

Innovation for Cultural Heritage



Arthur Le Gall – KEA European Affairs

@Arthur_LeGall

[KEA Video](#)

Rome, 23 November 2016

Who we are

KEA European Affairs is a research and advisory company based in Brussels and Shenzhen (China) specialising in providing advice, support and research in relation to cultural and creative sectors and sport since 1999.



WHAT WE DO

- Strategic advice for regions, cities, and governments on CCIs
- Studies and research in the cultural and creative sectors
- Advice in EU law: copyright, competition
- Training and capacity building
- EU projects (CREATIVE EUROPE, H2020, COSME, INTERREG, ...)

Cultural Heritage and territorial development



What is innovation for Cultural Heritage?

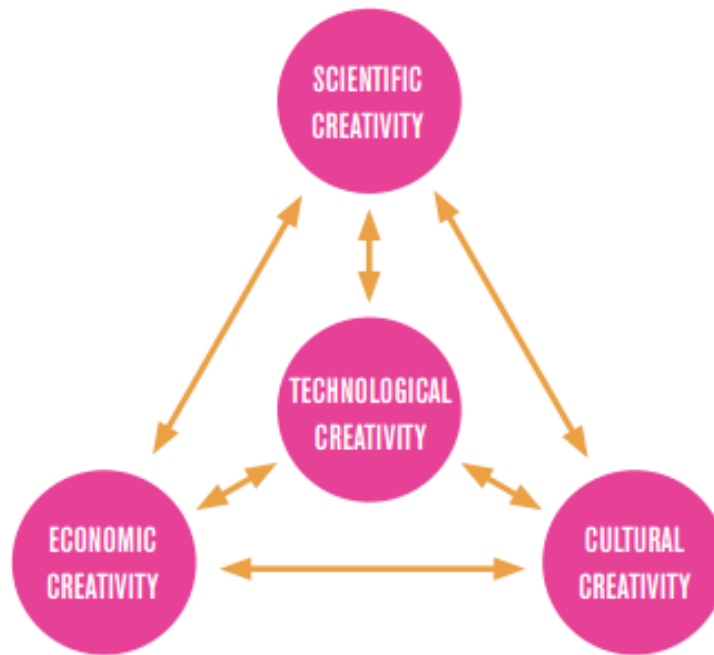


Figure 1 - Creativity is a multidisciplinary process - Source: KEA (2009)

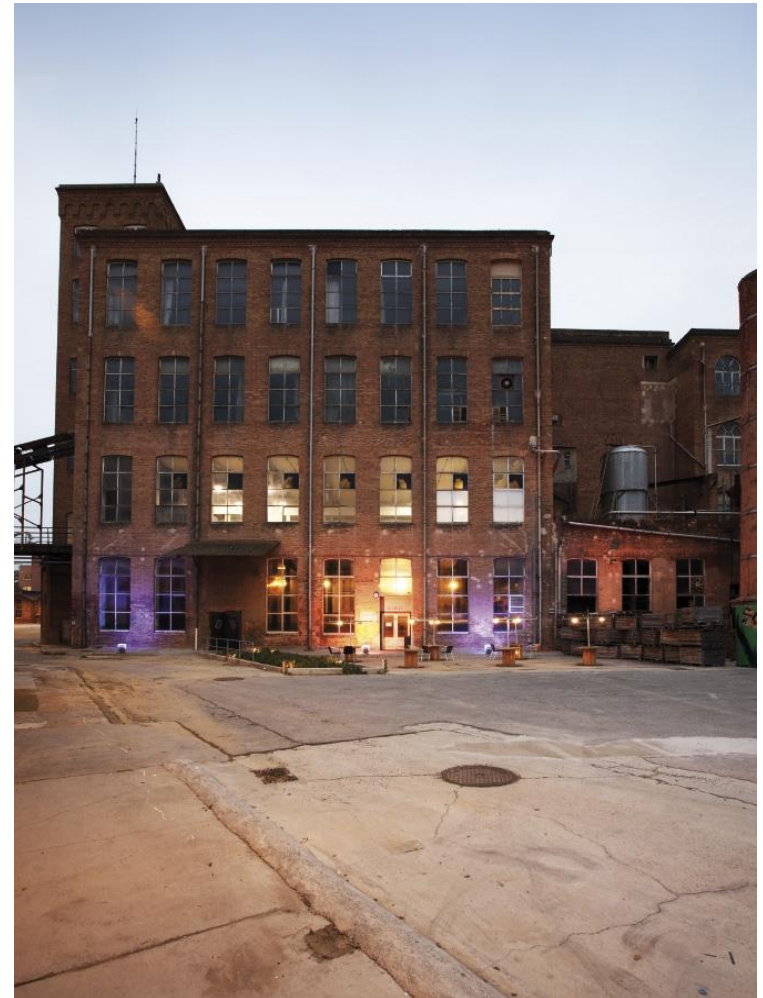
What is innovation for Cultural Heritage?

