Strategic plan: phase 2.0 (2013-2015)

Authored in 2013

The plan is divided in four parts:

1. **Overraching plan**
2. **Urban Heritage plan**
3. **Staging the Archives plan**
4. **Globalizing Heritage plan**
5. **Heritage Academy plan**

The plans for the clusters and HA can also be read separately on the respective pages

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CRITICAL HERITAGE STUDIES
- Overarching plan

Abstract: *Cultural heritage is the reworking of the past in the present. Critical Heritage Studies represent the critical analysis and theorizing of these processes and their impact on society. The organization is based on an integration of theory and practice, formalized in the two institutions: the Heritage Academy and the (three) research clusters. Regular workshops/PhD seminars are held to integrate research training and senior research. To ensure progress each cluster and the Heritage Academy is headed by one or more coordinator/-s, which together with the project coordinator form the leadership group/committee. An international advisory board support the leadership. The four Deans act as executive board, chaired by the humanities Dean.*

The overarching plan is structured in three sections:

• **Organisation and interaction**
• **Research themes and clusters**
• **National PhD seminar**

The plan builds on results and recommendations from the international peer-review, and recommendations from the 2010-2012 working group. A more dynamic leadership structure is implemented in phase 2.0, directly linked to on-going research activities in the Heritage Academy and the research clusters. The clusters are allocated most resources and will act as the organization's engine.

Organisation and interaction

The first pillar is the formalized collaboration with the regional museums and heritage institutions (primarily Heritage West) in the **Heritage Academy**. A written agreement is being finalized, and start is expected in early 2013.

From the self-evaluation:

"Heritage research is an activity, which partly takes place on site. It is disseminated in academic journals, but also through museums and public sites in a process where specialists and non-specialists, citizens and visitors may take part. Thus, to flourish, it presupposes a structured development of the university's collaborative capacity for dialogue with society, and in our case – with the Västra Götaland region and its museums and heritage sites. West Sweden has some unique heritage assets – the World Heritage Site in Tanum, and linked to it the Swedish Rock Art Research Archive (www.shfa.se), but also a whole range of well managed museums within the Västarvet/Heritage West framework. The Museum of World Cultures is another unique institution.

Research projects are already under way with the Museum of World Culture and in the context of the World Heritage Site in Tanum. In addition, maritime heritage has a strong presence, and it has been the subject of research collaboration with the Heritage Seminar."

Coordinator:
Johan Öberg (Faculty of Fine, Applied and Performing Arts/Valand Academy)

Visiting researchers/professors has turned out to be a stimulating and efficient way of creating interaction and good seminars. This should form a continuing part of the cluster programs for the three years period, with emphasis on a small group of relevant researchers, such as Michael Rowlands and Laurajane Smith to name just a few. To build on already established relations allows us to integrate international researchers in our research clusters and their activities, as well as the workshops/PhD seminars. Consequently we propose to allocate substantial resources to each of the clusters rather than employ more post-docs. In this way we hope to see research activities that are grounded in local research environments develop. Post-docs were an efficient instrument during phase one (the first three years) to establish a research environment, but now the priority is to build on this in relation to local research initiatives supported by international guest researchers. Senior guest researchers are seen as a more dynamic and strategic/efficient way of stimulating local research (including PhD seminars), and research proposals for external funding.

A **new English homepage** has been launched, that more actively will communicate activities, as well as all taught courses at GU that are heritage related. It will serve as an entry for students to heritage studies at the University and to research for researchers. The site is under development throughout the spring 2013. In addition, we will maintain the **homepage for the Association of Critical Heritage Studies (ACHS)**. Both homepages will be maintained by one of the project assistants.

Leadership structure
The project coordinator (Kristian Kristiansen) implements the strategic plan, supported by the group of cluster coordinators and the coordinator of the Heritage Academy (see below). Together they constitute the new leadership group. The four Deans form the executive board, chaired by the Faculty of Arts' Dean.

