

## 4rd Thematic Seminar: Digitization of Intangible Cultural Heritage

**Policies and implemented tools for digitization of intangible heritage in the Region of Western Greece**

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## Region of Western Greece: Basic Info



Area	11.350 km <sup>2</sup> , covering 8,6 % of the total country area.
Population	679.796 people, accounting of 6,3% of the country total
GDP	4,6% of the national GDP
Unemployment rate	~ 23,6% (2016)

# State of the art in digitization of intangible cultural heritage

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The **Directorate of Modern Cultural Assets and Intangible Cultural Heritage** ([www.ayla.culture.gr](http://www.ayla.culture.gr)), which belongs to the General Directorate of Antiquities and Cultural Heritage (under the Greek Ministry of Culture and Sports) is responsible for :

- the implementation the **International Convention for the Safeguarding of the Intangible Cultural Heritage** (UNESCO, 2003)
- the planning and **implementation of actions** for the safeguarding of the elements of intangible cultural heritage inscribed on the National Inventory of Intangible Cultural Heritage of Greece and in the Lists provided for in the relevant UNESCO Convention.



# State of the art in digitization of intangible cultural heritage

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- There are not any specific national/regional policies on digitization of intangible cultural heritage
- The Directorate of Modern Cultural Assets and Intangible Cultural Heritage supports some digitization initiatives deriving from cultural centres, municipalities etc.
- The Directorate has recently created a pilot platform, operating mainly as a repository

.....*digitization is not yet mature*



# EU project for Digitization of Intangible Cultural Heritage

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(FP7). Project i-Treasures ([www.i-treasures.eu](http://www.i-treasures.eu)).

- Greek researchers along with European research centres developed an open and extendable platform (<http://i-treasures.multimedia.uom.gr>) to provide access to intangible cultural heritage resources and at the same time to propose a novel strategic framework for the safeguarding and transmission of ICH.
- Establishment of an active group of "Living Human Treasures" (LHT). The Living Human Treasures programme aims at encouraging Member States to grant official recognition to talented tradition bearers and practitioners, thus contributing to the transmission of their knowledge and skills to the younger generations.



# EU project for Digitization of Intangible Cultural Heritage

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Four different ICH cases studied in detail:

1. Rare traditional songs
2. Rare dance interactions
3. Traditional craftsmanship
4. Contemporary music composition



[https://www.youtube.com/watch?v=Yyt-FPU\\_O3Y](https://www.youtube.com/watch?v=Yyt-FPU_O3Y)

# Examples of intangible cultural heritage

## Elements on the Lists of Intangible Cultural Heritage (Inscription in UNESCO IH)

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### **Mediterranean diet**

The Mediterranean diet involves a set of skills, knowledge, rituals, symbols and traditions concerning crops, harvesting, fishing, animal husbandry, conservation, processing, cooking, and particularly the sharing and consumption of food

<https://ich.unesco.org/en/RL/mediterranean-diet-00884>

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### **Tinian Marble Craftsmanship**

The art of extracting and processing marble in Tinos island

<https://ich.unesco.org/en/RL/tinian-marble-craftsmanship-01103>



# Examples of intangible cultural heritage

## Elements on the Lists of Intangible Cultural Heritage (Inscription in UNESCO IH)



Inscribed on 11/16

### **Momoeria**

New Year's celebration in eight villages of Kozani area, West Macedonia. From 25/12 to 5/1 in Kozani, dancers, actors & musicians can be seen performing in village streets & visiting people's homes to celebrate the coming of the new year

<https://ich.unesco.org/en/RL/momoeria-new-year-s-celebration-in-eight-villages-of-kozani-area-west-macedonia-greece-01184>



### **Know-how of cultivating mastic on the island of Chios**

<https://ich.unesco.org/en/RL/know-how-of-cultivating-mastic-on-the-island-of-chios-00993>



# Examples of intangible cultural heritage

## Submitted applications for the procedure of inscription

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### Art of 'xerolithia'

(greek traditional building technique)  
*Submitted on March 2017*



### Rebetiko

(urban popular song of the Greeks, especially the poorest, from the late 19th century to the 1950s.)

Will be evaluated by the UNESCO committee in the fall of 2017.

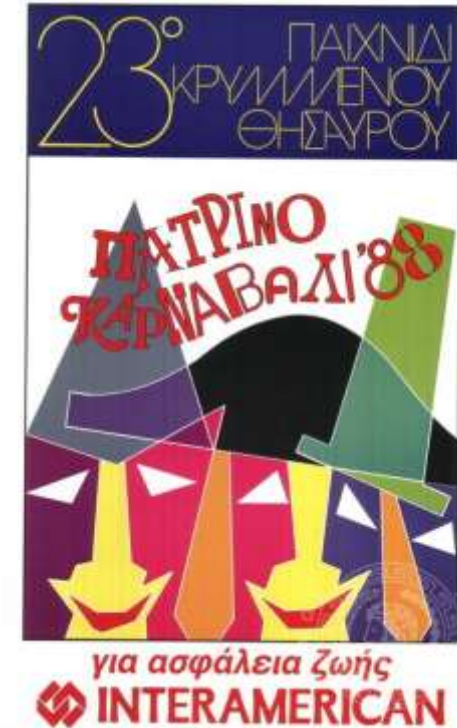


# Recommendation for digitization of intangible cultural heritage in Western Greece (Patras City)

## Patras Carnival ([www.carnivalpatras.gr](http://www.carnivalpatras.gr))

is the largest event of its kind in Greece and one of the biggest in Europe

- Creation of a **digital museum** with the use of **Augmented Reality technologies**
- Digitization of approximately 3,500 items and creation of a promotion portal
  - Posters
  - Photographic material (from Parades, Carnival floats, Opening & Closing Ceremonies, Bourboulia)
  - Video of events
  - Radio Broadcasts
  - Other (Invitations, Event Tickets, etc.)



# Recommendation for digitization of intangible cultural heritage in Western Greece (Mesolongi)

## Digitization of traditional event of Saint. Symios at Mesolongi area.

- One of the most beautiful traditional festivals of Greece is the unique celebration of **Agios Simios (Ai Simios)**. The Monastery of Agios Simios celebrates twice a year, on February 2nd and on the weekend of the Holy Spirit (movable festival, usually in June).
- The feast of Saint-Symeon, with **great historical and religious character**, is **the only urban festival in the country** that is connected with the events of the Exodus\*.
- The groups of rigged, protagonists of this traditional custom, guided horseback or on foot to the monastery of Saint-Symios, wearing local dress and have fun with the accompaniment of traditional instruments, the tabor and zurna.



*\*The Exodus of Mesolongi is one of the most important historical events of the Greek War of Independence. It took place in April 1826. The residents of Mesolongi, along with other Greek cities, had also rebelled, killed their Turkish governors and set their city free.*



# Recommendation for digitization of intangible cultural heritage in Western Greece

## Ceremony for the lighting of the Olympic flame

- The Lighting of the Olympic Flame is held in Ancient Olympia. The first Lighting took place in **1936 for the Berlin Olympic Games** by the means of a concave mirror.
- According to the ritual, the **High Priestess** proceeds to the **lighting at the Temple of Hera (Heraion)** which is opposite to the Temple of Zeus, at the archaeological site of Olympia. There, the High Priestess, **calls the God of Sun Apollo to light the torch, making a prayer.**





**Thank you very much!**

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