ENTREPRENEURIAL HERITAGE AND THE INFORMATION ECONOMY

Thursday, 23 April 2015
9 a.m. - 6 p.m.
Illini Union, room 314A

Heritage has entered a new stage of expediency, efficiency, and entrepreneurship. Although countries still scramble and compete to get their historic monuments inscribed on UNESCO’s World Heritage List, “site preservation” is no longer the driving impetus for listing as it was when the World Heritage Convention was drafted in 1972 and for decades following.

In recent years, national prestige, geopolitical assertion and, especially, economic development through tourism at these sites trump preservation as the rationales of attention to heritage. New claims to cultural heritage are asserted while old claims undergo revision so as to stay relevant. New cultural heritage management strategies are promoting “optimization” with a goal of being “useful.” Thus, we see the adoption of novel strategies and market models aimed at making heritage sites productive. We approach these ideas through the lens of Europe.

Moreover, as social media and websites enable new forms of international interest and individual and community empowerment, cultural heritage is being recrafted for the 21st century’s global knowledge economy. Traditional narratives of national identity around heritage sites are being challenged by new interpretations and their performative manifestations in real space and virtual space. New intellectual property titles for traditional performances and traditional goods are now combined with information age resources. Digital era transformations are unsettling relations between entrepreneurial logics, local heritage preservation and national and international markets.

These shifting dynamics merit analysis and discussion. CHAMP offers this conference as a vehicle for their exploration.

9:00 a.m. – Opening Remarks
- Helaine Silverman (Director, CHAMP)
- Matthew Rosenstein (Associate Director, European Union Center)

9:10-9:30 a.m.
The European Heritage Label
Jacqueline Pacaud (European Heritage Label/European Commission, Directorate General for Education and Culture, Brussels)
9:30- 9:40 a.m. Discussion

9:40-10:00 a.m.
European Capitals of Culture
Ulrich Fuchs (Program Director – Marseille-Provence, European Capital of Culture 2013)
10:00-10:10 a.m. Discussion
10:10-10:30 a.m.  
*Cultural Routes of the Council of Europe Programme*  
**Eleonora Berti** (Council of Europe Cultural Routes Project Coordinator, European Institute of Cultural Routes, Luxembourg)  
10:30-10:40 a.m. *Discussion*

10:40-10:50 a.m. **COFFEE BREAK**

10:50-11:10 a.m.  
*Marketing Heritage: Historic Royal Palaces’ “Poppies” Celebration of the WWI Centenary*  
**Cele Otnes** (Business Administration, UIUC)  
11:10-11:20 a.m. *Discussion*

11:20-11:40 a.m.  
*The European Union: Institutions and Governance*  
**Robert Pahre** (Political Science, UIUC)  
11:40-11:50 a.m. *Discussion*

12-1:30 p.m. **LUNCH BREAK**

1:30-1:50 p.m.  
*Historic Royal Palaces: After Heritage*  
**Paul Kapp** (Architecture, UIUC)  
1:50-2:00 p.m. *Discussion*

2:00 – 2:20 p.m.  
*Local Land, Culture and Heritage as Pathways to Digital Literacy*  
**Anita Say Chan** (Media and Cinema Studies, UIUC)  
2:20-2:30 Discussion

2:30-2:50 p.m.  
*Adapting Digital Platforms for Heritage Research and Pedagogy*  
**Małgorzata J. Rynsza-Pawlowska** (Graduate Program in Historical Administration, EIU)  
2:50-3:00 p.m. *Discussion*

3:00-3:20 p.m.  
*Cultural Heritage and The Innovator’s Dilemma*  
**Michael Twidale** (Library and Information Science, UIUC)  
3:20-3:30 Discussion

3:30-4:00 p.m. **BREAK**

4:00-5:00 p.m.  
*Introduction of Keynote Speaker by Anita Say Chan* (Media and Cinema Studies, UIUC)  
**KEYNOTE: The Knowledge Economy and its Cultures: Neoliberalism, Heritage and the Proprietary Imagination**  
**Rosemary J. Coombe** (Canada Research Chair in Law, Communication and Culture, York University, Canada)