An international advisory board support the leadership group. Michael Rowlands, UCL and Laurajane Smith, ANU have agreed to participate, and three additional members have been proposed. The full board will be announced on the homepage in the spring 2013.

An **annual meeting/mini-conference** summarizes each year's research activities, and is followed up by an **annual report**.

A proposal for a more durable **institutional framework** of CHS that fits into the GU structure should be formulated during 2013 by the project coordinator.

Research themes and clusters

Three research clusters, with distinct research profiles, form the core of research activities. The clusters have been formulated based on ten central research themes (listed below), linked to strong or potentially strong research environments at GU. Since cultural heritage is far from gender neutral, the gendered interpretative prerogative is essential for all clusters and themes to consider. Each cluster is headed by two or three coordinators, all included in the CHS leadership group. Clusters should be seen as dynamic, but with a clear program.

• **Cluster 1: Urban Heritage**
Integrates several research themes, such as 3, 5, 8, 9 and 10 (see below).
➢ Cluster coordinators:
Henric Benesch (HDK)
Ingrid Martins Holmberg (Conservation)

• **Cluster 2: Staging the Archives**
Integrates several research themes, such as 1, 3, 5 and 7 (see below).
➢ Cluster coordinators:
Christer Ahlberger (Historical Studies)
Mats Malm (Litterature, History of Ideas and Religion)
Astrid von Rosen (Cultural Sciences)

• **Cluster 3: Globalizing heritage**
Integrates several research themes, such as 2, 5, 6, 7 and 10 (see below).
➢ Cluster coordinators:
Staffan Appelgren (School of Global Studies)
Anna Bohlin (School of Global Studies)
Håkan Karlsson (Historical Studies)

Central research themes from which clusters are constructed:

1. **Museums and archives in a postcolonial world**. Archives storage and preservation – modes of documentation inscription and registration training in recording techniques and preservation. What is the impact of new digital technologies and the internet? Do they democratize knowledge and change the relationship between research and public interest/activism – a new frontier in heritage construction?
2. **World heritage sites and critical heritage**. UNESCO – World Heritage listing-process of what is called 'unescozisation', and its political and social consequences. UNESCO claims on universal heritage (now being criticised internally) – do they support nationalism or de-territorialise it? Top-down 'heritisation' and the role of

global heritage agencies – Getty – Aga Khan foundation – global museum networks etc. The role of experts as consultants, in defining heritage. Heritage management as professional top-down practice versus bottom-up local interests.

3. **Intangible heritage/craft and design**. Material innovation and design – indigenous technical knowledge of materials and cultural techniques. Also, cultural heritage in music and drama has increasingly opened up boundaries between genres the last decades. Relates to intellectual property – transmission of cultural knowledge – new materials and how they relate to indigenous knowledge.

4. **Heritage sciences** – where science is directed to revealing cultural knowledge – it's more than conservation and preservation – e g how archaeological sciences relates to cultural knowledge. This is also of growing importance for understanding importance of collections etc.

5. **Cultural rights and cultural property** – ideas of citizenship – politics of belonging. Link this to development and heritage – tourism and development – promotion of civil society citizenship and education/heritage.

6. **Cultural heritage and wellbeing** – linked usually to issues of trauma, memory and therapy. Restoring culture after conflict heritage and reconciliation. An expanding field. Also indigenous medicine and therapies as heritage.

7. **Authenticity and nostalgia** – supposed opposition to modernity and homogenisation – authenticity as constructed by experts through registration – underlies education and participation. How to bring local private knowledge into management and preservation – creating policies relevant to diverse situations – particularly outside the European frame.

8. **Sustainable place branding**. Development of local identities and skills through narration of cultural heritage. Includes wide spectra like i.e. studies of tacit knowledge, marketplaces, craft survival, destination development and extremes like disaster preventions, disasters, slums, confined habitats (space capsules, oil platforms), colonial slavery.

