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
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The Mancomunidad de la Ribera Alta is…

- A Public Administration - Association of 35 municipalities gathering 224.107 inhabitants over 979,5 km^2
- 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
-

Region of Valencia *Province of Valencia* *Ribera Alta Region*

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

CD-ETA
Interreg Europe

Human towers

Good practice

MANCOMUNITAT DE LA RIBERA ALTA

The intangible cultural heritage Ribera Alta

CD-ETA
Interreg Europe

Flamenco (ICH declared by UNESCO)

Good practice: Flamenco 360º

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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

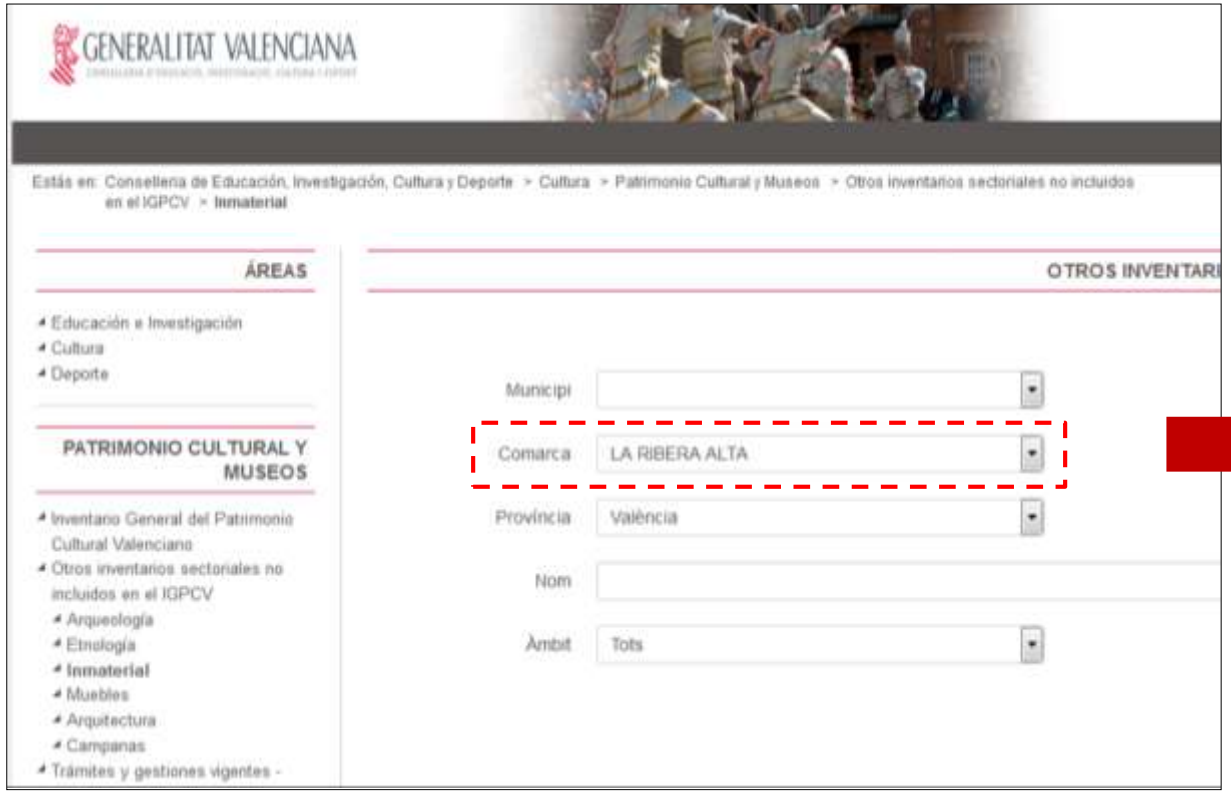
- **National Plan To Safeguard Intangible Cultural Heritage**
  - Partnership between the Spanish Cultural Heritage Institute (ICPE) and the Ministry of Education, Culture and Sport.
  - Objective: “To develope specific programmes to promote and disseminate Intangible Cultural Heritage: initiatives involving 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

