

Policies and implemented tools for digitization of intangible cultural heritage in the Ribera Alta Region - Spain

Mancomunidad de la Ribera Alta (MANRA)

Óscar Giménez - Local Project Coordinator
Helder Moreira - Project stakeholder of MANRA

The Mancomunidad de la Ribera Alta is...

- A Public Administration - Association of 35 municipalities gathering 224.107 inhabitants over 979,5 km²
- Aiming to promote activities and shared services between municipalities
- Located in the East of Spain, within the Province of Valencia
- Funded from municipalities contributions and other Public Administrations funds



Examples of intangible cultural heritage in Ribera Alta

Fallas festivity (Intangible Cultural Heritage declared by Unesco)



The intangible cultural heritage in Ribera Alta

Fallas festivity (Intangible Cultural Heritage declared by Unesco)



The intangible cultural heritage in Ribera Alta

Fallas festivity (Virtual visit Falles Museum)



The intangible cultural heritage in Ribera Alta

Mare de Déu de la Salut Festivity – Algemesí (ICH declared by Unesco)



The intangible cultural heritage Ribera Alta

Human towers



Good practice

The intangible cultural heritage Ribera Alta

Flamenco (ICH declared by UNESCO)



Good practice: Flamenco 360º

The intangible cultural heritage Ribera Alta

Meditarranean diet: Cyprus – Croatia – Spain – Greece – Italy – Morocco – Portugal



UNESCO – ICH safeguard good practices



POLICY of the intangible cultural heritage

- **National Plan To Safeguard Intangible Cultural Heritage**

- Partnership between the Spanish Cultural Heritage Institute (ICPE) and the Ministry of Education, Culture and Sport.
- Objective: “To develop specific programmes to promote and disseminate Intangible Cultural Heritage: initiatives involving publishing, **audiovisuals**, exhibitions, cultural tourism, music, public participation, etc.”.

- **UNESCO’s Convention for Intangible Cultural Heritage Safeguard**

- Spain: 11 appearances in the UNESCO List and 3 good practices projects recognized

- **Valencian Cultural Heritage Law**

- Since 2007 (from a 1998 law modification)
- Programming and undertaking actions to restore and conserve heritage
- Promoting its enhancement

MANAGEMENT of the intangible cultural heritage

- Valencia General Directorate of Cultural Heritage offers an Intangible Heritage list online



The screenshot shows the website of the Generalitat Valenciana, specifically the 'Patrimonio Cultural y Museos' section. The page is titled 'SECCIÓN 5ª. BIENES INMATERIALES DE RELEVANCIA LOCAL'. The main content area displays the entry 'La técnica constructiva de la piedra en seco'. A red arrow points to the 'CARPETA CIUDADANA' link in the top right corner of the website.

GENERALITAT VALENCIANA
Conselleria d'Educació, Investigació, Cultura i Esport

Estás en: Conselleria de Educación, Investigación, Cultura y Deporte > Cultura > Patrimonio Cultural y Museos > Inventario General del Patrimonio Cultural Valenciano > Sección 5ª. Bienes inmateriales de relevancia local

ÁREAS

- Educación e Investigación
- Cultura
- Deporte

PATRIMONIO CULTURAL Y MUSEOS

- Inventario General del Patrimonio Cultural Valenciano
- Sección 1ª. Bienes de interés cultural
- Sección 2ª. Bienes de relevancia local
- Sección 3ª. Bienes muebles de relevancia patrimonial
- Sección 5ª. Bienes inmateriales de relevancia local
- Otros inventarios sectoriales no incluidos en el IGPV
- Trámites y gestiones vigentes - patrimonio cultural

SECCIÓN 5ª. BIENES INMATERIALES DE RELEVANCIA LOCAL

[Atrás](#)