9. **Social design and innovation**. Arts and design may use cultural heritage to inspire new forms of dialogue between individuals, groups and society and in the process inspire social innovation and change.

10. **Landscapes**, their history and preservation are a vast field, spanning from industrial heritage to gardens and parks. Various international conventions and initiatives for the protection of historical landscapes stimulated a new interest in their value and protection. A contested field of whose past to preserve (the social/ideological perspective) but linked to this also issues of aesthetics and well-being (the 'human' perspective). Many of the above themes are played out within historical landscapes.

National PhD-seminar

We introduce regular 2–5 days seminars for researchers and PhD students (in various combinations) at GU, and some more extensive national seminars, one-two per semester. The first two will be organized by Michael Rowlands in his role as a CHS research fellow. Other themes and organizers will be introduced later.

URBAN HERITAGE (Cluster 1)
- Operational plan

Urban currents: The becomings and makings of urban heritage

Departing from notions of the city as an interface of different temporalities -- past events, dreams for the future and contemporary constraints -- this cluster will handle 'urban heritage' as intermingled in many different urban realities, entangled in issues of aesthetics, space and power.

While urban heritage in and of itself often is conceived of as one of the most recognized forms of heritage, it is still essentially multifaceted and elusive. Urban heritage meets us in different shapes and contexts: in strategic branding and marketing of places and sites, whole quarters and areas, individual buildings or apartments. New forms of urban governance, politics and policies pave the way for the construction of new material forms, but also frame the economic and symbolic coding and re-coding, scaling and re-scaling, valuing and re-valuing of the already existing urban materiality (buildings, architecture, places, sites, roads).

But urban heritage cannot solely be identified with the dominant currents of socio-economic and political power. There are also under-currents, where a performative understanding, encompassing various movements, initiatives and everyday practices stemming from a bottom-up perspective, also claims the past, present and future of our cities. Urban heritage therefor also needs to be related to the existence of the transient, the temporal, the interstices, the overlaps and imaginations. This means taking into account and building upon the unsettled, as well as the unseen.

Staff

Cluster coordinators (3 years period): Henric Benesch, Ingrid Martins Holmberg
Post-docs (2 years period): Feras Hammami, Evren Uzer

Aim

To establish the cluster as a key research environment within the field of urban heritage. The ambition is to advance the research into a well-recognised unit in the national and international academic society, as well as regionally and nationally among societal actors and practitioners.

Strategy for cluster activities

The cluster builds upon the two postdoc projects and the cluster coordinators' research platforms in their respective contexts (artistic research, heritage studies and built environment). These research activities are all within the realm of urban heritage but with different foci and heading for different horizons. These research activities have to be strategically 1) correlated, and 2) supplemented in order to identify prospective themes and issues. This means that the sub-themes will be in continuous formation and negotiation. They are vessels for mobilisation rather than an end in themselves. At this point, instead of

formulating overarching themes we will formulate micro-themes in relation to specific activities, i. e mini-conferences, guest researchers, workshops etc., in order to explore and investigate their full potential within the context of the urban heritage cluster research.

This has brought the following cluster activities for the first year: two internal work-conferences (lunch to lunch) in spring, trip to a research conference in August, one micro-conference with invited researchers. The first work-conferences will consist of the mapping of our own current research, and the second will result in the identification of micro themes and researchers to invite, as well as future cluster activities.

In short, the establishment of the cluster consists of three steps. These steps of course work in parallel, and should be well established already after the first year. The first step in the development of the new cluster is to consolidate the group, working inwards. This work leads to the identification of future **research activities** in step two which consists of **outgoing activities**, where micro-themes are developed and elaborated, such as -- conferences, workshops and articles. This also includes general activities directed towards making ourselves more known as a research environment. The third step is the successive establishment of one or several **research themes**, orienting future activities, with the final goal to establish major **research programmes** as well as **research projects** including post-doc and PhD-positions.

