

Digital Heritage

Why we care



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The Culture 3.0 paradigm



- Culture 1.0 (Patronage):
Highbrow vs. lowbrow, culture as spiritual cultivation, no industrial organization
- Culture 2.0 (CCIs): copyright,
culture as entertainment,
market organization
- Culture 3.0 (open communities of practice): blurred distinction producers/users, culture as collective sense-making, networks organization

The Heritage 3.0 framework



- Heritage 1.0 (Conservation): Preserving 'stones' is the priority, Heritage is for connoisseurs
- Heritage 2.0 (Entertainment machines): Attracting people and making profit is the priority, Heritage is for customers
- Heritage 3.0 (Community sense-making): Involving everybody in the production, circulation and conservation of culture is the priority, Heritage is made, preserved and enjoyed by the community

The nature of the (digital) challenge



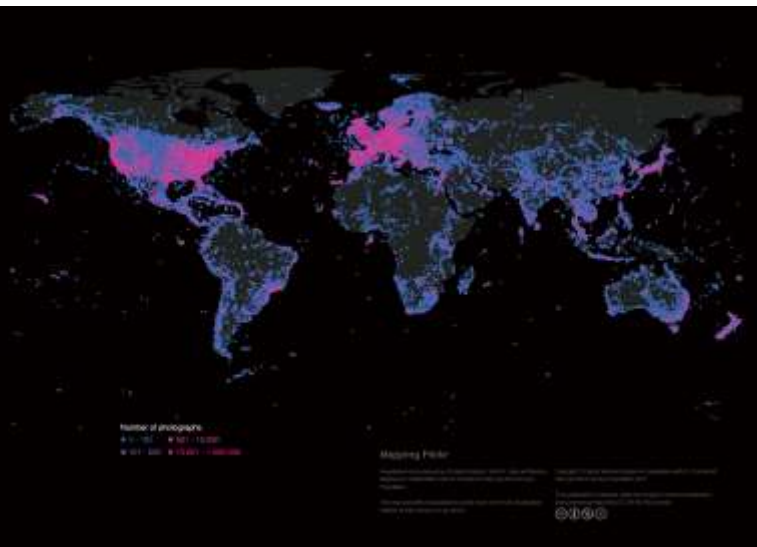
- Changes in the demarcation of heritage
- Changes in the production of heritage
- Changes in the preservation of heritage
- Changes in the transmission of heritage

The Heritage 3.0 canvas

	Cognitive	Social	Cultural
Demarcation	Mapping	Curating	Filtering
Production	Empowering	Connecting	Co-creating
Conservation	Legitimizing	Adopting	Indexing
Transmission	Storing	Entitling	Narrating

Mapping

- As heritage grows in dimension, heterogeneity and complexity, new, participative mapping systems are needed where everyone may be enabled to participate and maintain the mapping process
- Mapping calls for a high number of attributes being reported in order to maximize selective retrieval and to enhance monitoring and control
- AI-based techniques are necessary to code, update, revise, represent and mine complex heritage mappings

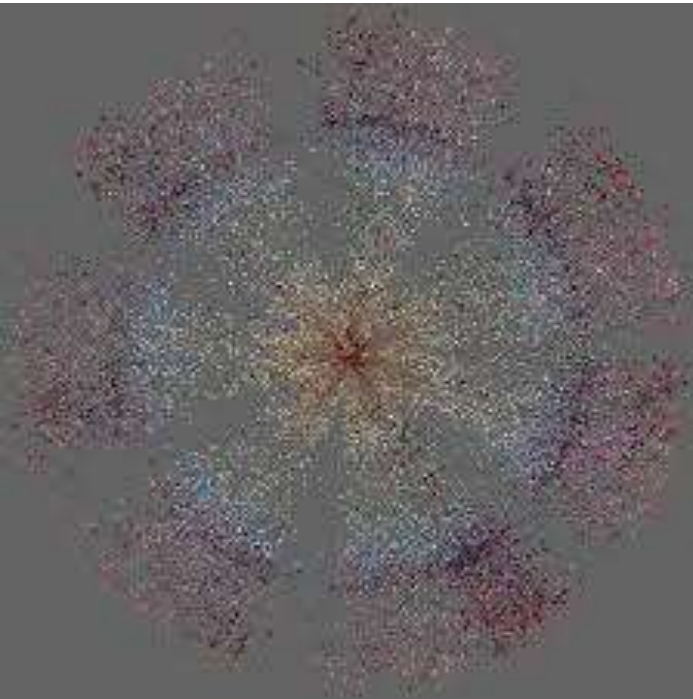


Filtering



- In the Culture 3.0 framework, the amount of cultural and creative contents that is generated in the last few years equals to all that has been generated in the whole human history – and it is going to accelerate further
- The very notion of cultural filtering increasingly puts traditional gatekeeping under discussion and develops new social modes. How do we decide what should be preserved?

Indexing



- Facing a massive, hard to organize amount of content, metadata and curation become a key component of heritage themselves: the organization of data acquires as much cultural value as contents themselves
- Heritage is now mainly navigated, through concurrent platforms and media, and the system of biographical, emotional and conceptual relationships that everybody establishes with it, both individually and collectively, is part of heritage itself

Entitling



- The only way to entitle the next generation to the transmission of heritage and to defend it from threats and attacks is to help them build an intrinsic motivation through active cultural participation
- Economic instrumentalism about heritage puts at risk the future sustainability of everything that has not a clear economic return
- In an ever-expanding heritage domain, if no-one is entitled to transmit the heritage, it will inevitably get lost

Physical vs. intangible vs. digital heritage?



- Heritage 3.0 does not cancel the 1.0 & 2.0 dimensions, it builds on them.
- The only way to preserve physical heritage is to ensure that it gets meaning and importance not only for experts, but for the whole community (**legitimizing**).
- The entertaining dimension of heritage is sustainable only if the whole community takes responsibility & monitors its impact, contra the Venice effect (**adopting**)
- This calls for a strategy of massive cultural capability building (**empowering**)

Thanks for your attention!



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