Innovation in spaces

- **Vibrancy of our territories**
- Impact on urban regeneration
- Transitional uses and re-purposing of heritage sites
- Multimodal spaces, creative hubs, co-working spaces.



Le foyer historique © Philippe Ruault



What is innovation for Cultural Heritage?

Innovation in user experiences



- **ARoS** is developing a whole floor of *digital experiences to reach out to new audiences* and break the idea of an elitist culture.
- **Moesgaard Museum:** has a multi-skilled team that works as an in-house laboratory and enable them to *design, test and fast-prototype new experiences* for its audiences.



What is innovation for Cultural Heritage?

Innovation in user experiences

- CH infrastructures and activities are **anchored in the socio-economic context of the city** and fill an identified gap.
- **knowledge of users and audiences' needs and desires.**



- **Flexibility to adapt to changes,** making room for appealing new projects.

What is innovation for Cultural Heritage? Innovating with Citizens



Merida (Spain) – citizen-driven preservation of heritage



What is innovation for Cultural Heritage?

Social innovation & Ownership



Louvres-Lens: a massive investment in cultural heritage

Empowering citizens in a mining region: emergence of bottom-up project



How to make it happen?

Management/governance level

- *The importance of political will & awareness:* acknowledging the different forms of cultural heritage impacts to stir innovation
- *open/participatory approaches:* Public institutions as mediators and facilitators to combine bottom-up and top-down approaches for sustainable policies
- *Flexible policy-making and tools*

Cross-fertilisation of skills

- Creative, technical and professional skills and competences from different sectors should be integrated to bring about *spill-over effects*.
- Already happening ! New materials and new ideas for the restoration of CH buildings

Mutual understanding and trust

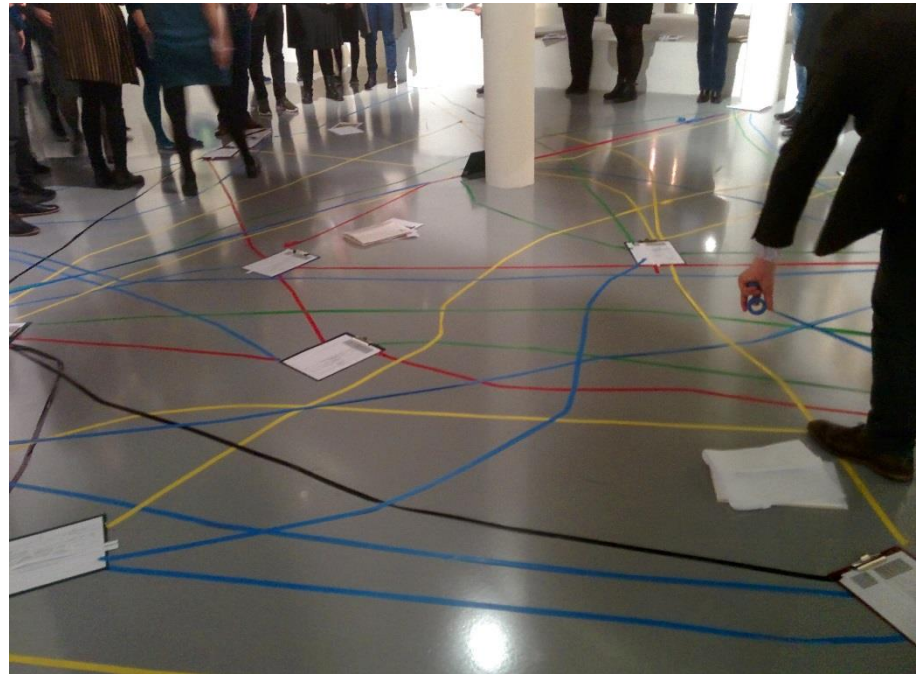
How to make it happen?

Play to your strengths



Conclusions/discussion points

- Go broad !
- Partnerships & Trust
- Rethink
- Ownership & Bottom-up initiatives
- What is tomorrow's heritage?





CULTURE
for Cities and Regions



Thanks!



Arthur Le Gall

alegall@keanet.eu

51 Rue du Trône

B-1050 Brussels

☎ +32 2 289 26 00

www.keanet.eu

Social Media:

Creative Europe on LinkedIn/Facebook

@KEAtweets