



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 730280

# ROCK

Regeneration and Optimization of Cultural heritage in creative and Knowledge cities

## ROCK Roadshow and Replication workshop in Lisbon 25-27 September 2019

### Learning from and with Lisbon on citizens engagement for cultural heritage in neighbourhoods



The Lisbon ROCK pilot area is included between the neighbourhoods of Marvila and Beato. This area is a former rural and industrial territory composed of multiple micro-neighbourhoods (bairros) which present complex geographic and social characteristics. The mix between rural and industrial heritage created a complex set of cultural traditions and societal behaviours in Marvila, linking agricultural activities with factory workers' social and political identities. These traditions still resonate today. The challenge today is to understand and respect the local identity and the different needs and profiles of the local communities, considering also the high proportion of NEET population and the disappointment emerging towards the multiplication of initiatives in the territory with little impact over the daily life of the inhabitants.

Through the ROCK project, the Lisbon municipality is investing in the creation of a living lab to approach these urban issues by engaging local communities. The "Lisbon Living Lab (LLL)" seeks to address the multi-faceted challenges of the territory through four core topics: urban voids, ecological networks, territories of continuity and local communities versus gentrification.

The Interpretive Centre is being created in the Marvila's Library through a participatory approach in which the local community (residents, local institutions, entities with local intervention) is called to participate actively. Its main objective is to

gather knowledge about the cultural, material and immaterial patrimony of the parish, making it available to the public in an appealing, playful and innovative way. Lisbon methodology is based on a bottom-up safeguard strategy, encouraging the direct participation of communities. A participatory/open inventory offers the communities an opportunity to present their own tangible and intangible cultural heritage.

The Roadshow and the Replication workshop offer an in depth discovery of the ROCK project and its results in Lisbon and in Europe. The Roadshow is a public event open to all the interested participants. The Replication workshop is by invitation only.

All the presentations will be available online.



## Wednesday 25 September: ROCK Roadshow

Venue: Ar.Co – Centro de Arte e Comunicação Visual

Antigo Mercado de Xabregas - Rua Gualdim Pais

[www.arco.pt](http://www.arco.pt)

### Objectives of the Roadshow:

The Roadshow is designed to present an overview of some innovations in cultural heritage created in Lisbon and to present a preview of some samples of ongoing projects, presented by the creators themselves. The objective is to collect feedback, ideas and suggestions from the participants to improve services with a view to bringing them closer to the real needs of the user.

The Roadshow is organised by the Municipality of Lisbon, ICSUL and CONFINDUSTRIA.

Time	Activity	Who
9:30 – 10:30	Registration and welcome coffee	
10:30 – 11:15	<b>Guided visit to Ar.Co.</b> <a href="http://www.arco.pt">www.arco.pt</a> Ar.Co. is an independent art school, dedicated to the experimentation, training and divulging of arts, crafts and visual communication. Ar.Co is a non-profit cultural association of public utility.	Organised by Câmara Municipal de Lisboa
11:15 – 11:30	Welcome words from local partners	
11:30	<b>ROADSHOW part I: What is ROCK and the platform for innovators in cultural heritage</b>	Moderated by Antonella Fresa, Confindustria
11:30-12:00	- The ROCK project and its achievements in Bologna (Silvia Bartoloni, Municipality of Bologna)	
12:00-12:15	- ROCK in Lisbon/Marvila (Maria Ana Silva Dias and Antonio Miranda, Câmara Municipal de Lisboa)	
12:15-12:45	- Examples of Cultural Heritage-led innovation in Europe from ROCK in other cities (Athens, Bristol, Eindhoven, Skopje, Vilnius)	
12:45-13:00	- Presentation of the Innovators in CH platform, a platform to share knowledge on innovation in cultural heritage (Antonella Fresa, Confindustria)	
13:00 – 14:30	<b>Lunch</b>	



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Time	Activity	Who
14:30 – 16:00	<b>ROADSHOW part II: Cultural heritage led innovation in Portugal – Panel Discussion</b>  Panellists: Catarina Valença Gonçalves /José Maria Lobo de Carvalho/José Tavares/ Alexandra Paio/ Laura Pomesano	Moderated by Roberto Falanga, ICSUL
16:00 - 16.30	<b>Coffee break and samples of the Bibliogamers video games</b>	
16:30	<b>ROADSHOW part III: Creativity to promote cultural heritage</b>	Moderated by Roberto Falanga, ICSUL
16:30 – 17:30	Bibliogamers, a week-long event last March 2019 when 9 teams of players brainstormed and created together 9 video games about the past, present, and future of Marvila. The winners of the first edition will tell us more about the development plans of the video games.	
17:30 – 17:45	Questions and Answers	
17:45 – 18:00	<b>Conclusions</b>	
18:00	<b>End of the Roadshow</b>	

At the end of the meeting, the participants will have the possibility to test the Bibliogamers video games.