Criteria for cluster activities

The cluster activities shall

- consolidate the common ground of the cluster;
- identify the main strands for the working research environment of the cluster;
- explore the main interest and synergies of the cluster researchers;
- further academic promotions;
- establish of long term financial security of the research field of the cluster

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STAGING THE ARCHIVES (Cluster 2)
- Operational plan

Having a particular focus on the archives, the cluster will initiate and coordinate critical projects and research activities concerning the field of interest. We encourage explorative as well as experimental work based on official and unofficial archives. Our aim is to implement an interdisciplinary approach into the archival initiative within critical heritage studies. This we think will provide a fertile point of departure for theorizing, articulating and re-evaluating aspects of interacting with the archive's objects and features. In order to prepare a sustainable yet dynamic foundation for critical research in and on archives, the cluster's activities will be directed towards research applications. This involves international networking, as well as locally situated and small scale collaborations.

Structure

Three coordinators head the cluster, each with different fields of expertise. Our operational engine will be the common theme Staging the Archives, wherein we will bring out the most fertile synergies from the efforts of the cluster and direct them towards further activities and major research applications. Beside the common theme, the cluster will contain and unite three strands. Each strand will bring urgent issues to the fore, rethinking existing fields of interest, making inventories of new focus areas, building networks and testing ideas of how the archives can be "staged" in ways that shed new light on cultural heritage. Cultural heritage risks equaling that national and cultural self-understanding which it was once intended to be: thus, the ambition will be to constantly question the hegemonic structures from which the heritage comes. In that sense, the objects of the archives will be critically examined in their capacity as sources for new research approaches. We foresee seminars, workshops and guest researchers, but also more innovative and unexpected ways of approaching the archives and its challenges.

Activities

Our common theme Staging the Archives will operate through interdisciplinary synergies provided by the following interconnected strands:

- *Performance and the Archives (strand 1)*
- *Evading Inherited Canon through Digital Methods (strand 2)*
- *The Archive in a Global and Digitized World (strand 3)*

The three strands focus on different fields and issues concerning research with, against and in relation to the archives. In this dynamic exchange the question of performativity is central. The strands will have clear focus areas, consistently relating theorizing to applicability, but will also invite to broad participation: especially the overall approach is inclusive and open.

Performance and the Archives (strand 1)

This strand will engage in a broad range of interdisciplinary and critical perspectives on performance, power, place and space. It particularly welcomes crosscutting ideas and initiatives that challenge hegemonic structures outside as well as inside the university. In order to start building something hitherto not existing, the strand has chosen dance as a first laboratory for focused research development. Historiographical criticism reveals that dance can be considered a particularly marginalized or repressed cultural heritage. This void – normally not acknowledged – can be considered pregnant with issues of cultural memory, identity, power, place and knowledge.

Thus dance, understood as a vital form of articulation, can provide a challenging access to the corporeal, material, political and ethical approaches so important in current critical thinking. Moreover, dance with its capacity to literally move with and within crucial human concerns, is not only a fertile area for explorative exchange; it also brings questions of innovative research methodologies to the fore. The strand will facilitate the implementation of a cross-disciplinary approach, and thus aims to bring together guest researchers and researchers from

for example the Valand Academy, the Academy of Music and Drama, and practitioners outside the university.

Evading Inherited Canon through Digital Methods (strand 2)

As literary canon is to be understood as intended to pass on certain cultural self-understandings to posterity, this strand engages to find ways to both evade the influence of canon, and at the same time scrutinize the processes of canonization and marginalization from this particular perspective. This will be achieved by focusing on those literary works that have passed, or been passed, on to oblivion. The assumption is that digitized material can be used for finding mainstream and marginalized notions of cultural systems, the knowledge of which has hitherto been dominated by canonized authors. Thus, new sources must be found in order to enhance our understanding of the previously dominating ones, and new methods and approaches must be developed in order to create new views on previous ages.

