ENCOUNTERS WITH POPULAR PASTS

meanings and myths
at the interface between
heritage and popular culture

a workshop organized by

Collaborative for Cultural Heritage Management and Policy
(CHAMP - University of Illinois at Urbana-Champaign, USA)

Ironbridge International Institute for Cultural Heritage
(IIICH – University of Birmingham, UK)

Institute of Advanced Studies
(IAS – University of Birmingham, UK)

MAY 23-24 2013

on the campus of the University of Illinois at Urbana-Champaign:
KRANNERT ART MUSEUM, room 62 (the lower level auditorium)
The critical study of “heritage” encompasses many domains, from “governance” to the more spontaneous and fluid realms of popular custom and practice. While tangible and intangible heritage are still authoritatively deployed as symbols of nation, authority and continuity, they are also widely and freely appropriated for purposes of entertainment, pleasure, and to mark more localized and ephemeral identities. Media of many kinds are central in such processes, thereby raising issues of re-inscribed hegemonies of ‘old world’ and ‘new world’ heritage, together with the creation and expression of new cultural forms capable of being transformed into heritage.

The on-going processes by which heritage is made and re-made are closely tied to particular interest groups, social trends and various forms and flows of mediation. Established, ‘traditional’ types of heritage are being re-cast and circulated across cultures while emergent heritages, rooted in popular cultures, are cutting through long standing global relations and perceptions. Moreover, the media produces heritage as well as distributing and consuming it with performance, performers, stage sets and the remembered, shared moments of being part of an audience, all forming part of a popular and widely shared inheritance.

This workshop is premised on the recognition that heritage is popular and popular culture is now readily transformed into heritage with meanings and myths which are re-shaping social life, political and economic realities and, are re-making ‘tradition’. What does popular heritage look like? Who does it speak to? Is it active in dissolving class and cultural boundaries or just reproducing new ones? How do societies manage a heritage that is fluid, immediate and that straddles extremes of serious conflict and hedonistic frivolity?

By bringing together scholars from North America and Europe working out of a range of disciplinary perspectives and by focusing upon a range of cases dealing with the heritage / popular culture interface, we seek to explore and problematize how various communities are generating and encountering recent heritage forms.
PROGRAMME/PROGRAM

Thursday, May 23

9:00-9:15  Opening Remarks
Tim Barnes, Director, Office of Strategic Partnerships, University of Illinois
Malcolm Press, Director, Institute of Advanced Studies, University of Birmingham

9:15-9:30  An Agenda in Heritage and Popular Culture
Mike Robinson (Director of Ironbridge International Institute for Cultural Heritage, University of Birmingham) and Helaine Silverman (Director of CHAMP/ Collaborative for Cultural Heritage Management & Policy, University of Illinois)

9:30-10:15  Joy Sperling (Denison University)
Space, Place, and Tricultural Visual Transactions: Women and Tourism in the Interwar Southwest

10:15-11:00  Mike Robinson (University of Birmingham)
Word Heritage: Popular Encounters of Mystery and Imagination

11:00-11:15  COFFEE BREAK

11:15-12:00  Joy Sather-Wagstaff (North Dakota State University)
Appropriated Heritage in Popular Cultures of Memorialization: The Rhetoric of Nature

12:00-12:45  Lynne Dearborn (University of Illinois)
Deploying Heritage to Solve Today's Dilemmas: The Swedes of Rockford, Illinois

12:45-1:45  LUNCH BREAK

1:45-2:30  Gabriel Solis (University of Illinois)
Cruisin': Civic Pride, Collective Nostalgia, and Pop Culture in Modesto, California’s “American Graffiti” Festivals

2:30-3:15  John Presley (Illinois State University)
From Co-op to Conglomerate: Quality Courts, World War II, and the Commodification of Travel

3:15-4:00  Noah Lenstra (University of Illinois)
"Democratization” of Genealogy and Family History Practice

4:15-5:00  Special visit to the James Bond Exhibit at Spurlock Museum

6:00-8:00  Speakers and Guests dinner at Apple Dumpling Restaurant

Friday, May 24

9:00-9:45  Rick Hallett (Northeastern University)
Parodying Heritage Tourism

9:45-10:30  Helaine Silverman (University of Illinois)
Branding Peru: National Tourism Campaigns and the Performance of Heritage

10:30-11:15  Cele Otnes (University of Illinois) & Pauline Maclaran (Royal Holloway, University of London)
Consuming the Crown: Key Facets of the British Royal Family Experience

11:15-11:30  COFFEE BREAK
11:30-12:15  **Anna Woodham** (University of Birmingham)  
Collecting London 2012: Exploring the Unofficial Legacy of the Olympic Games

12:15-1:00  **Diana Spencer** (University of Birmingham)  
Antiquity from Site to Vision: Understanding Technicolor Rome

1:00-2:00  **LUNCH BREAK**

2:00-2:45  **Michael Di Giovine** (University of Chicago)  
When Popular Religion Becomes Popular Culture

2:45-3:30  **Paul Kapp** (University of Illinois)  
Experiencing Intangible Heritage on the Byway: The Mississippi Blues Trail and the Virginia Crooked Road

3:30-4:15  **Sara Jones** (University of Birmingham)  
Uneasy Heritage: Remembering Everyday Life in Post-Socialist Memorials and Museums

4:15-5:00  **DISCUSSION**

6:00-7:30  Speakers Bowling Party and Dinner

8:00-9:30  Speakers and Guests dessert at Helaine Silverman’s house