La técnica constructiva de la piedra en seco

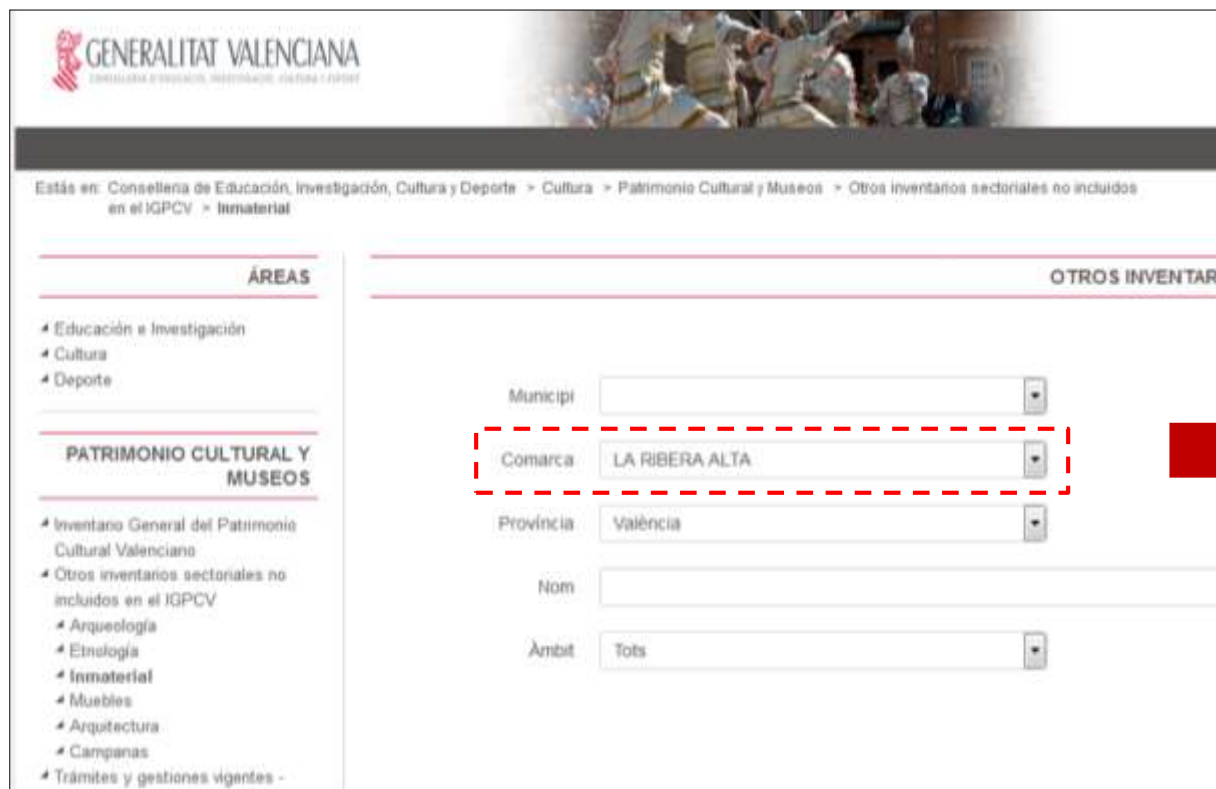
Ficha **Datos jurídicos** **Descripción** **Fotos**

Denominación	La técnica constructiva de la piedra en seco
Municipio	VALENCIA
Comarca	VALENCIA
Provincia	VALENCIA
Ámbito	Conocimientos tradicionales sobre actividades productivas, procesos y técnicas



<http://www.ceice.gva.es/web/patrimonio-cultural-y-museo/>

DIGITALIZATION of the intangible cultural heritage



GENERALITAT VALENCIANA
CONSSELLERIA D'EDUCACIÓ, INVESTIGACIÓ, CULTURA I DEPORT

Estàs en: Conselleria de Educació, Investigació, Cultura y Deporte > Cultura > Patrimonio Cultural y Museos > Otros inventarios sectoriales no incluidos en el IGPCV > Inmaterial

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- Educación e Investigación
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- Deporte