As canon and cultural heritage is understood as performative, the ambition is thus to let new sources emerge in performative ways. The performativity of heritage will also be developed along another line: The will of cultural heritage to construe and establish identity (individual, collective, sexual, national, etc.) through the material and intangible containers of shared memory such as objects, narratives and monuments is destabilized as these change in character when reproduced digitally. The question is then not only how this affects the objects and our understanding of them, but in the end how it affects our conceptions of individuality, identity and self on the whole. By opening up for wide discussion of these issues, the strand aims at progressing towards possible solutions and new research questions in broad cooperation.

The Archive in a Global and Digitized World (strand 3)

This strand centers on critical issues of accessibility, democracy and applicability in a globalizing archival field. The traditional "discipline" of archives has during the last decades been challenged by globalization, digitization and "post-modern" theories. As the conventional archive represents power, nation and records that produce a certain kind of truth, it has been criticized for being a monument over itself. In a digitized world the "old" archives are developed into any database and thereby lose their exclusivity as they become searchable in the same manner as vast amounts of other records.

Today there has evolved a new and antagonistic concept of Archive that criticizes the very foundation of the "modern" archive and the practitioners of archives. At the same time there is in reality no discussion among the different groups of antagonists, where the practitioners of the archives have virtually no contact with the "post-modern" and deconstructivistic critics. An important aim for this strand is to create contacts between the different groups and work for theoretical, methodological and critical development of the field. Today we can discern that there is, or already has been, a revolution in the field of communication and the very nature of the ways we look upon, understand and work with our sources, demanding questions such as "what is an archive?" and "how can we stage it?" Consequently the strand invites any creative and critical initiative to partake in the ongoing process of revitalizing research in and on archives.Criteria for cluster activities

Criteria for cluster activities

The cluster activities shall

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- explore the main interest and synergies of the cluster researchers;
- further academic promotions;
- establish of long term financial security of the research field of the cluster

GLOBALIZING HERITAGE (Cluster 3)
- Operational Plan

The cluster will coordinate and support critical and interdisciplinary research activities and projects, with a cross-boundary character, that are situated within the overall field of the cluster. In order to achieve a lasting effect of the heritage initiative the outcome of the activities within the cluster is directed towards the production of a number of major research applications (particularly research programmes) in accordance with the themes of the clusters.

Organization

Three coordinators head the Globalizing Heritage cluster and it consists of five sub-clusters. Each sub-cluster will have one or two heads that oversee the development and activities of the sub-cluster, as well as the production of research applications that will be the outcome of each sub-cluster. Funding for carrying out activities is to be approved by the cluster coordinators. Seminars, workshops (and publications following from these) as well as guest researchers are examples of research activities that can contribute to major research applications. The creation of MA and PhD-courses are other options that contribute to a lasting effect of the heritage initiative.

Activities

The five sub-clusters are:

- *Recycling – Stuff in Motion*
- *Heritage in Conflicts and Crises*
- *Landscape, Place, Destination*
- *World Heritage*
- *Audio-Visual-Sensory Heritage*

The sub-clusters focus different fields and issues that are situated within contemporary international critical heritage research as well as in ongoing research activities at the University of Gothenburg. It is important that the sub-clusters are inclusive but also that they

have clear delimitations. The focus on major research applications should not be understood as being narrowly instrumental; rather it helps structure and organize the research activities within the sub-cluster. Recycling –

Stuff in Motion (sub-cluster 1)

This sub-cluster centers on the circulation of heritage objects in a globalizing world. Recycling, re-use and re-design are all expanding cultural and socio-economic phenomena that testify to an increased importance of the mobility of things and the continuous reworking of old objects for new purposes and contexts, connecting people, things and places throughout the world. Researchers from the Department of Conservation, School of Global Studies, Centre for Consumer Science and School of Design and Crafts (HDK) will contribute to the sub-cluster.