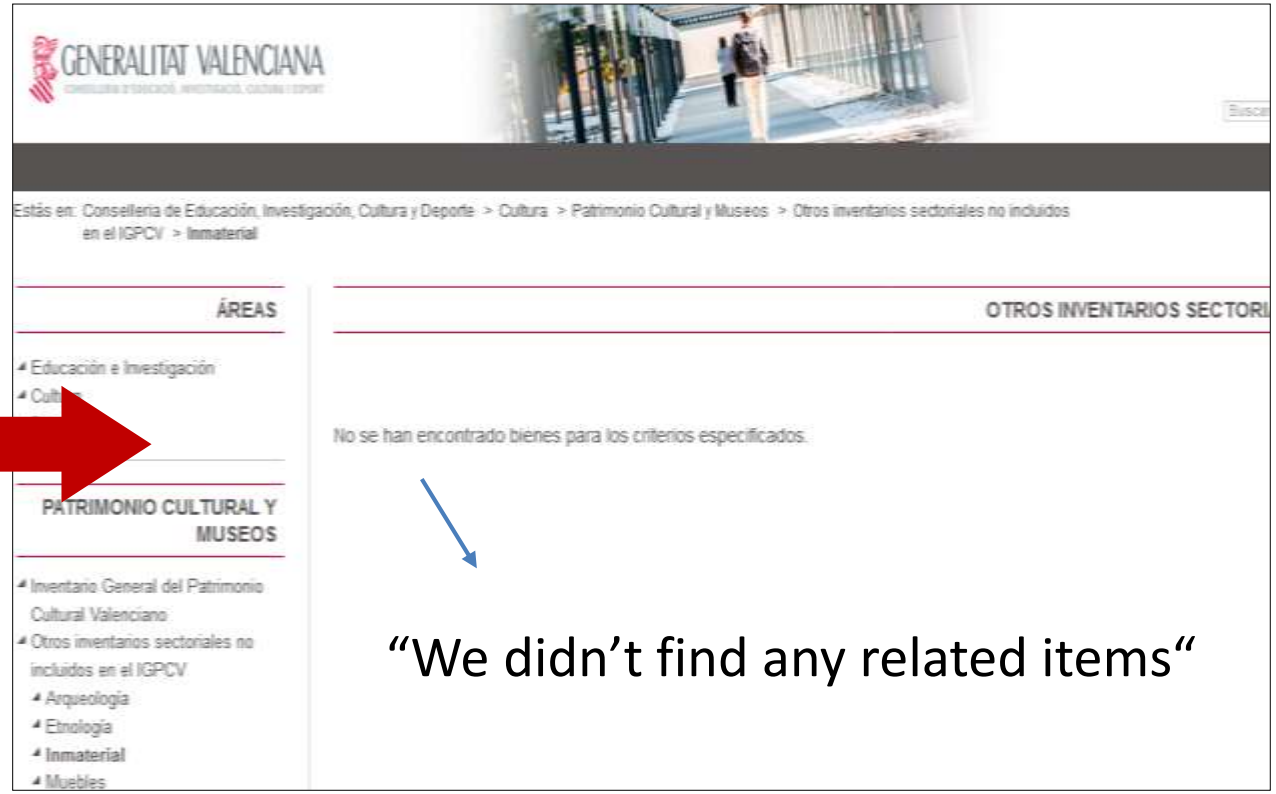
MANAGEMENT of the intangible cultural heritage

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

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

DIGITALIZATION of the intangible cultural heritage





"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

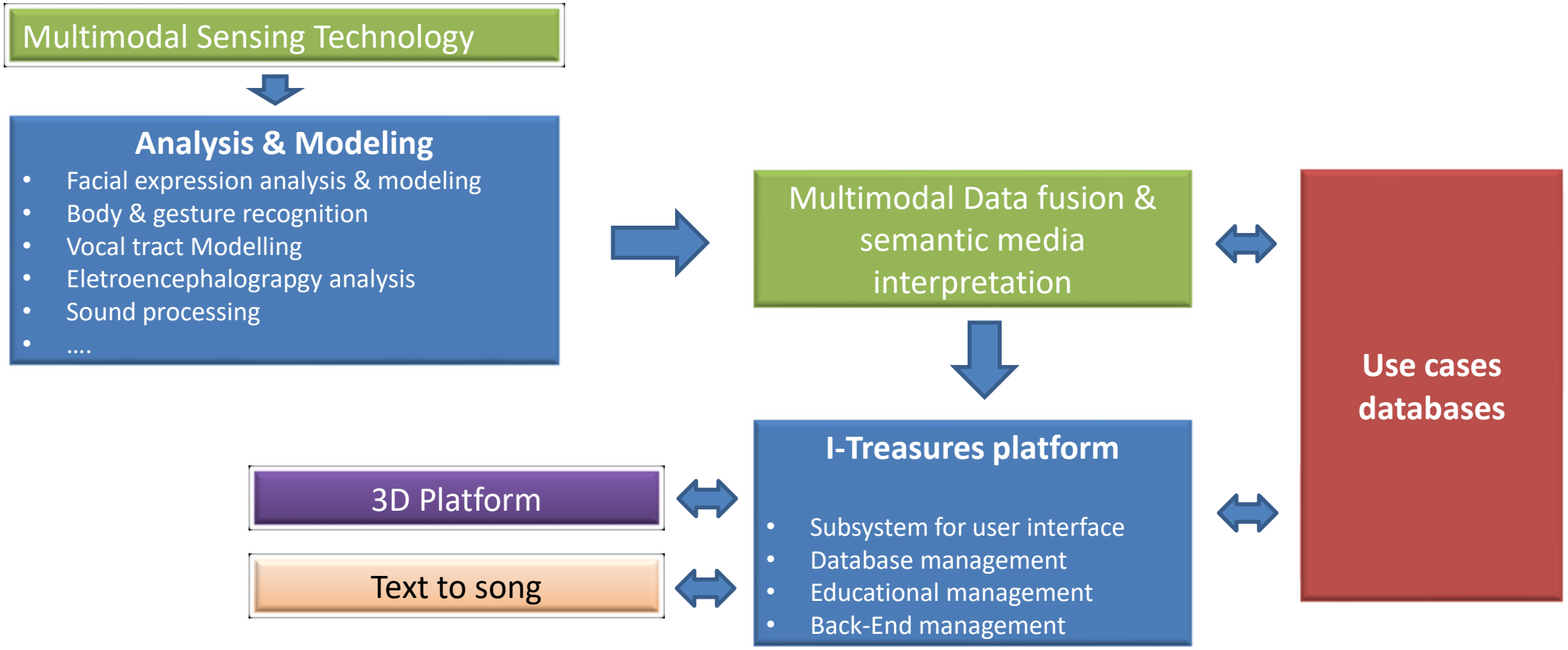
http://www.i-treasures.eu

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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