PATRIMONIO CULTURAL Y MUSEOS

- Inventario General del Patrimonio Cultural Valenciano
- Otros inventarios sectoriales no incluidos en el IGPCV
 - Arqueología
 - Etnología
 - Inmaterial
 - Muebles
 - Arquitectura
 - Campanas
 - Trámites y gestiones vigentes -

OTROS INVENTARIOS

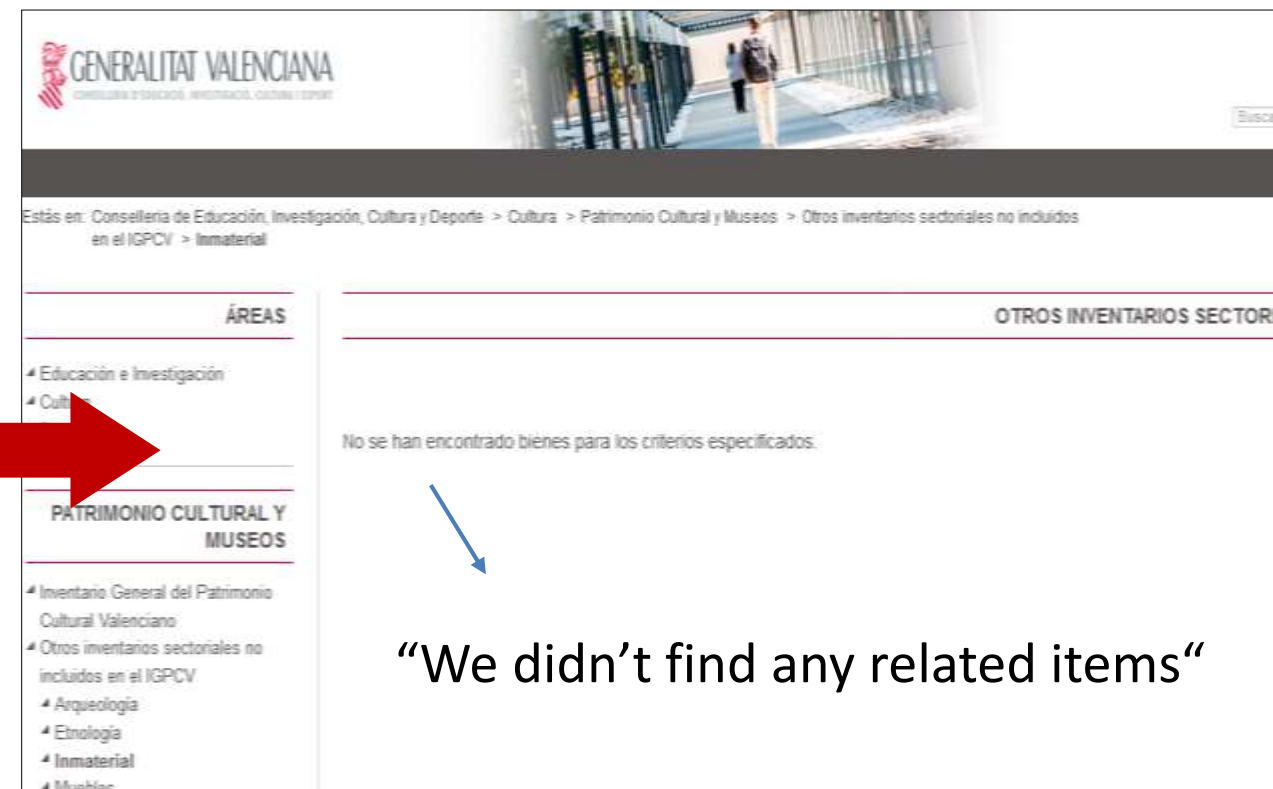
Municipi

Comarca **LA RIBERA ALTA**

Provincia

Nom

Àmbit



GENERALITAT VALENCIANA
CONSSELLERIA D'EDUCACIÓ, INVESTIGACIÓ, CULTURA I DEPORT

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 - Etnología
 - Inmaterial
 - Muebles

No se han encontrado bienes para los criterios especificados.