The current interest in recycling– the reusing of clothes, furniture, household goods or building material – captures a range of contemporary social dynamics in which material culture, heritage and globalization play a central role. Environmental awareness stimulates co-ownership and recycling of things; capitalism's mode of accumulation through continuous shortening of turn-over times in the production apparatus commands a corresponding acceleration in consumption; aestheticization of the past contributes to the expansion of the market for re-use; and "flexible" and precarious labour markets stimulate entrepreneurship in the market niche of recycled goods where initial investment is low and creativity is an important asset.

We see a trend in which the ideal of 'newness' and novelty, dominant throughout much of modernity, is supplemented by an increased interest in old things: items are sought after and attractive precisely because they are not new, but have a past. Parallel to these changing contexts for used materiality the notion of owning is undergoing transformation. Rather than accumulating and collecting, many actors seek to minimize their ownership, not through consuming less, but through securing access to goods in new ways: selling, donating or returning before buying, borrowing, renting, or co-owning. From having been an unquestionable cornerstone of modern liberal democratic society, ownership has become problematic: costly and limiting; unwieldy for late modern subjects engaging in rapidly shifting projects or subject constructions. Avoiding the costs of ownership while striving for access to things leads to an intensification of relationships and networks between people and materialities at local, regional and global scales. This sub-cluster intends to explore such connections and addresses the social, economic and political implications of seeing things as having a "before" and an "after".

Heritage in Conflicts and Crises (sub-cluster 2)

This sub-cluster focuses on the overall theme of the complex and contradictory role of heritage in various situations of social or natural upheaval. Heritage is central to political and social life and can be desirable, provocative or curative for individuals as well as collectives.

While heritage is typically associated with positive values and a stable past, there is also a growing public interest in heritage in situations of crises, conflicts or war. Heritage can be a source or starting point for conflicts and confrontations on different scales, whether around clashing notions of the past; ownership of particular sites and artifacts or around issues of repatriation. During armed conflicts, heritage is often intentionally destroyed, targeted or

looted as a form of symbolic warfare. While heritage is thus used to exclude, dominate or intimidate, there are also examples of how it can be used as a resource for post-conflict reconciliation and reconstruction efforts. In a similar manner, heritage is often damaged or destroyed during upheaval caused by natural processes and forces, whether sudden catastrophes, such as tsunamis, wildfires or hurricanes, or long term alterations, such as climate change. At the same time, heritage can be used as an important instrument to come to terms with loss, vulnerability and trauma caused by such events, and also as a resource for adaptation strategies, for example when local knowledge and traditions, in the form of intangible heritage, are used as tools in the establishment of sustainable practices and activities. This sub-cluster will provide a platform for exploring such phenomena from a range of theoretical and disciplinary perspectives. A promising theme is the intersection between political processes, memory and theories of affect.

Projects and initiatives
At a workshop on heritage and post-conflict healing, held at SGS in 2012, contacts were established between researchers from different disciplines at GU and university departments and museums from around Europe and Africa. Currently a publication is being prepared on this theme. Moreover, the sub-cluster will be further consolidated by the creation of a new course on the topic, to be given within the Ma-Programme in Global Studies. Collaboration around this topic will typically involve disciplines such as Anthropology, Human Ecology, International Relations, Peace and Development Studies, Public Health, and Psychology.

Landscape, Place, Destination (sub-cluster 3)

This sub-cluster approaches landscapes as an interface between culture and nature and as sites traversed by local, national, regional and global forces. Heritage is here regarded as a particular form of making social, economic and political claims about rights, access and use of landscapes. The sub-cluster has a relevance also to the two other clusters, Urban Heritage and Archives Revitalized, and will be a focus point for researchers from a number of disciplines and faculties at University of Gothenburg.