## Thursday 26 September: Replication workshop and site visits in Marvila Citizens engagement for cultural heritage in neighbourhoods

Venue: Biblioteca de Marvila, R. António Gedeão  
Sala José Gomes Ferreira and Sala multiusos

### Objectives of the Replication workshop:

Learn from the experience and lessons from Lisbon innovative working method in Marvila and Beato

Identify success factors that can help the transferability, scalability or Replication of the innovative approach to other urban contexts

Time	Activity	Who
9.00-9.30	Welcome session Venue: Biblioteca de Marvila Replication workshop: The format will be interactive with a strong focus on collaborative learning. The workshop will examine in depth one case study. Following the presentation of the case study, participants will discuss the lessons learned and how to apply them to other urban contexts, such as in their own cities.	EUROCITIES as facilitator
9.20-11.00	Focus on: the Marvila and Beato interpretive centre, including the participatory inventory methodology. The Interpretive Centre is being created in the Marvila's Library through a participatory approach in which the local community (residents, local institutions, entities with local intervention) is called to participate actively. Its main objective is to gather knowledge about the cultural, material and immaterial patrimony of the parish, making it available to the public in an appealing, playful and innovative way. Lisbon methodology is based on a bottom-up safeguard strategy, encouraging the direct participation of communities. A participatory/ open inventory offers the communities an opportunity to present their own tangible and intangible cultural heritage.  - Collaborative learning; mapping of factors to adapt and transfer the practice in other cities/ neighbourhoods	Lisbon culture department / ROCK team; ICSUL
11.00-11.30	Coffee break	



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Time	Activity	Who
11.30-12.00	List of possible actions that cities could take to transfer and adapt the practice	
12.00-13.30	<b>Lunch, prepare for the site visits in the afternoon</b>	
14.00-17.30	<p><b>Site visits</b> (Departure from Biblioteca) - guided visits by residents and members of the stakeholders that are part of the organizing committee of the interpretive center</p> <ul style="list-style-type: none"> <li>• <b>Site visit 1</b>   The industrial Lisbon of the first half of the twentieth century - the "Pátios and Vilas" workers' houses and the factories and warehouses in Marvila and Beato- guided by José Fonseca, resident, and António Miranda and Margarida Reis Silva, historians, all IC organizing committee members</li> <li>• <b>Site visit 2</b>   Mapping of Beato cultural activities - Junta de Freguesia do Beato, the civil local parish of Beato (IC organizing committee member)</li> <li>• <b>Site visit 3</b> - Rehousing of the Bairro Chinês squatter in Marvila, an intervention of the Prodac movement in the early seventies - Centro de Promoção Social da PRODAC/SCML (IC organizing committee member), which has an important socio-educational intervention in the territory and is the heir of this seventies important urban intervention based on the resident's participation and self-help construction.</li> </ul>	<p>Lisbon culture department / ROCK team ROCK LLL stakeholders; residents Translation provided</p>
17.30	<b>Going back to the library, coffee break</b>	
17.30-18.00	<p><b>Wrap up of the day</b> Key lessons and considerations Recommendations from delegates Remaining questions Tomorrow's agenda</p>	EUROCITIES as facilitator
19.00	<b>Dinner and/or cultural event at the museum</b>	<p>Lisbon city centre Free, optional, places not guaranteed</p>



## Friday 27 September: co-creation workshop on Lisbon challenge

### Turn remote neighbourhoods into territories of continuity

How can we ensure social cohesion and neighbourhood participation in a remote area disconnected from the city centre? How can we use cultural participation and cultural heritage to give residents a sense of ownership, build trust and increase social cohesion and neighbourhood participation?

Venue: Biblioteca de Marvila

#### Objectives of the co-creation workshop:

Discuss challenges and obstacles in the implementation process and how to overcome them  
Formulate more effective and efficient responses to a critical challenge in Lisbon, in a collaborative learning process with inputs from different cities

Time	Activity	Who
9.00-9.20	<b>Welcome</b>  Methodology of the co-creation workshop: participants will work together to co-design possible solutions to a real case of complex challenge in the city of Lisbon. The case study of city challenge will be presented, discussed and explored through situation-based group work. The workshop will result in a set of ideas for actionable solutions that the representatives from Lisbon could consider acting upon. The logic is to generate out-of-the-box ideas and a fresh perspective to help a city that is looking for innovative ways to tackle a pressing challenge it faces at the moment.	EUROCITIES as facilitator
9.20-10.00	<b>Co-creation workshop part one</b> Lisbon presents its challenge and the status quo Brainstorming and shortlisting of possible solutions	Lisbon culture department / ROCK team
10.00-10.30	<b>Coffee break</b>	EUROCITIES as facilitator
10.30-12.00	<b>Co-creation workshop part two</b> Collaborative brainstorming and shortlist of possible solutions Pitching possible solutions to Lisbon Group work to turn ideas into actionable solutions	
12.00-13.30	<b>End of the workshop and lunch</b>	



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Time	Activity	Who
14.30	<b>European Heritage Days events</b> (optional, registration is required)	
20.30	<b>Guided visit to the Roman Galleries - Rua da Prata</b>  Dating from the early 1st century AD, and discovered in Lisbon underground in 1771 after the 1755 earthquake, these galleries have been, over time, the subject of multiple interpretations of their original function. With a water level of over one meter high from groundwater flowing below Lisbon, a complex pumping operation is required to enable the visits.  "Convivência(s). Lisboa Plural" - Night visit  Visit oriented to the exhibition Convivência(s). Lisboa Plural 1147-1910, followed by a concert.	





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## ROCK LISBOA\_MARVILA-BEATO

ÁREA/PLANO GERAL (FEV 2018)

