to the Louvre?
- Actual visits augmented by technology