In order to apply landscape as a sharp analytical tool, rather than an infinitely spacious concept, there is a need to critically examine the idea of "landscape complexity". Landscapes are created and constantly transformed in processes that are simultaneously historical, social and ecological; and differing, human and non-human, perspectives will always be involved in the making and assessing of all kinds of landscapes, from city-centres to "wilderness". Furthermore, landscapes are not only formed on the ground, but also in thoughts, dreams, representations and planning, and through interactions between mind and matter, nature and culture. Studying landscapes as archives or historical palimpsests is one of many established ways to approach the relationship between landscape and heritage, and this sub-cluster will examine which understandings of landscape such approaches rely on.

If landscape is understood as a process, rather than a prospect or a property, it becomes clear that conservation of landscapes is intrinsically difficult, if not impossible. The problematic relationship between conservation and change perhaps most clearly come to the fore within landscape management. A growing number of international instruments and conventions have been adopted to ensure sustainable planning, management and governance of landscapes and their values. In addition, numerous claims on landscapes and their heritage are today made from the sectors of tourism, place marketing and destination branding. However, heritage, environmental aspects and the market value of landscapes are typically the responsibility of

different sectors and disciplines that do not always communicate with each other. This calls for further research, where landscape may be used as an analytical starting point to examine nature-culture relations in fruitful cross-disciplinary collaborations.

Projects and initiatives
Research on different aspects of the landscape/heritage interface is carried out within a range of disciplines at GU, including for example human geography, social anthropology, conservation, human ecology, consumer science, history, and archaeology. A cross-disciplinary group of scholars from different faculties at GU are currently working to prepare the Permanent European Conference for the Study of the Rural Landscape (PECSRL), which will be held in Gothenburg/Mariestad in September 2014. The work related to this conference is to be seen as part of the establishment and reinforcement of an interdisciplinary landscape research network at GU, which may well be widened to include additional scholarly perspectives.

World Heritage (sub-cluster 4)

The sub-cluster has a broad approach towards issues and discussions connected to UNESCO's World Heritage Convention. The aim is to engage scholars from Historical Studies, School of Global Studies and the Department of Conservation in this sub-cluster.

The conditions for a creation of a common and global cultural heritage are at different levels both complex and problematic and the very idea of a common global heritage, the World Heritage Convention and the subsequent listing of a number of World Heritage sites at UNESCO's World Heritage List has therefore been exposed to various forms of criticism. This critique has focused questions concerning; selection principles, representativeness, authenticity, socio-economic and ideological impact, the neglect of intangible heritage, and how public and local stakeholder involvement and use of cultural heritage can be achieved.

More specifically, questions about the selection principles and representativeness can highlight the fact that the number of world heritage sites that reflects humanity's dark side (dark heritage) is largely absent from the World Heritage List, and that there is a significant geographical imbalance, and a Eurocentric bias, of the World Heritages on the list. Questions about authenticity and socio-economic and ideological impact can include issues such as national prestige and the commercialization of heritage within the framework of the tourism industry. Questions can also focus on how the selected sites are presented and staged as authentic remains from the past, hiding how they are influenced by present contexts and processes. In the increasingly globalized world an organization of diversity, within the framework of the World Heritage Convention, may also lead people to consider their traditions, their past, and their present existential identity in specific ways, perhaps making them easier to control and lead in certain directions.

The question concerning the neglect of intangible heritage can for instance focus the fact that although cultural heritage is not limited to material manifestations, it did take a long time to view and to accept intangible heritage as an important part of the common global cultural heritage.

Questions concerning the public involvement and use of cultural heritage can for instance highlight that the idea of a global heritage is a top-down project containing unequal power relations on a variety of levels. This at the same time as there are opposite and developing

trends where bottom-up approaches, with a focus on local development, local stakeholders and local societies and their empowerment, are directed both towards World Heritage sites, as well as towards alternative sites of historical interest.