“We didn’t find any related items”

- Additional work is needed about this topic at regional level.

Spanish studies – documents

- *Informatic treatment of Intangible Heritage*, GALLACH PÉREZ, Marcos (2015)
- <https://riunet.upv.es>
- *The dynamization in the tourism sector through the valorization of the Cultural Patrimony Intangible*, FERNÁNDEZ, Francisca Ramón (2016)
- <https://polipapers.upv.es>

Context

1972 UNESCO proclaim the first conventions for classifying Culture patrimony.

1977 Bolivia contested this convention and the discussion begging of intangible cultural heritage.

2003 New convention witch include Intangible Cultural Heritage (ICH)

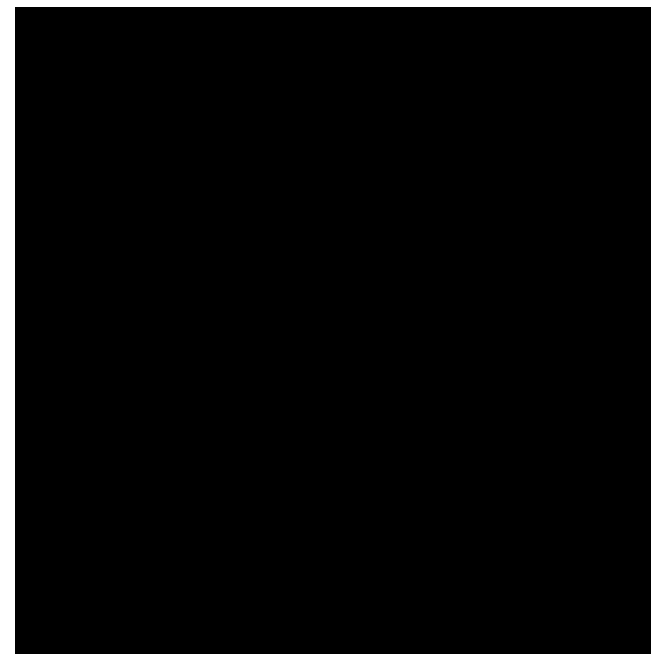
Intangible Cultural Heritage (ICH) by UNESCO

“practices, representations, expressions, knowledge and skills - as well as the instruments, objects, artefacts and cultural spaces associated with them - which communities, groups and eventually individuals recognize as being part of their cultural heritage”

ICH Preservation - Common practices

Up to the present day, the preservation of the ICH was made using techniques such as documentation of processes, images, videos, reviving old traditions, and other ...

Even with the advent of new technologies, they are mostly used in virtual tours, 3D models, expose information on the internet, ...



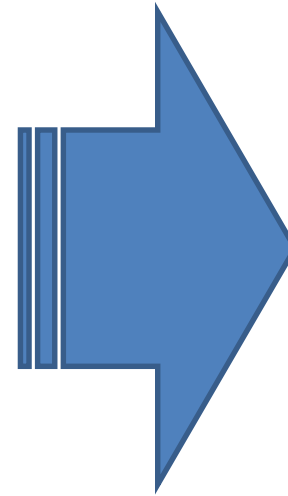
ICH – Digitalization of the immaterial



The knowhow of
craftsmanship and
live experience.



The subtleties of Kabuki
(stylized type of Japanese
dance-drama)



But how can we
digitalize the
immaterial ???

ICH – Digitalization of the immaterial



i-Treasures
capturing the intangible

https://youtu.be/Yyt-FPU_O3Y

<http://www.i-treasures.eu>

ICH – Digitalization of traditional handicrafts

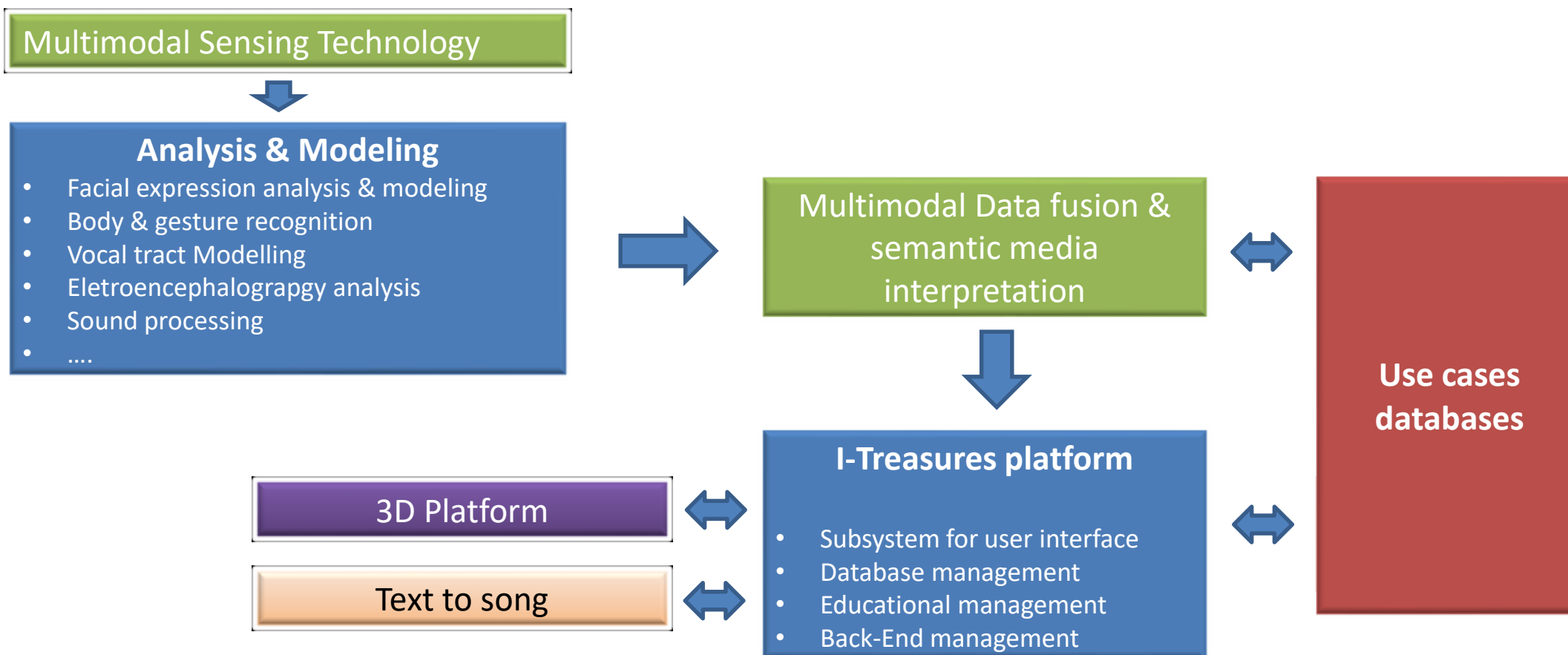
The case study of the traditional handicrafts aims at the analysis, modelling, recognition and semantic analysis of gestural interactions between the craftsman and his material.



ICH – Digitalization of the immaterial



ICH – Digitalization of the immaterial



Overview of i-Treasures system (© 2015 EC FP7)

Conclusions

- In Ribera Alta Region we have an important intangible cultural heritage (declared by UNESCO).
- At national and regional level we have policy instruments to promote and safeguard our intangible heritage. Digitalization have not an important presence as a tool in those PI.
- At local level we don't have relevant initiatives about the digitalization of ICH
- More efforts are needed to safeguard our ICH and to promote digitalization tools as a way to disseminate and safeguard the ICH.
- In our Action Plan we would include innovative techniques to digitalize ICH.

Thank you !

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Mancomunidad de la Ribera Alta

www.manra.org/en/