Audio-Visual-Sensory Heritage (sub-cluster 5)

This sub-cluster addresses processes of memory and heritagization and their associated sensorial qualities, as they are explored through audio-visual media. Particularly in the context of a globalized, neo-liberal consumer society, the function and sensory implications of images have become increasingly contested arenas. The sub-cluster will facilitate collaborations with guest researchers and workshops with local and international participants, and aims to bring together researchers from HDK, the Department of Psychology, the Department of Cultural Sciences, IT, and the Valand Academy.

The relationship between memory and the visual is far from straightforward. While it is common for recollection to be defined as the act of picturing images in one's mind, the research within this sub-cluster problematizes such assumptions. It instead starts with the fundamental paradox that while memory and heritage are intensely visual phenomena, they are impossible to visually depict or illustrate. Elements of the past may be conveyed through images, material objects, bodily movements and actions, but memories themselves can never be literally represented or made visible outside the realm of the imagination.

This sub-cluster encourages both the study of visual media and the use of visual media itself to analyze and interpret such elusive and complex processes of memory and heritage. If the eye is a conduit for the rest of the body, a camera's mechanical 'eye' can serve as an avenue for offering a sensory and tactile consciousness, not only of the external world, but also of the internal, visceral experiences of memory and the imagination.

What creative formal or narrative strategies might be used to address the poetics and the politics of memory in different social and cultural contexts? How might visual media be used in innovative, unconventional ways to understand experiences of recollection and the passage of time? Using audio-visual media to transcend its strictly visual functions, and operate in emotional, evocative, sensory realms allows it to be more than a mere illustrative or documentary instrument, furthering the possibility of introducing new kinds of knowledge practices into heritage and memory research.

Criteria for cluster activities

The cluster activities shall

- consolidate the common ground of the cluster;
- identify the main strands for the working research environment of the cluster;
- explore the main interest and synergies of the cluster researchers;
- further academic promotions;
- establish of long term financial security of the research field of the cluster

HERITAGE ACADEMY
- Operational plan

University of Gothenburg * West Heritage

The basic work in 2013 and onwards will be concentrated around implementing and anchoring the Heritage Academy idea and activity with the main stakeholders: University of Gothenburg, West Heritage and other regional, national and municipal institutions. An investigation will be carried out into previous work and parallel work in the region.

Main tools of work are presentations for boards and councils and 2-4 strategic seminars per year. The seminars should problematize and investigate development potentials from the point of view of the heritage institutions, society, research etc.

The seminars and their themes should be carefully prepared and implemented with the stakeholders in order to become efficient meeting places. They will unpack critical and scientific perspectives as well as socio-political and economic dimensions. They should stimulate more interaction, new research and institutional perspectives for research. Also, they should continuously discuss how we would like to define the idea of West Sweden as a Heritage Region.

The scientific and artistic input from the University of Gothenburg to the seminars should, as a rule, consist of perspectives developed within the framework of the CHS and the former Styrkeområde kulturarv. The seminars should be organized in such a way that they lead to commitments, to new activities, to the development of new perspectives.

The seminars will be organized by the Academy in collaboration with one ore several of the institutions of West Heritage, not excluding other partnerships. The seminar programme is defined, funded and documented by the stakeholders and published on the web of the CHS.

During the year the Heritage Academy will organize two or three public lectures/debates on strategic issues regarding heritage studies / heritage work. The first one will be dedicated to professor Peter Aronsson's project on European national museums, and the second to the issue of Heritage, Culture and Health, where we plan to invite professor Ola Sigurdsson and the vice chancellor of the University of Gothenburg as main speakers.

Another seminar, which will, if successful, probably be followed by more, is being planned with professor Michael Rowlands. It is organized for the attention of the University and West Heritage and will be an account / discussion about the successful work at UCL (the "Town meetings") to coordinate and strengthen heritage research all over the UCL, including a much wider circle than today in Gothenburg: all the social sciences, medicine, languages, psychology, sciences, law, management etc.